

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

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

**TUESDAY, JULY 24, 2018**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a. Approval of minutes June 15, 2018 special meeting, June 27, 2018 regular meeting and July 16, 2018 workshop.
  - b. Approve excused absent for Board Member Salazar for June 27, 2018 regular board meeting and Board Member Block for July 16, 2018 workshop.
- 5) Discussion and action to approve the special events calendar and budget FY 2018-19:
  - 5.1 Mariachi Run SPI (Nov 2018)
  - 5.2 Christmas Lighting (Dec 2018)
  - 5.3 Hallowings (Oct 2018)
  - 5.4 Sandcastle Days (Oct 2018)
  - 5.5 Holiday Lights over Padre Weekend (Dec 2018)
  - 5.6 WOVE (Jan 2019)
  - 5.7 B&S Kites/SPI Kitefest (Feb 2019)
  - 5.8 National Tropical Weather Conference (Apr 2019)
  - 5.9 Splash South Padre Island (April 2019)
  - 5.10 Sand Crab Run (April 2019)
  - 5.11 Open Water Event (April 2019)
  - 5.12 Obstacle Course Race (May 2019)
  - 5.13 Shallow Sport Tournament (May 2019)
  - 5.14 Xpogo (2019 - 4 different dates)
  - 5.15 MOF Ninja Warrior OCR Kids (June 2019)
  - 5.16 TIFT (Aug 2019)
  - 5.17 LKT (Aug 2019)
  - 5.18 Iron Pigs MC (Aug 2019)
  - 5.19 Lifestyles MC (Aug 2019)

- 5.20 Wahoo Fishing Tournament (Sep 2019)
- 5.21 JJ Zapata Fishing Tournament (Sept 2019)
- 5.22 Zombie Charge (Sept 2019)
- 5.23 Tailgate Weekend (Sep 2019)
- 5.24 SPI Triathlon (Sep 2019)
- 5.25 Elite Redfish Championship (Oct 2019)
- 5.26 Hallowings (Oct 2019)
- 5.27 Mariachi Run SPI (Nov 2019)
- 5.28 SPI FAMfest (Nov 2019)
- 5.29 Bike Race (Nov 2019)
- 5.30 Veterans' Day Weekend (Nov 2019)
- 5.31 GoRuck (Nov 2019)
- 5.32 BlackLight Race (Nov 2019)
- 5.33 Holiday Lights over Padre Weekend - Dec. 2019

- 6) Discussion and action to recommend to City Council to deny all RFP's regarding SPI 2019 Half Marathon. (Flores/Amaya)
- 7) Update and discussion of the Director's Report - 1st Generation Dashboard. (Arnold)
- 8) Marketing research update. (Flores)
- 9) Adjournment.

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

*Rosa Zapata*  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON July 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*  
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  
CONSENT AGENDA**

**MEETING DATE:** July 24, 2018

**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 June 15, 2018 special meeting, June 27, 2018 regular meeting and July 16, 2018 workshop.
- b. Approve excused absent for Board Member Salazar for June 27, 2018 regular board meeting and Board Member Block for July 16, 2018 workshop.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**FRIDAY, JUNE 15, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Friday, June 15, 2018 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 quorum was present: CVA Board Members Jimmy Hawkinson, Arnie Creinin, Daniel Salazar, Tom Goodman, Ex-officios Jose Mulet and Bryant Walker. Absent was Board Members George Block and Vice-Chairman Paul Curtin.

City Council Members: Mayor Dennis Stahl

Staff: City Manager, Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Director of Marketing, Research & Analytics Michael Flores, Office Manager/Accountant Lori Moore, Senior Sales Manager Travis Milum.

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments and announcements were given at this time.

**IV. DISCUSSION AND ACTION TO AMEND THE ATKINS GROUP CONTRACT AND RECOMMEND A BUDGET AMENDMENT TO CITY COUNCIL IN THE AMOUNT OF \$50,000 FROM EXCESS RESERVES TO FUND MARKETING EFFORTS FOR EXPANDING AIRLIFT.**

Chairman Jones made the motion to approve the recommendation to City Council for the budget amendment in the amount of \$50,000 towards marketing efforts for expanding airlift, seconded by Board Member Creinin. Motion carried unanimously by those present.

**XIII. ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 9:20 a.m.

Approved this 15 day of June, 2018.

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Wally Jones, CVA Chairman

Attest:

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Rosa Zapata, CVB Executive Services Specialist

DRAFT

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

**WEDNESDAY, JUNE 27, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 27, 2018 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 quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, Arnie Creinin, Tom Goodman, and George Block. Also present was Ex-officio Jose Mulet, and Bryant Walker. Absent was Board Member Daniel Salazar.

Staff: CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Office Manager/Accountant I Lori Moore, Senior Marketing and Communications Manager Alisha Workman, and Events Development & Packaging Manager Marisa Amaya.

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

No public comments were given.

**IV. CONSENT AGENDA:**

- a. Approval of minutes May 23, 2018 regular meeting.
- b. Approval of minutes June 6, 2018 workshop meeting.
- c. Approve excused absence for Board Member George Block and Vice-Chairman Paul Curtin for June 15, 2018 workshop.

Chairman Jones announced that item 4b had a clerical error on the workshop date.

Board Member Goodman made the motion, seconded by Vice-Chairman Curtin to approve the Consent Agenda. Motion carried unanimously by those present.

**V. PRESENTATION REGARDING UNIVERSITY OF TEXAS RIO GRANDE VALLEY:**

- a. Presentation of synopsis of survey research methodology.  
Dr. Penny Simpson and Dr. Sharon Schembri updated the board regarding the methodology on the special events survey research.
- b. Discussion and action regarding the renewal of the University of Texas Rio Grande Valley (UTRGV) research contract.

Chairman Jones made the motion, seconded by board member Block to proceed with the renewal of the contract. Motion carried unanimously by those present.

**VI. DISCUSSION TO ESTABLISH A FORMAL REPRESENTATIVE RELATIONSHIP BETWEEN THE SOUTH PADRE ISLAND ECONOMIC DEVELOPMENT CORPORATION, SOUTH PADRE ISLAND CHAMBER OF COMMERCE, SHORELINE TASK FORCE COMMITTEE AND CONVENTION AND VISITORS ADVISORY BOARD FOR CONSISTENT EXCHANGE OF INFORMATION AT MONTHLY MEETINGS.**

A board member recommended CVB Director Keith Arnold contact the committee chairs and schedule a lunch meeting to discuss recommendations for presentations to CVA Board on a quarterly basis.

**VII. DISCUSSION AND ACTION TO ALLOW THE CVB DIRECTOR TO RESEARCH AND IDENTIFY FIRMS/CONSULTANTS THAT SPECIALIZE IN VISITOR PRODUCT DEVELOPMENT INITIATIVES FOR DESTINATIONS.**

Board Member Goodman made the motion, seconded by Board Member Block to allow the CVB Director to work with the City Manager to develop a RFP/RFQ for a research firm/consultant that specializes in visitor product development. Motion carried unanimously by those present.

**VIII. UPDATE REGARDING MARKETING SUBCOMMITTEE MEETING.**

Update was included with agenda item 9 CVB 1<sup>st</sup> Generation Dashboard.

**IX. UPDATE AND DISCUSSION OF THE CVB 1ST GENERATION DASHBOARD.**

Keith Arnold, CVB Director, gave the board an update regarding 1<sup>st</sup> Generation Dashboard which included updates for Marketing Subcommittee, Airline Enhancement Initiative, Special Events Subcommittee meetings, and Sandcastle Subcommittee.

**X. DISCUSSION AND ACTION TO APPROVE CVA BOARD MARKETING AND EVENTS MARKETING WORKSHOP ON MONDAY, JULY 16, 2018 AT 9:00 AM AND REGULAR BOARD MEETING FOR TUESDAY, JULY 24TH, 2018 AT 9:00AM.**

Chairman Jones made the motion, seconded by Board Member Goodman to approve the workshop on July 16, 2018 and reschedule the regular CVA Board meeting on Tuesday, July 24, 2018. Motion carried unanimously by those present.

**XI. ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 10:05 a.m.

Approved this 27 day of June, 2018.

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

Attest:

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

Minutes: June 27, 2018 CVA Board Regular Meeting

MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
WORKSHOP

**MONDAY, JULY 16, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Monday, July 16, 2018 at the South Padre Island Convention Centre, Room 202, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Paul Curtin, Arnie Creinin, Tom Goodman, Jimmy Hawkinson and Daniel Salazar. Absent was Board Member George Block. Also present was Ex-Officio Bryant Walker.

City Council Members: Mayor Dennis Stahl and Alita Bagley.

Staff: City Manager Susan Guthrie, Chief Financial Officer Rodrigo Jimenez, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Senior Marketing and Communications Manager Alisha Workman, Office Manager/Accountant I Lori Moore, Event Development & Packaging 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).*

No public comments were given at this time.

**IV. DISCUSSION REGARDING MARKETING AND EVENTS MARKETING PROPOSED PLANS AND CONTRACTS FOR FY 2018/19 BUDGET.**

City Manager Susan Guthrie gave the board an update regarding the budgeting process. CVB Director Keith Arnold gave an update regarding the proposed events calendar and budget for FY 18-19, FY 19-20, and events planning with Expedia. Senior Marketing and Communications Manager Alisha Workman gave an update regarding CRM.

**V. ADJOURNMENT.**

There being no further business, Chairman Jones adjourned the meeting at 10:38 a.m.

Approved this \_\_\_16th\_\_\_ day of \_\_\_July\_\_\_, 2018.

\_\_\_\_\_  
Mr. Wally Jones, CVA Chairman

Attest:

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Rosa Zapata, CVB Executive Services Specialist

DATED THIS THE **16th** DAY OF **JULY 2018**.

DRAFT

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the special events calendar and budget FY 2018-19:

- 5.1 Mariachi Run SPI (Nov 2018)
- 5.2 Christmas Lighting (Dec 2018)
- 5.3 Hallowings (Oct 2018)
- 5.4 Sandcastle Days (Oct 2018)
- 5.5 Holiday Lights over Padre Weekend (Dec 2018)
- 5.6 WOVE (Jan 2019)
- 5.7 B&S Kites/SPI Kitefest (Feb 2019)
- 5.8 National Tropical Weather Conference (Apr 2019)
- 5.9 Splash South Padre Island (April 2019)
- 5.10 Sand Crab Run (April 2019)
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- 5.16 TIFT (Aug 2019)
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- 5.18 Iron Pigs MC (Aug 2019)
- 5.19 Lifestyles MC (Aug 2019)
- 5.20 Wahoo Fishing Tournament (Sep 2019)
- 5.21 JJ Zapata Fishing Tournament (Sept 2019)
- 5.22 Zombie Charge (Sept 2019)
- 5.23 Tailgate Weekend (Sep 2019)
- 5.24 SPI Triathlon (Sep 2019)
- 5.25 Elite Redfish Championship (Oct 2019)
- 5.26 Hallowings (Oct 2019)
- 5.27 Mariachi Run SPI (Nov 2019)
- 5.28 SPI FAMfest (Nov 2019)
- 5.29 Bike Race (Nov 2019)

- 5.30 Veterans' Day Weekend (Nov 2019)
- 5.31 GoRuck (Nov 2019)
- 5.32 BlackLight Race (Nov 2019)
- 5.33 Holiday Lights over Padre Weekend - Dec.

**ITEM BACKGROUND**

Funding amounts listed are based on recommendations from the special events subcommittee and 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 special events calendar and budget FY 2018-19.

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Mariachi Run SPI.

**ITEM BACKGROUND**

This event is scheduled for November 2018. The funding request is in the amount of \$25,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com





**November 3, 2018**  
**Inaugural 5k/10k**

## “State of the Sport” Running Events:

- Between 1990 and 2013, finisher totals skyrocketed from 5 million road race runners to over 19 million; this includes events with interactive components like mud or paint, fitness challenges and other creative twists.\*
- From 2014 through 2017, runs have seen a steady decline with finisher totals coming in under 17 million in 2017\*
- The decline is being seen as a positive as it is being seen as a check on unhealthy races, seeing those with unsustainable structures leave the marketplace hence allowing sound events to strengthen their foothold.\*

*“While finisher totals continue to fall, however slightly, there are a number of positive signs for the industry... as race directors react to declining participation numbers, what we're seeing is more of them increase value and create better experiences for their runners, partners, charities and communities.” - Rich Harshbarger, Running USA CEO*

\*Information pulled from the 2016 and 2017 Running USA “State of Sport” Annual Reports

Embracing the information of the “State of the Sport” reports has seeded the idea of an original concept and experience... **the Inaugural South Padre Island Mariachi Run 5k/10k!**



The history of the Mariachi goes back hundreds of years in the Mexican culture  
**to celebrate joys, struggles and triumphs!**

Today the Mariachi continues to be prime entertainment in celebrations and ceremonies.

The South Padre Island Mariachi Run 5k/10k will bring together a cultural celebration of music, food & drink, the popularity of walking & running for activeness and bring awareness to the scholarship program of Operation Spots 4 Tots.



## The GOAL:

Provide running/walking participants an increased value and create unique experience while also providing value and results to our partners and charities.

## The DIFFERENCE:

- **Mariachis, mariachis, mariachis!** Mariachi performances will be stationed along the entire 5k/10k route (ideally every half mile pending sponsors and budgets).
- **Runners do it for the bling!** The finisher's medal will exceed the industry standard 3" medal and is planned to be larger than 4.5".
- **Unique swag!** The official race shirt will be a performance material shirt with the front design of a mariachi uniform. Unlike most races, sizes up to 5XL will be made available for pre-registrants.
- **Sundowner!** Unlike most races, the Mariachi Run will start in the early evening to create the perfect opportunity for an after-party that will allow participants overnight and fully enjoy South Padre Island.
- **The after-party!** Savor the flavor of the Mexican culture... each finisher will get a souvenir plastic cup with a free margarita or Mexican beer for those 21 & up and a bistek or fajita taco, all while enjoying mariachi performances. The after-party will be open to the public to help cheer racers on as they finish and enjoy the mariachi performances during the after-party.
- **Open to all!** This race will be presented as a FUN RUN/WALK with a lenient course time of up to two hours to encourage all to participate... from first time runners to hard core athletes. We want people to know it is ok to walk and still be celebrated for their accomplishment.
- **Location, location, location!** South Padre Island is a year-round get-away. With a variety of races to choice from, the SPI Mariachi Run 5k/10k gives local RGV residents the perfect reason to go to "the Island" and regional Texas runners a unique destination race.





## Participant Demographics:

This event will have three distinct target audiences.

### Target #1:

- **The avid runner.** The running snapshot is made up of 57% women & 43% men ages 25 to 44 years old. The more avid runner is willing to travel for unique races. For the inaugural year, avid runners will be targeted only within the state of Texas in six markets: Rio Grande Valley, Corpus Christi, Laredo, San Antonio, Austin and Houston.

### Target #2:

- **The new runner.** A lenient course time, race shirts up to 5XL and a fun after party present the perfect enticement for individuals that are starting their fitness journey. This non-intimidating race will give an inclusive feel to all. This target will primarily be marketed to the Rio Grande Valley in the inaugural year.

### Target #3:

- **The Winter Texan.** Over recent decades, mariachi music has gained popularity across ethnic lines. The lenient course time and mariachi performances merge two activities in one event for Winter Texans that start arriving in October. Early November is a lighter activity month as Winter Texan season starts.





## Registration:

- Registration will be conducted directly through an online registration system. Online registration will be pushed as the main form of registration to be able to easily access regular reports and allow for statewide participation. In person registration is to be determined based on local partnerships.

## How we will get the word out:

- A variety of promo ads and mini-videos will be created for the three target audiences to correlated to the particular media outlets
- Primary advertising will be done via social media and a partnership with the Texas Runner and Triathlete magazine.
  - ⇒ Social media ads will be made up of static images and videos to entice the uniqueness of this race
  - ⇒ Texas Runner and Triathlete magazine will feature a full page ad in the annual race preview issue in September and will be featured in e-blasts to all Texas residents in its database
- Secondary advertising will be more organic due to the uniqueness of the event.
  - ⇒ Local media stations will be drawn to cover the SPI Mariachi Run prior, during and after because it is the first of its kind
  - ⇒ Budget allowing, ads or newsletter links will be negotiated with the Rio Grande Valley's two largest Winter Texan publications.
  - ⇒ Word of Mouth and Internet searchers will begin once the running communities become aware of the unique swag, music and after-party. Uniqueness drives intrigue.





## **A Commitment to our Charity Partners:**

### **Operation Spots 4 Tots Inc.**

- The mission goal is to provide scholarships to children of fallen heroes... military, fire and police of the Rio Grande Valley. The unique aspect of this organization is that the fallen heroes' passing do not have to have been in the line of duty.
- Operations Spots 4 Tots Inc. already has available funds to start distributing scholarships but is in need of finding a means of informing the local community of its availability. Teaming up with the SPI Mariachi Run will provide media coverage and advertising of the organization.
- In the support effort to get the “word-out” about the organization, with partial funding support from the SPI Mariachi Run, Operations Spots 4 Tots will also make contributions to various local church food banks.

**The South Padre Island Mariachi Run 5k/10k will support Operation Spots 4 Tots Inc. with a percentage of registration sales.**





## Teaming Up: South Padre Island and the South Padre Island Mariachi Run 5k/10k:

- The South Padre Island Mariachi Run 5k/10k is the only event of its kind, taking the cultural music of the mariachi and immersing it into a race with a unique swag combination of a “huge” finishers medal, mariachi design running shirt, Mexican food & drink, a mariachi concert after party and all in the wonderful surroundings of South Padre Island.
- All branding of the “Mariachi Run” will include South Padre Island as part of its name. Therefore, all media exposure from social media, print, website, press releases and more will integrate South Padre Island and “Visit SPI” wherever the link and logo can be incorporated.
- The packet pick-up and after-party will be free events open to the public as an added effort to drive the general public to South Padre Island.
- South Padre Island itself serves as a main attraction of the Mariachi Run and is expected to drive economic stimulus to local hotels, local restaurants and other businesses on South Padre Island. Various efforts will be made to encourage bundle packages during registration to stay and play on South Padre Island.





**A cultural celebration for all.. from the devoted runner, the margarita & taco lover, to a couch surfer looking to get active and have fun.**



## **2018 South Padre Island Mariachi Run 5k/10k - Schedule of Events** *November 3, 2018 at Schlitterbahn Water Park & Resort*

The South Padre Island Mariachi Run 5k/10k is set to be a unique experience!

### **Packet Pick-up Expo:**

- Opens at 10am and will include various vendors and sponsors
- Packet Pick-up will be available from 10am to 5pm
- DJ music performances will be held throughout the Expo through 5pm/5:30pm

### **Pre-Run Kick-off:**

- 5:30pm - Stretching session for all participants
- 5:40pm - Thanking of sponsors, non-profit partners & volunteers followed by the National Anthem

### **The Run:**

- 5:55pm - The run starts
- 5:55pm to 8pm - The course is open for runners and walkers to complete their 5k and 10k
- Mariachis will be set along the course, approximately every half mile for the 5k and every mile on the back half of the 10k

### **After-Party:**

- The “After-party” at the finish line will start as soon as the first runner is crosses the line... at approximately 6:30pm
- Each finisher will receive a finisher’s snack anticipated to be a couple of taquitos & a small margarita (*non-alcoholic options will be made available for those under 21 or others requesting such*)
- Each finisher will receive a unique, large finisher’s medal
- Mariachi performances will go on from 6:30pm to 8:30pm



## **2018 South Padre Island Mariachi Run 5k/10k - Budget, Marketing Plan & Room Projections *November 3, 2018 at Schlitterbahn Water Park & Resort***

The South Padre Island Mariachi Run 5k/10k is set to be a unique experience!

**Total Anticipated Overall Budget:           \$38,000**

**Operations, Logistics & Mariachi Performances:           \$30,500 (*approximate*)**

- The course; including but not limited to mariachi performers, logistics & supplies for each mariachi stop, portable restrooms, mile markers: **\$12,500**
- The Expo & Start/Finish Line; including but not limited to items such as a DJ, banners & signage, race clock, photographers, facilities, security, event insurance & staff: **\$18,000**

**Marketing Plan & Breakout:           \$7,500 (*approximate*)**

- Texas Runner and Triathlete Magazine Full page color ad in their Annual Marathon Preview issue and up to 3 e-blasts to their entire database of local (RGV), regional (Texas) and National subscribers: **\$3,750**
- Adding of the event to various running & event activity websites' events calendars and/or social media features: **\$600**
- Strategic social media campaigns on facebook & instagram to target six markets; to include video promos: **\$3,150**
- Budget allow through sponsorships, we be attending other race Expos to promote and register participants

**Swag:**

- Official Running Shirt (*designed as mariachi uniform*), medal and after race snack is anticipated to be covered directly by participant registration

**Room Night Projections:**

- The South Padre Island Mariachi Run 5k/10k is in it's inaugural year and we cannot predict exact participation, however, on average new run can bring in at least 300 participants. To both add to overall experience and promote room nights on South Padre Island, this event is being set as a sundowner/evening run and with packet pick-up ONLY available at the packet pick-up expo to get participants on the Island during the day and have to stay into the evening. Great rooms packages are being negotiated to entice people to stay the night.
- 300 participants is a conservative first year estimation with at least 25% people staying one or multiple nights on South Padre Island. At least 75 rooms nights are anticipated.
- With the uniqueness of this event, we would not be surprised to exceed these conservative estimations

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for SPI Christmas Lights.

**ITEM BACKGROUND**

This event is scheduled for December 2018. The funding request is in the amount of \$20,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_



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

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

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

- \_\_\_ 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:

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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Hallowings.

**ITEM BACKGROUND**

This event is scheduled for October 2018. The funding request is in the amount of \$27,000.

**BUDGET/FINANCIAL SUMMARY**

\$27,000 was awarded in 2016/17 FY.  
02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

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

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

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

What geographic areas does your event reach?

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

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Sand Castles Days.

**ITEM BACKGROUND**

This event is scheduled for October 2018. The funding request is in the amount of \$35,000.

**BUDGET/FINANCIAL SUMMARY**

\$35,000 was awarded in 2016/17 FY.  
02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

2018

# APPLICATION FOR INITIAL FUNDING

Today's Date: 6/26/2018

## ORGANIZATON INFORMATION

Name of Organization: CLAYTON BRASHEAR, CLAYTON'S RESORT

Address: 6900 PADRE BLVD.

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

Contact Name: CLAYTON BRASHEAR Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.455.8436

Web Site Address for Event or Sponsoring Entity sandcastledays.com

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

Entity's Creation Date: N/A

Purpose of your organization:

PROMOTE TOURISM

## EVENT INFORMATION

Name of Events or Project: SANDCASTLE DAYS "2018"

Date of Event or Project: OCTOBER 4th - 7th 2018



Primary Location of Event or Project: CLAYTON'S RESORT

Amount Requested: \$ 35,000.00

Primary Purpose of Funded Activity/Facility:  
PROMOTE TOURISM AND PRESERVE A LONG ESTABLISHED EVENT HELD ON SOUTH PADRE  
FOR 30 YEARS.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)  
PLEASE SEE ATTACHED PROPOSED BUDGET FOR SANDCASTLE DAYS 2018

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

48% 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  
24% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

No, however; Request City provide in-kind service of sand hauling as in previous years.



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
  
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
  
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
  
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 35,000.00
  
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
  
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

**h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

6 years

Expected Attendance: 30,000

How many people attending the Event or Project will use South Padre Island lodging establishments? N/A

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

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

NO

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
OCT. 2017	\$35,000.00	N/A
OCT. 2016	\$35,000.00	N/A
OCT. 2015	\$35,000.00	N/A

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

SURVEY OF HOTELIERS



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

N/A

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Will the event charge admission? NO

Do you anticipate a net profit from the event? NO

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

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

- Newspaper: \$ 1,000.00
- Radio: \$ \_\_\_\_\_
- TV: \$ 12,000.00
- Website, Social Media: \$ 1,000.00
- Other Paid Advertising: \$ 400.00

Anticipated Number of Press Releases to Media: 10

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

Other Promotions:

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

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

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

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

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What geographic areas does your event reach?  
TEXAS

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

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

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

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

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

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

Yes  No



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

**SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:**

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event - Digital Marketing, TV Advertising, Print Media & Banners
- Schedule of Activities or Events Relating to the Funded Project Attached
- Complete budget for the Funded Project Attached
- N/A Room night projections, with back-up, for the Funded Event

**Submit to complete applications to:**

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



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

THIS FORM MUST BE COMPLETED BY APPLICANT

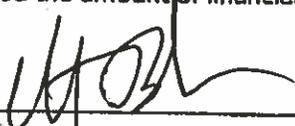
SANDCASTLE DAYS 2018

6/29/2018

Name of Event

Date Submitted

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

  
Authorized Signature

6/29/18  
Date

Clayton Brashear  
Print Name





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



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



## Sandcastle Days Schedule of Events

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

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

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

Wednesday October 3rd

**Doors Open: 9:00am – 9:00pm**

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

## Thursday October 4th

**Doors Open: 9:00am**

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

## Friday October 5th

**Doors Open: 9:00am**

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

## Saturday October 6th

**Doors Open 9:00am**

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

## Sunday October 7th

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

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

➤ Proudly hosted by:



<http://claytonsbeachbar.com>

**Biggest Beach Bar In Texas**

➤ Book your trip today!



<http://sopadre.com/>

Get event updates!

Email address:

2018 SANDCASTLE DAYS PROPOSED BUDGET

**INCOME:**

CVB Sponsorship	\$	35,000.00	
Sponsorships Other	\$	4,000.00	
Vendors	\$	4,000.00	
Amateur Sand Sculptors	\$	<u>100.00</u>	
<b>Total Budgeted Income:</b>	\$		<b>43,100.00</b>

**EVENT EXPENSES:**

Advertising Digital Marketing	\$	1,000.00	
Advertising Photography	\$	400.00	
Advertising Print	\$	1,000.00	
Advertising TV	\$	<u>12,000.00</u>	
<b>Total Budgeted Advertising:</b>	\$		<b>14,400.00</b>
Kiddie Rides and Tents	\$		2,000.00
Materials and Supplies	\$		4,000.00
Music	\$		5,000.00
Event MC	\$		1,000.00
Security	\$		3,500.00
T-Shirts	\$		500.00
Event Staff Management	\$	1,000.00	
Event Staff Sand Sculptors	\$	10,000.00	
Sand Sculptors Travel Expense	\$	2,500.00	
Sculptors Awards	\$	1,500.00	
Sand Slaves	\$	<u>2,400.00</u>	
<b>Total Budgeted Event Staff:</b>	\$		<b>17,400.00</b>
In-Kind Hotel Rooms	\$	15,000.00	
In-Kind Venue Cost	\$	7,000.00	
In-Kind Outside Food	\$	<u>3,000.00</u>	
<b>Total Budgeted In-Kind Expense:</b>	\$		<b><u>25,000.00</u></b>
<b>Total Budgeted Event Expense:</b>	\$		<b><u>72,800.00</u></b>

Net Profit/Loss \$ (29,700.00)

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Holiday Lights over Padre Weekend.

**ITEM BACKGROUND**

This event is scheduled for 2018 Holidays. South Padre Island Convention and Visitors Bureau is requesting \$7,000.00 in funding. 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATION INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_



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

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

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

- \_\_\_ 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:

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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 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 for \$2,000.

**ITEM BACKGROUND**

This event is scheduled for January 2019.

**BUDGET/FINANCIAL SUMMARY**

\$2,000 was awarded in 2017/18 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

Today's Date: June 28, 2018

## ORGANIZATON INFORMATION

Name of Organization: South Padre Padre Birding and Nature Center

Address:6801 Padre Blvd

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

Contact Name: Contact Office Phone Number: Cristin Howard 956-761-6803

Contact Cell Phone Number:956-778-2910

Web Site Address for Event or Sponsoring EntitySpibirdind.com

Non-Profit or For-Profit status: Tax ID #:20-3288155

Entity's Creation Date: 24 years ago from St. Andrews Church in Port Isabel

Purpose of your organization:

Educational 5 day programs on fishing, birding, butterflies, shorelines, beach, shrimp industry, habitat,

## EVENT INFORMATION

Name of Events or Project: WOVE (Winter Outdoor Wildlife Expo)

Date of Event or Project: January 22 - 26, 2019

Primary Location of Event or Project: SPI Birding Center

Amount Requested: \$ 10,000

Post Event Report Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

[Submit to complete applications to:](#)

Marisa Amaya Event Development & Packaging Manager Convention and Visitors Advisory Board C/O City of South Padre Island Convention and Visitors Bureau 7355 Padre Blvd. South Padre Island, TX 78597

Phone: (956) 761-3834 Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

Black Out Periods for Hotel Tax Funding Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- The months of March, June and July

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two- thirds vote, grant an event a variance from these blackout periods.

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 23

Expected Attendance: 2,000 over 5 days How many people attending the Event or Project will use South Padre Island lodging establishments? 300-500 or more

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

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No, generally guests have informed us they stay at all area hotels near the center

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:3

Month/Year Held Assistance Amount Number of Hotel Rooms Used

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

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

Will the event charge admission? YES

Do you anticipate a net profit from the event?YES

If there is a net profit, what is the anticipated amount and how will it be used? up to 10,00 and will be used to fund 2020 event and educational programs at the birding center to attract more visitors each day, month and year

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: \$5,000.00
- Radio: \$
- TV: \$
- Website, Social Media: \$1,000.00
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 4-5

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

Other Promotions: Flyers emails out of current data base and flyers at chamber and visitors center and hotels\_

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? X Yes  No

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

YES, we can

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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

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

b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_

c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention

Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_

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

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

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

How many of the attendees at the sporting related event are expected to be from another city or county? 500 or 1,000 or more

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

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What geographic areas does your event reach? \_\_\_ Upper and Lower RGV and San Antonio \_\_\_

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

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

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

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?  Yes  No

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

**SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:**

Along with the application, please submit the following:

Proposed Marketing Plan for Funded Event

Schedule of Activities or Events Relating to the Funded Project

Complete budget for the Funded Project

Room night projections, with back-up, for the Funded Event

**Submit to complete applications to:**

Marisa Amaya Event Development & Packaging Manager Convention and Visitors Advisory Board C/O City of South Padre Island Convention and Visitors Bureau 7355 Padre Blvd. South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for B&S Kites/SPI Kitefest.

**ITEM BACKGROUND**

This event is scheduled for February 2019. The funding request is in the amount of \$22,150.

**BUDGET/FINANCIAL SUMMARY**

\$22,150 was awarded in 2017/18 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**

Date: 6-1-18

**Organization Information**

Name of Organization: B&S Kites

Address: 2812 Padre Blvd. Ste. B

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

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

Contact Cell Phone Number: 433-1699

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

Non-Profit or For-Profit status: For Profit Tax ID #: 43-4372341

Entity's Creation Date: 5-2-98

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

**Event Information**

Name of Event or Project: SPI Kite Fest 2019

Date of Event or Project: Jan. 31st, Feb. 1st & 2nd, 2019

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

Amount Requested: \$ 22,150.00

Primary Purpose of Funded Activity/Facility:

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

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

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(See enclosed proposed budget)

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

88% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

12% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 3 (2016-2018) 13 years prior 2000-2013
2. Expected Attendance: 8,000 + (3 days)
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 300+ (In 2018 - Minimum rooms accounted for by Indoor Performances was 559)

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

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

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Feb. 2016</u>	<u>\$15,500</u>	<u>300 +</u>
<u>Feb. 2017</u>	<u>\$17,750</u>	<u>547 + (room nights)</u>
<u>Feb. 2018</u>	<u>\$22,150</u>	<u>559 + (room nights)</u>

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

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

8. Will the event charge admission? Outdoor Event ~ NO ~ Cameron Co. will not allow us to Indoor Event ~ YES ~ Minimum 600 @ \$6 ea

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

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

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

Newspaper:	\$ <u>1,665</u>	Printed Advertising	Past Years ~ Free TV coverage
Radio:	\$ _____		Daytime at 9 ~ Fox 38 Corpus Christi & CBS 4 RGV
TV:	\$ _____		San Antonio Chief Meteorologist Alex Garcia
Website, Social Media:	\$ <u>965</u>		KRGV Weather - Tim Smith
Other Paid Advertising:	\$ <u>4,290</u>		Con Mi Gente - Rick Diaz KGBT Weather - Bryan Hale

Anticipated Number of Press Releases to Media 33

Anticipated Number Direct Mailings to out-of-town recipients 219 Kite Clubs & Valley RV Parks

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

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

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

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

Contact Kite Clubs in Texas & surrounding states

Contact RV Parks in the Rio Grande Valley

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

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

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

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

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

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

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

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

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

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

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

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

**SPI Kite Fest**  
**Jan. 31 ~ Feb. 1 & 2, 2019**  
**w/ Thursday Night Indoor Kite Exhibition**

**Proposed Budget**

<b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>	<b>\$10,592.00</b>
Team KiteLife ~ Portland, OR - <u>\$3331</u>	
John Barresi, Eli Russell, Brett Marchel, Scott Benz	
1 - Portland, OR 1 - Medford, OR 1 - Detroit, MI 1 - Jacksonville, FL	
Airfares \$2722 ~ Car/Gas/Food \$609	
Team Rev Riders ~ Baltimore, MD - <u>\$3615</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
1 - Portland, OR 1 - Reagan, DC 2 - Baltimore, MD	
Airfares \$3005 ~ Car/Gas/Food \$610	
Amy & Connor Doran ~ Seattle, WA - <u>\$1742</u>	
Airfares \$1422 ~ Car/Gas/Food \$320	
Lisa Willoughby ~ Newark, NJ - <u>\$985</u>	
Airfare \$665 ~ Car/Gas/Food \$320	
Phil & Barb Burks ~ Portland, OR - <u>\$919</u>	
Travel Reimbursement \$400 ~ Car \$519	
<b>Demonstration Expense (<u>In-state Travel</u>)</b>	<b>\$ 250.00</b>
Team EOL ~ Austin, TX - <u>\$250</u>	
Jim Cox, Michael Boswell, Ben Gray, Lori Ramos	
<b>Demonstration Expense (<u>Hotel</u>)</b>	<b>\$11,030.00</b>
Isla Grand - 2 Rooms, 7 Nights - \$2975	
The Inn @ SPI - 3 Rooms, 3 Nights - \$1008	
The Pearl - 3 Rooms, 4 Nights - \$1781	
Schlitterbahn Beach Resort - 2 Rooms, 3 Nights - \$765	
Ramada - 1 Room, 3 Nights - \$491	
Hilton - 2 Rooms, 3 Nights - \$1826	
Holiday Inn Express - 2 Room, 3 Nights - \$1107	
Suites @ SunChase - 1 Room, 3 Nights - \$1077	
<b>Demonstration Expense - (<u>Freight on Show Kites</u>)</b>	<b>\$ 1,140.00</b>
<b>Demonstration Expense - (<u>Indoor Venue</u>)</b>	<b>\$ 2,500.00</b>
<b>Demonstration Expense - (<u>Banquet</u>)</b>	<b>\$ 2,124.00</b>
<b>Advertising and Promotion</b>	<b>\$ 5,255.00</b>
Website Design & Monitoring - \$665	
Facebook Setup & Monitoring - \$300	
Draft & Submit Press Releases (33) - \$400	
Flyers & Posters - Design, printing, delivery - \$645	
Newspaper Ads - \$620	
Festival Shirts (300) - Design & printing - \$2150	
Festival Buttons - \$125	
Banners - Float Christmas Parade \$100	
Median Banner - \$250	
<b>Sound &amp; Announcing - Photography/Videography</b>	<b>\$ 1,100.00</b>
<b>Parking</b>	<b>\$ 1,000.00</b>
<b>Porta Potties / Insurance / Fee for Flats</b>	<b>\$ 3,600.00</b>
<b>Miscellaneous</b>	<b>\$ 1,200.00</b>
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
<b>Festival Management/Production/Over-runs</b>	<b><u>\$ 3,850.00</u></b>

**TOTAL Projected Expense** **\$43,641.00**

**Projected Income & Pledges**

**In-Kind Services (Hotel)** **\$11,030.00**

Isla Grand – 2 Rooms, 7 Nights - \$2975  
The Inn @ SPI – 3 Rooms, 3 Nights - \$1008  
The Pearl ~ 3 Rooms, 4 Nights - \$1781  
Schlitterbahn Beach Resort – 2 Rooms, 3 Nights - \$765  
Ramada – 1 Room, 3 Nights - \$491  
Hilton – 2 Rooms, 3 Nights - \$1826  
Holiday Inn Express – 2 Room, 3 Nights - \$1107  
Suites @ Sunchase – 1 Room, 3 Nights - \$1077

**In-Kind Service – Convention Center** **\$ 2,500.00**

**Festival Income ~ Projected** **\$ 7,961.00**

Festival Shirts – 30 @ \$15, 220 @ \$11.55 = \$2991  
Banquet Tickets – 58 @ \$20 = \$1,160  
Indoor Tickets – 635 @ \$6 = \$3,810

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

**NOTE ~ Additional In-Kind Services**

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

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

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

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for National Tropical Weather Conference.

**ITEM BACKGROUND**

This event is scheduled for April 2019. The funding request is in the amount of \$25,000.

**BUDGET/FINANCIAL SUMMARY**

\$25,000 was awarded in 2017/18 FY.  
02-594-0533 Marketing Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

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

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

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

What geographic areas does your event reach?

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

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com

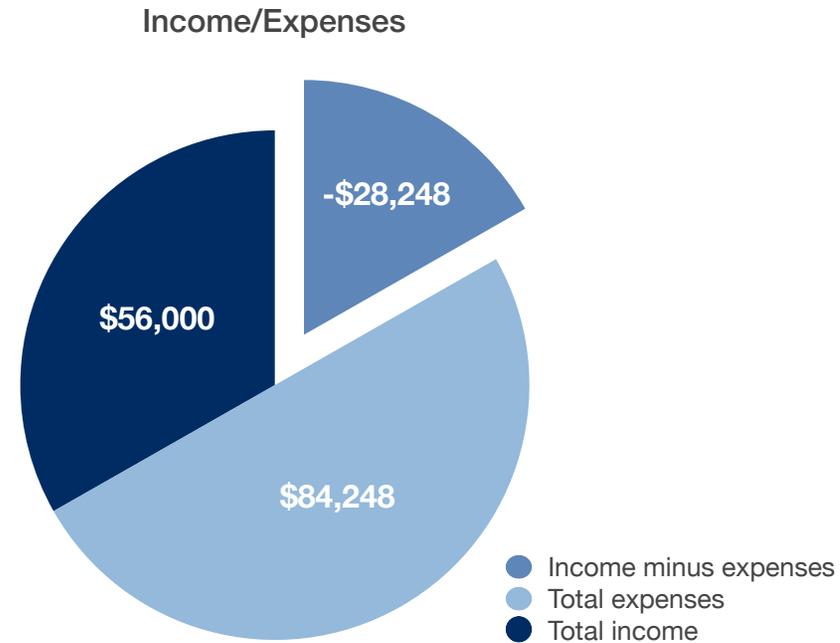


# NTWC 2018 Budget

REVENUE	
Income 1	\$25,000
Income 2	\$20,000
Income 3	\$10,000
Income 4	\$1,000
<b>TOTAL INCOME</b>	<b>\$56,000</b>

BUDGETED ITEMS - OUTLAY	
HOTEL Block	\$19,923
HOTEL Food	\$17,755
Transportation (LOCAL)	\$1,600
Media AV Rental	\$942
Site Staff	\$3,906
Travel - presenters	\$7,637
Printing- Copying	\$350
Conference Materials	\$525
Conference Shirts	\$1,490
Entertainment	\$1,300
Satellite Truck - Live Crew	\$8,500
Satellite Truck - Streaming	\$6,500
Production Crew	\$1,500
Satellite Uplink (two days)	\$6,500

+/-	
<b>Income minus expenses</b>	<b>-\$28,248</b>



<b>BUDGETED ITEMS - OUTLAY</b>	
LIVE Streaming Production (two days)	\$3,500
Printing	\$1,250
Truck Rental	\$1,071
<b>TOTAL EXPENSES</b>	<b>\$84,248</b>

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

**MEETING DATE:** July 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 2019. The funding request is in the amount of \$25,000.

**BUDGET/FINANCIAL SUMMARY**

\$25,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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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: \_\_\_\_\_

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
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7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Sand Crab Run.

**ITEM BACKGROUND**

This event is scheduled for April 2019. The funding request is in the amount of 7,500.

**BUDGET/FINANCIAL SUMMARY**

\$4,726 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
  1. The commercial center of the city;
  2. A convention center in the city;
  3. Other hotels in or near the city; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

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Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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

\_\_\_\_ 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:

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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

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Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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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:

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

Yes  No



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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Open Water Event.

**ITEM BACKGROUND**

This event is scheduled for April 2019. The funding request is in the amount of \$15,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Obstacle Course Race.

**ITEM BACKGROUND**

This event is scheduled for May 2019. The funding request is in the amount of \$30,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

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

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

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

What geographic areas does your event reach?

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

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

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Phone: (956) 761-3834  
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**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 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 2019. The funding request is in the amount of \$2,500.

**BUDGET/FINANCIAL SUMMARY**

\$2,500 was awarded FY 2017/18.  
02-593-8099 Special Events Budget (FY 2018/19)

**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:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Xpogo.

**ITEM BACKGROUND**

This event is scheduled for various dates in 2019. The funding request is in the amount of \$20,000.

**BUDGET/FINANCIAL SUMMARY**

\$5,800 was awarded in 2017/18 FY.  
02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
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  1. The commercial center of the city;
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The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
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## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
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- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

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South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
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- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

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

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

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

What geographic areas does your event reach?

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

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



25'X25' (w/20' H clearance square. SPI will provide standard police barricades surrounding this footprint and Xpogo will provide mesh fences within that area.



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for MOF Ninja Warrior OCR Kids.

**ITEM BACKGROUND**

This event is scheduled for June 2019. The funding request is in the amount of \$35,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

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Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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

\_\_\_ 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:

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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

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Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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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:

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

Yes  No



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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
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Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)





**MOF**  
**MYLO OBSTACLE FITNESS**

The logo features the letters 'MOF' in a large, bold, black font. The 'O' is replaced by a black silhouette of a gear. To the left of the 'M', two grey silhouettes of people are shown climbing a vertical bar. To the right of the 'F', a grey silhouette of a person is shown hanging from a rope.

# Why is there so much talk about American Ninja Warrior?

- 6.8 million viewers
- Constantly number 1 or 2 for Monday night television show across the nation
  - For 9 seasons straight
  - Hits the coveted 18 to 49 demographic

The competition is fast paced, exhilarating, and is the type of show that makes you want to try it out!



Photo credit: NBC American Ninja Warrior

# MOF Kids Ninja Warrior Competition

- 3 Days of awesomeness!
- Friday night
  - VIP Night
  - Chance to meet local ninjas
  - Chance to try out all 4 courses
    - Adults can participate too
- Saturday & Sunday
  - Athletes conquer the course
  - Mini kids games going
  - Hypeman talking about the contestants going through the course.

- 4 Courses
  - One for each age group
  - 2 kids at the same time competing against each other on the same course
- Packets are given to every participant
  - Athlete badge
  - Wristbands
- Time blocks are in 3 hour intervals
  - 8am to 11am – 11am to 1pm – 1pm to 4pm –
  - 4pm to 7pm

# THE NUMBERS

- 13,512 responses
- 3,546 Event Shares
- 639,796 page views
- 4,356 tickets in total sold
  - - 1325 participant tickets sold
- 900 participant tickets sold in 3 weeks of opening the event
- 45% of the participants were out of town
  - Oklahoma, Arizona, Louisiana
  - Last chance to enter a Qualifying found
- Average spartan race 3 to 5k attend





**YOUR KID!**

**BIRTHDAY PARTY!**

MYLO Obstacle Fitness  
7303 Burleson Rd #1000  
Austin TX 78744

Suitable for ages 5 to 70!

**ADMIT ONE**  
www.mylofitness.com



#### WHAT'S INCLUDED

##### Team Building Warm ups

- Elephant Walk
- Leap Frog
- Water Balloon Toss
- Tug O War

##### Obstacle Training

- Going over age appropriate obstacles

##### Competition

- Kids compete 1 on 1 for fastest time!

##### Free Play

- Kids get to try out all the obstacles at MOF

##### Able to

- Use our BBQ Pits
- Bring in Food
- Bring in Drinks

Only \$300 for up to 10 kids for **3 hours!**  
\$10 for each additional kid after 10.

# HOW WILL IT EFFECT SOUTH PADRE ISLAND?

There are a lot of benefits to having your city host this great competition!

## TRAINING

This will allow local fitness facilities to earn extra income training the kids for the big day. When we first announced training for the competition we sold \$15,000.00 worth of training sessions in 3 days!

We will help local gyms on marketing, obstacles and class structures

## LOCAL BUSINESSES

We had over 4,000 people show up to our event. That means increase business for hotels, restaurants, gas stations and more.

## UNIQUE LOCAL DRAW

South Padre Island will be the only city that will be able to host the competition on or near the beach! This will attract many out of towners to attend this event for a chance to have a weekend vacation.

# Marketing

- **Schools (local and non-local)**
  - We have competitions with local schools
  - The school with the most tickets sold receive 10% back
  - If a school sells 500+ tickets we build a Ninja Warrior Playscape for them to keep!
  - If a school sells 100+ tickets they get a free Ninja Warrior Field day
    - We bring out obstacles to the school and let the whole school play!
- **Word of Mouth**
  - 3,546 event shares
- **YouTube**
  - Guest celebrities doing workouts to promote the SPI event
- **Radio**
  - We reach out to radio stations in surrounding cities.
- **Facebook and Instagram Marketing**
  - Social media ads with video, photos, and contests.
- **Email Marketing**
  - We partner with local business to spread the word!
  - The Wolf Pack
  - Local Gyms



# Mylo Villanueva

Founder and Owner of  
MYLO Obstacle Fitness LLC

- Marine Corps Veteran
- Elite Obstacle Course Athlete
- Endurance Athlete
- Creator of Obstacle Fitness
- Creator of MOF Kids Ninja Warrior
- Creator of Hoplite



The New York Times



BUSINESS  
INSIDER

HBO

Men's Fitness



THE  
DAYTRIPPER  
WITH CHET GARNER

theCHIVE

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Texas International Fishing Tournament.

**ITEM BACKGROUND**

This event is scheduled for August 2019. The funding request is in the amount of \$12,500.

**BUDGET/FINANCIAL SUMMARY**

\$15,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
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- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
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- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
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  1. The commercial center of the city;
  2. A convention center in the city;
  3. Other hotels in or near the city; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

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Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

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## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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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: \_\_\_\_\_

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
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**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Ladies King Fishing Tournament.

**ITEM BACKGROUND**

This event is scheduled for August 2019. The funding request is in the amount of \$5,000.

**BUDGET/FINANCIAL SUMMARY**

\$5,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
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The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

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## CITY POLICY

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Convention and Visitors Advisory Board  
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South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

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The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_



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

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

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

- \_\_\_ 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:

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
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- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

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

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

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

What geographic areas does your event reach?

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

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



## 2018 SPONSORS

### 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

Sponsor  
Contact Information

Type Sponsor, Amount  
Payment Status

Solicitor  
Comments

#### TITLE SPONSOR

1	<b>La Copa/La Quinta/Hilton Garden Inn</b> Barry Patel 350 Padre Blvd. South Padre Island, TX 78597 (956) 761-6000	Title <i>Paid LC 5/29/18 #11387 - LQ 5/29/18 #13077 - HGI 5/29/18 #7417</i>	\$2500	Barry Patel - 3/23/18 - Roxanne
2	<b>Rio Grande LNG</b> James Markham-Hill 3 Waterway Square Place, Suite 400 The Woodlands, TX 77380 832403-3041	Title <i>Paid 5/24/18 - #2831</i>	\$2500	Karla Parker - 5/3/18 - Roxanne
3	<b>Shallow Sport Boats/The Sportsman</b> Christi Romero 1985 W. Highway 77 San Benito, TX 78586 956-399-5123	Title <i>Invoiced 5/11/18</i>	\$2500	Christi Romero & Kyra Hudson - 3/23/18 - Roxanne
4	<b>South Padre Island CVB</b> Keith Arnold 7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000	Title <i>Paid \$3,750 - #140519 2/8/18</i>	\$5000	\$5,000 Trade in Facility Services/\$5,000 cash for promotions - Roxanne
5	<b>Valley Crossing Pipeline</b> Amanda Saldana 1508 S. Lone Star Way, Unit 1 Edinburg, TX 78539 956603-2228	Title <i>Paid 5/4/18 - CC</i>	\$2500	Amanda Saldana - 5/4/18 - Roxanne

#### GOLD SPONSOR

1	<b>Rental World</b> Lisa Miller 404 E. 4th St. Weslaco, TX 78596 956968-7508	Gold <i>N/A</i>	\$0	Trade \$2,500 in Dock Equipment - Roxanne
2	<b>Sea Ranch II at SouthPoint</b> Debbie Christian P.O. Box 2910 South Padre Island, TX 78597 (956) 761-7777	Gold <i>N/A</i>	\$0	Trade \$2,500 in Dock Weigh-In Facility - Roxanne

#### BRONZE SPONSOR

1	<b>Louie's Backyard</b> Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Bronze <i>Paid 6/1/18 - #30826</i>	\$1500	Dan Stanton - 4/27/18 - Roxanne
2	<b>Palms Resort &amp; Café on the Beach</b> Theresa Metty 3616 Gulf Blvd. South Padre Island, TX 78597 (956) 761-1316	Bronze <i>Paid 6/8/18 - #1282</i>	\$1500	Katherine Nowak - 6/5/18 - Roxanne

## 2018 SPONSORS

### 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

Sponsor  
Contact Information

Type Sponsor, Amount  
Payment Status

Solicitor  
Comments

#### AWARDS LUNCH SPONSOR

1	<b>Furcron Inc., REALTORS and Property Mgmt. Co.</b> Joy Hartung 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-6961	Awards Lunch <i>Invoiced 5/11/18</i>	\$1000	Joy Hartung - 2/6/18 - Roxanne
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#### FRIEND SPONSOR

1	<b>A Clean Portoco</b> Erica Taylor P.O. Box 531607 Hartlingen, TX 78552	Friend <i>N/A</i>	\$0	Erica Taylor - 5/29/18 - Roxanne
2	<b>Anglers Marine Center</b> Lupe Zurita 121 Queen Isabella Blvd. Port Isabel, TX 78578 (956) 433-5425	Friend <i>Invoiced 5/11/18</i>	\$600	Lupe Zurita - 5/10/18 - Roxanne
3	<b>Blackbeards'</b> Cindy Steenbock P.O. Box 2367 South Padre Island, TX 78597 (956) 761-2962	Friend <i>Paid 5/24/18 - #107571</i>	\$600	Cindy Steenbock - 5/10/18 - Roxanne
4	<b>Blue Marlin Supermarket</b> Gary Meschi 2912 Padre Blvd. South Padre Island, TX 78597 (956) 761-4966	Friend <i>Paid 5/18/18 - #38503</i>	\$600	
5	<b>Cameron County Insurance Center, Inc.</b> Debbie Camacho 302 E. Queen Isabella Blvd., Ste. A Port Isabel, TX 78578 (956) 943-6481	Friend <i>Paid 5/29/18 - #16166</i>	\$600	Debbie Camacho - 3/26/18 - Roxanne
6	<b>Central Texas Concealed</b> Bobby Vanzant 5800 Padre Blvd., #107 South Padre Island, TX 78597 (956) 499-6192	Friend <i>Invoiced 5/11/18</i>	\$600	Bobby Vanzant - 5/10/18 - Roxanne
7	<b>Core Business Solutions</b> Roel Saenz 4014 N. Jackson Rd. Pharr, TX 78577 956627-1519	Friend <i>N/A</i>	\$0	Trade for printing reg. forms, rules & posters
8	<b>First National Bank-SPI</b> Charles Rogan P.O. Box 3640 South Padre Island, TX 78597 (956) 761-7958	Friend <i>Paid 5/21/18 - #33105</i>	\$600	Charles Rogan - 4/24/18 - Roxanne
9	<b>Padre Island Brewing Co., Inc.</b> Mark Hagenmiller P.O. Box 3837 South Padre Island, TX 78597 (956) 761-9585	Friend <i>Paid 6/5/18 - #21526</i>	\$600	Mark Hagenmiller - 4/18/18 - Roxanne
10	<b>Pirate's Landing Fishing Pier</b> Scott Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 943-7437	Friend <i>Paid 6/11/18 - #25392</i>	\$600	Scott Friedman - 4/27/18 - Roxanne
11	<b>Rio Grande Valley Premium Outlets</b> Ernie Arredondo 5001 E. Exp. 83, Suite 750 Mercedes, TX 78570 (956) 565-3900	Friend <i>Invoiced 5/11/18</i>	\$600	Ernie Arredondo - 5/11/18 - Roxanne

## 2018 SPONSORS

### 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
12	<b>Salinas, Allen &amp; Schmitt, LLP</b> Carol Schmitt 314 Nolana McAllen, TX 78504 (956) 686-2359	Friend <i>Invoiced 5/8/18</i>	\$600 <i>Carol Schmitt - 5/7/18 - Roxanne</i>
13	<b>Schlitterbahn Beach Resort</b> Mike Bigelow 33261 State Park Rd. 100 South Padre Island, TX 78597 (956) 772-7873	Friend <i>Invoiced 5/29/18</i>	\$600 <i>Mike Bigelow - 5/29/18 - Roxanne</i>
14	<b>Sea Ranch Restaurant</b> Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Friend <i>Invoiced 5/11/18</i>	\$600 <i>Bob Friedman - 4/19/18 - Roxanne</i>
15	<b>Tequila Sunset</b> Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Friend <i>Paid 5/24/18 - #14986</i>	\$600 <i>Dan Stanton - 4/27/18 - Roxanne</i>

## TROPHY SPONSOR

1	<b>American Diving</b> Tim O'Leary 33256 State Park Rd. 100, #104 South Padre Island, TX 78597 (956) 761-2030	Trophy <i>Invoiced 5/11/18</i>	\$100 <i>4th Place Kingfish - Roxanne 4/17/18</i>
2	<b>Captain Bryan Ray Fishing Adventures</b> Bryan Ray 47 Laguna Madre Dr. Laguna Vista, TX 78578 956-433-6469	Trophy <i>Invoiced 5/11/18</i>	\$100 <i>4th Place Blackfin - Roxanne 3/26/18</i>
3	<b>Coral Reef Lounge</b> Colleen Buemel P.O. Box 2957 South Padre Island, TX 78597 (956) 761-1813	Trophy <i>Paid 5/14/18 - #19341</i>	\$125 <i>3rd Place Blackfin - Roxanne 4/18/18</i>
4	<b>First Community Bank - SPI</b> John Reed 2701 Padre Blvd. South Padre Island, TX 78597 (956) 761-8589	Trophy <i>Invoiced 5/11/18</i>	\$325 <i>Grand Champion Bay - Roxanne 3/26/18</i>
5	<b>Fudge Consulting, PLLC</b> Bob Fudge 5293 Arlington Ln. Traverse City, MI 49685 (956) 433-9001	Trophy <i>Paid 5/15/18 - #1046</i>	\$155 <i>1st Place Bonito - Roxanne 3/26/18</i>
6	<b>Furcron, Inc., REALTORS and Property Management Co.</b> Joy Hartung 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-6961	Trophy <i>Invoiced 5/11/18</i>	\$125 <i>3rd Place Redfish - Roxanne 3/26/18</i>
7	<b>Gabriella's Italian Grill &amp; Pizzeria</b> Jon Creinin 700 Padre Blvd., Ste. E South Padre Island, TX 78597 (956) 761-6111	Trophy <i>Paid 6/7/18 - #1762</i>	\$125 <i>3rd Place Bonito - Roxanne 4/19/18</i>
8	<b>Harbor Street Laser Wash</b> Mike Tidwell P.O. Box 220 Olmito, TX 78575 (956) 371-0599	Trophy <i>Paid 5/16/18 - #2931</i>	\$155 <i>1st Place Founder - Roxanne 4/27/18</i>

**2018 SPONSORS**

**37th Annual Ladies Kingfish Tournament, August 10-12, 2018**

	<b>Sponsor Contact Information</b>	<b>Type Sponsor, Amount Payment Status</b>	<b>Solicitor Comments</b>
9	<b>Inertia Tours</b> Chad Hart P.O. Box 40095 South Padre Island, TX 78597 800-821-2176	Trophy <i>Paid 4/23/18 - #649</i>	\$100 <i>4th Place Dolphin - Roxanne 4/18/18</i>
10	<b>Isla Grand Beach Resort</b> Bill Donahue 500 Padre Blvd. South Padre Island, TX 78597 (956) 761-6511	Trophy <i>Paid 5/15/18 - #110898</i>	\$155 <i>1st Place Blackfin - Roxanne 4/18/18</i>
11	<b>Island Cinema</b> Courtney Hayden 4700 Padre Blvd. South Padre Island, TX 78597 (956) 761-7839	Trophy <i>Invoiced 5/11/18</i>	\$100 <i>4th Place Redfish - Roxanne 4/27/18</i>
12	<b>Jordan Luera</b> Jordan Luera 15244 Hall Rd. Cat Spring, TX 78933 979-551-5190	Trophy <i>Invoiced 5/11/18</i>	\$250 <i>Angler Annie - Roxanne - 5/4/18</i>
13	<b>Kay Young Ezell - RE/MAX 1st Choice</b> Kay Young Ezell P.O. Box 2035 South Padre Island, TX 78597 956433-9719	Trophy <i>Paid 5/29/18 - #1271</i>	\$140 <i>2nd Place Redfish - Roxanne 4/27/18</i>
14	<b>Laguna BOB</b> Tom and Penny Gatreau 501 E. Maxan St. Port Isabel, TX 78578 956-433-5499	Trophy <i>Invoiced 5/11/18</i>	\$325 <i>Grand Champion Offshore - Roxanne 4/17/18</i>
15	<b>Louie's Backyard</b> Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Trophy <i>Paid 6/1/18 - #30826</i>	\$140 <i>2nd Place Kingfish - Roxanne 4/27/18</i>
16	<b>Lynne &amp; Gary Tate</b> Lynne Tate 2200 Padre Blvd. South Padre Island, TX 78597 (956) 761-1400	Trophy <i>Paid 5/29/18 - #15634</i>	\$100 <i>4th Place Flounder - Roxanne 4/18/18</i>
17	<b>Mike and Patty Johnson</b> Mike and Patty Johnson 245 Port Rd. Port Isabel, TX 78578 (956) 943-1845	Trophy <i>Invoiced 5/11/18</i>	\$140 <i>2nd Place Blackfin - Roxanne 3/26/18</i>
18	<b>Padre Elite Team - RE/MAX Elite</b> Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648	Trophy <i>Invoiced 5/11/18</i>	\$140 <i>2nd Place Flounder - Roxanne 4/17/18</i>
19	<b>Padre Island Brewing Co., Inc.</b> Mark Hagenmiller P.O. Box 3837 South Padre Island, TX 78597 (956) 761-9585	Trophy <i>Paid 6/5/18 - #21526</i>	\$125 <i>3rd Place Kingfish - Roxanne 4/17/18</i>
20	<b>PI/SPI Guides Association</b> Joy Hartung P.O. Box 3858 South Padre Island, TX 78597	Trophy <i>Invoiced 5/11/18</i>	\$140 <i>2nd Place Trout - Roxanne 3/26/18</i>
21	<b>Red Mango South Padre Island</b> Jared Schmidt 414 E. Hickman Ave. Port Isabel, TX 78578 (956) 299-4921	Trophy <i>Paid 5/4/18 - #1170</i>	\$100 <i>4th Place Trout - Roxanne 5/4/18</i>
22	<b>Renee's of South Padre</b> Tomas Martin 700 Padre Blvd., Suite L South Padre Island, TX 78597 956-761-9600	Trophy <i>Invoiced 5/11/18</i>	\$155 <i>1st Place Redfish - Roxanne 4/27/18</i>

**2018 SPONSORS**

**37th Annual Ladies Kingfish Tournament, August 10-12, 2018**

	<b>Sponsor Contact Information</b>	<b>Type Sponsor, Amount Payment Status</b>	<b>Solicitor Comments</b>
23	<b>Rio Grande Valley Abstract</b> Jacqui Dempsey 5800 Padre Blvd., Ste. 115 South Padre Island, TX 78597 956-761-2116	Trophy <i>Paid 5/29/18 - #11026</i>	\$125 <i>3rd Place Dolphin - Roxanne 4/17/18</i>
24	<b>Sea Ranch Restaurant</b> Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Trophy <i>Invoiced 5/11/18</i>	\$140 <i>2nd Place Dolphin - Roxanne 4/18/18</i>
25	<b>Shallow Sport Boats</b> Kyra Hudson 41146 Schafer Rd. Los Fresnos, TX 78566 (956) 233-9489	Trophy <i>Paid 6/7/18 - #48724</i>	\$155 <i>1st Place Kingfish - Roxanne 3/26/18</i>
26	<b>Sharon Taylor</b> Sharon Taylor 120 Sea Grape Lane Laguna Vista, TX 78578 956943-7390	Trophy <i>Paid 4/23/18 - Check #3386</i>	\$100 <i>4th Place Bonito - Roxanne 4/17/18</i>
27	<b>Ship Shape</b> Liz Money / Diane Denson 5208A Padre Blvd. South Padre Island, TX 78597 (956) 761-2111	Trophy <i>Paid 6/11/18 - #10566</i>	\$155 <i>1st Place Dolphin - Roxanne 3/27/18</i>
28	<b>South Padre Marine</b> Ervin Skloss 33256 State Park Rd. 100, Ste. 103 South Padre Island, TX 78597 956-761-3993	Trophy <i>Invoiced 5/11/18</i>	\$140 <i>2nd Place Bonito - Roxanne 4/17/18</i>
29	<b>Tequila Sunset</b> Dan Stanton P.O. Box 2568 South Padre Island, TX 78597 (956) 761-6198	Trophy <i>Paid 5/24/18 - #14986</i>	\$125 <i>3rd Place Trout - Roxanne 4/27/18</i>
30	<b>White Lumber</b> Jason White P.O. Box Q Port Isabel, TX 78578 (956) 943-5523	Trophy <i>Invoiced 5/11/18</i>	\$155 <i>1st Place Trout - Roxanne 4/17/18</i>
31	<b>Yummies Bistro</b> Ernie Del Rio P.O. Box 40193 South Padre Island, TX 78597 (956) 761-2526	Trophy <i>Invoiced 5/11/18</i>	\$125 <i>3rd Place Flounder - Roxanne 4/27/18</i>

**BAG STUFFER**

1	<b>Central Texas Concealed, LLC</b> Bobby Vanzant 5800 Padre Blvd., #107 South Padre Island, TX 78597 (956) 499-6192	Bag Stuffer	\$	
2	<b>Furcron, Inc., REALTORS® and Property Management Co.</b> Joy Hartung 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-6961	Bag Stuffer <i>At Chamber</i>	\$150	<i>Monarch Butterfly Flower Garden Seeds</i>
3	<b>Hilton Garden Inn/La Copa/La Quinta</b> Alina Rivera 7010 Padre Blvd. South Padre Island, TX 78597 956761-8700	Bag Stuffer <i>Will deliver</i>	\$325	<i>150 koozies and 175 sunglasses</i>

**2018 SPONSORS**

**37th Annual Ladies Kingfish Tournament, August 10-12, 2018**

	<b>Sponsor Contact Information</b>	<b>Type Sponsor, Amount Payment Status</b>	<b>Solicitor Comments</b>
4	<b>Lynne &amp; Gary Tate</b> Lynne and Gary Tate 2200 Padre Blvd. South Padre Island, TX 78597 (956) 761-1400	<b>Bag Stuffer</b> <i>Will deliver</i>	\$300 <i>M &amp; M's</i>
5	<b>Massage &amp; Healing Arts Center</b> Dolores Ferrentino 2100 Padre Blvd., Suite 3 South Padre Island, TX 78597 956761-1814	<b>Bag Stuffer</b> <i>Need to pick-up</i>	\$150 <i>Bio-Freeze samples</i>
6	<b>Padre Elite Team - RE/MAX Elite</b> Alta Monroe & Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648	<b>Bag Stuffer</b> <i>At Chamber</i>	\$550 <i>Phone Wallets</i>
7	<b>Salinas, Allen &amp; Schmitt, LLP</b> Carol Schmitt 314 Nolana McAllen, TX 78504 (956) 686-2359	<b>Bag Stuffer</b> <i>Will deliver</i>	\$325 <i>First Aid Kits</i>
8	<b>Shallow Sport Boats</b> Kyra Hudson 41146 Schafer Rd. Los Fresnos, TX 78566 (956) 233-9489	<b>Bag Stuffer</b> <i>Will deliver</i>	\$450 <i>Event Koozies</i>
9	<b>SPI Chamber of Commerce</b> Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	<b>Bag Stuffer</b> <i>Chamber has</i>	\$0 <i>Chamber Member Restaurant List</i>
10	<b>SPI Chamber of Commerce</b> Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	<b>Bag Stuffer</b> <i>Chamber has</i>	\$0 <i>Guide to South Padre Island</i>
11	<b>SPI Chamber of Commerce</b> Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	<b>Bag Stuffer</b> <i>Chamber has</i>	\$0 <i>LKT Rules Sheet</i>
12	<b>SPI Convention Centre</b> Keith Arnold 7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000	<b>Bag Stuffer</b> <i>Will deliver</i>	\$325 <i>Lip Balm</i>
13	<b>The Sportsman</b> Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	<b>Bag Stuffer</b> <i>Will call when ready to PU</i>	\$0 <i>Business Flyer</i>

**RAFFLE**

1	<b>Laguna Lifestyle</b> Mary Ramirez 4810 N. Raul Longoria, Ste. 7 San Juan, TX 78589 (956) 929-1212	<b>Raffle</b> <i>Will deliver</i>	\$	
2	<b>Padre Elite Team - RE/MAX Elite</b> Alta Monroe & Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648	<b>Raffle</b> <i>At Chamber</i>	\$100	<i>Fillet Knife</i>

## 2018 SPONSORS

### 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
3	<b>Shabby FuFu</b> Arlene Stelzer P.O. Box 3961 South Padre Island, TX 78597 (956) 761-9451	Raffle <i>Will deliver</i>	\$
4	<b>SPI Chamber</b> Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 (956) 761-4412	Raffle <i>Will deliver</i>	\$500 <i>Original Event Artwork</i>
5	<b>SPI Leather</b> Sue Warner 2216 Padre Blvd., #B-#101 South Padre Island, TX 78597 956312-6383	Raffle <i>Will deliver</i>	\$ <i>Leather Accessory</i>
6	<b>The Rustic Roost</b> Delores Garza 1312 W. Mile 10 North Weslaco, TX 78599 956463-1093	Raffle <i>Will deliver</i>	\$100 <i>Antique white rustic wood island with cross</i>
7	<b>The Sportsman</b> Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	Raffle <i>Will call when ready to PU</i>	\$
8	<b>Walk for Women</b> Mary Jo Camp P.O. Box 2698 South Padre Island, TX 78597 (956) 639-5572	Raffle <i>Will deliver</i>	\$100 <i>Gift Basket</i>

## VENDOR

1	<b>Dinah Bowman Studio &amp; Gallery</b> Dinah Bowman 312 5th St. Portland, TX 78374 (361) 643-4922	Vendor <i>N/A</i>	\$0
2	<b>Laguna Lifestyle</b> Mary Ramirez 4810 N. Raul Longoria, Ste. 7 San Juan, TX 78589 (956) 929-1212	Vendor <i>N/A</i>	\$0
3	<b>Shabby FuFu</b> Arlene Stelzer P.O. Box 3961 South Padre Island, TX 78597 (956) 761-9451	Vendor <i>N/A</i>	\$0 <i>Jewelry and Accessories</i>
4	<b>SPI Leather</b> Sue Warner 2216 Padre Blvd., #B-#101 South Padre Island, TX 78597 956312-6383	Vendor <i>N/A</i>	\$0 <i>Handmade leather goods</i>
5	<b>The Rustic Roost</b> Delores Garza 1312 W. Mile 10 North Weslaco, TX 78599 956463-1093	Vendor <i>N/A</i>	\$0 <i>Rustic home décor, metal artwork &amp; wood signs</i>
6	<b>The Sportsman</b> Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	Vendor <i>N/A</i>	\$0 <i>Boat on display inside</i>

**2018 SPONSORS**

**37th Annual Ladies Kingfish Tournament, August 10-12, 2018**

Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
7 <b>Walk for Women</b> Mary Jo Camp P.O. Box 2698 South Padre Island, TX 78597 (956) 639-5572	Vendor N/A	\$0 <i>Walk for Women merchandise &amp; information</i>

**OTHER**

1 <b>Ami Kids Rio Grande Valley</b> Javier Ibarra P.O. Box 309 Bayview, TX 78566 (956) 254-5000	Other N/A	\$0 <i>Volunteers on Dock confirmed by Javier Garza</i>
2 <b>Quik Stop</b> Calvin Byrd P.O. Box 126 Port Isabel, TX 78578 (956) 943-1159	Other At Chamber	\$0 <i>\$300 Gift Certificates</i>
3 <b>Raul Cerda</b> Raul Cerda 2719 W. Exp. 83 Mission, TX 78572 956240-2259	Other N/A	\$0 <i>Fish collector</i>

**South Padre Island Chamber of Commerce**  
**2018 Ladies Kingfish Tournament**  
 October 2017 through September 2018

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	<b>Oct '17 - Sep 18</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees	25,000.00
412050 · Sponsorship	26,000.00
413050 · Event promo items	2,500.00
429050 · Miscellaneous	4,000.00
	57,500.00
<b>Total 450000 · Ladies Kingfish Tournam...</b>	<b>57,500.00</b>
<b>Total Income</b>	<b>57,500.00</b>
<b>Gross Profit</b>	<b>57,500.00</b>
<b>Expense</b>	
620000 · Ladies Kingfish Tournament	
500050 · Promotion - LKT	3,000.00
502050 · Awards/Prizes/Tropies - LKT	6,000.00
522050 · Food/Drink - LKT	4,500.00
562050 · Misc. - LKT	6,000.00
576050 · Printing - LKT	250.00
606050 · Supplies - LKT	200.00
618050 · T-Shirts/logo Items - LKT	3,500.00
619050 · Event Bags - LKT	2,500.00
	25,950.00
<b>Total 620000 · Ladies Kingfish Tournam...</b>	<b>25,950.00</b>
<b>Total Expense</b>	<b>25,950.00</b>
<b>Net Ordinary Income</b>	<b>31,550.00</b>
<b>Net Income</b>	<b>31,550.00</b>

## 2018 Ladies Kingfish Tournament Media Plan

**Lone Star Outdoors: - \$500 (online) (artwork emailed 5/3/18)**

\$250 - ad on website homepage in **June**

\$250 - ad on website homepage in **July**

**Texas Saltwater Fishing Magazine - \$1,005 (print and online) (artwork emailed 5/7/18)**

\$645 - ½ page full-color ad in **July** printed magazine

\$360 - large banner ad on website homepage in **June**

**PI/SPI Guides Association Website - \$250 (online) (artwork emailed 5/2/18)**

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

**Texas Sportsman Magazine - \$710 (online) (artwork emailed 5/7/18)**

Full page color ad in **June/July** online magazine. Will shoot video during tournament to be aired 2 weeks following the tournament on Texas Sportsman and Texas Outdoor Lifestyles TV shows, provide footage to Chamber to be used on event web page and Facebook throughout the year, and a Full Page ad in Texas Sportsman Tracking Outdoors Magazine to be used at our discretion.

**Gulf Coast Mariner Magazine - \$595 (online) (banner artwork emailed 5/7/18)**

**(all other emailed 5/10/18)**

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

**Saltwater Angler Magazine - \$500 (online) (artwork emailed 5/7/18)**

\$250 - banner on website homepage in **June**

\$250 - banner on website homepage in **July**

**On the Water Lifestyle - \$147 (online) (artwork for spot in e-newsletter emailed 4/13/18)**

Spot in e-newsletter, 2 featured stories in Texas Coastal Wave email, event page on website - fee covers **one year**

**Street Banner - \$200 (artwork done by Toucan and approved 5/7/18)**

In median on Padre Blvd. minimum July 31 - August 12

**Parade/Press - \$160 (print)**

Meet us on the dock ½ page color ad in **August**

**Coastal Current - \$209 (print)**

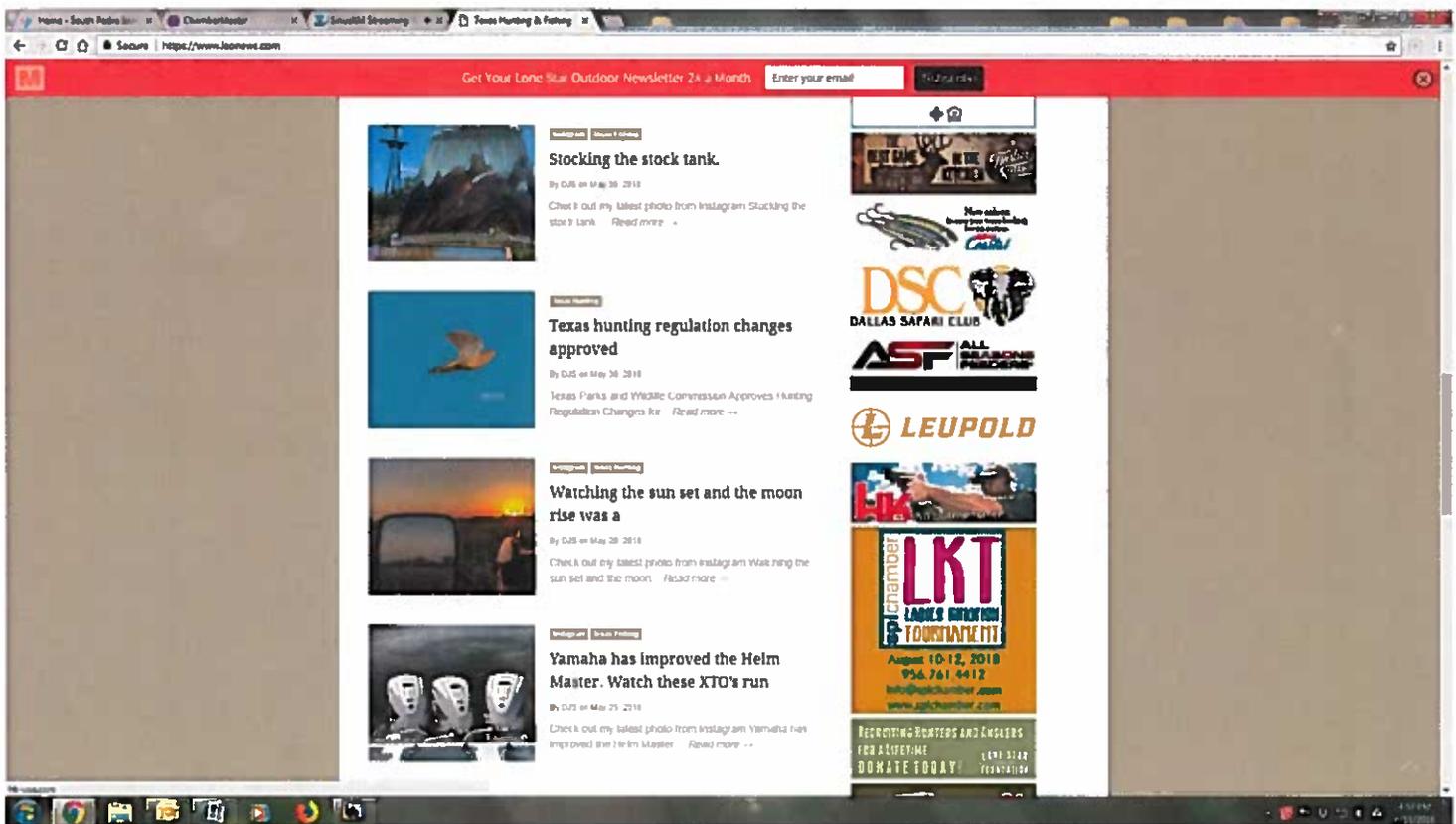
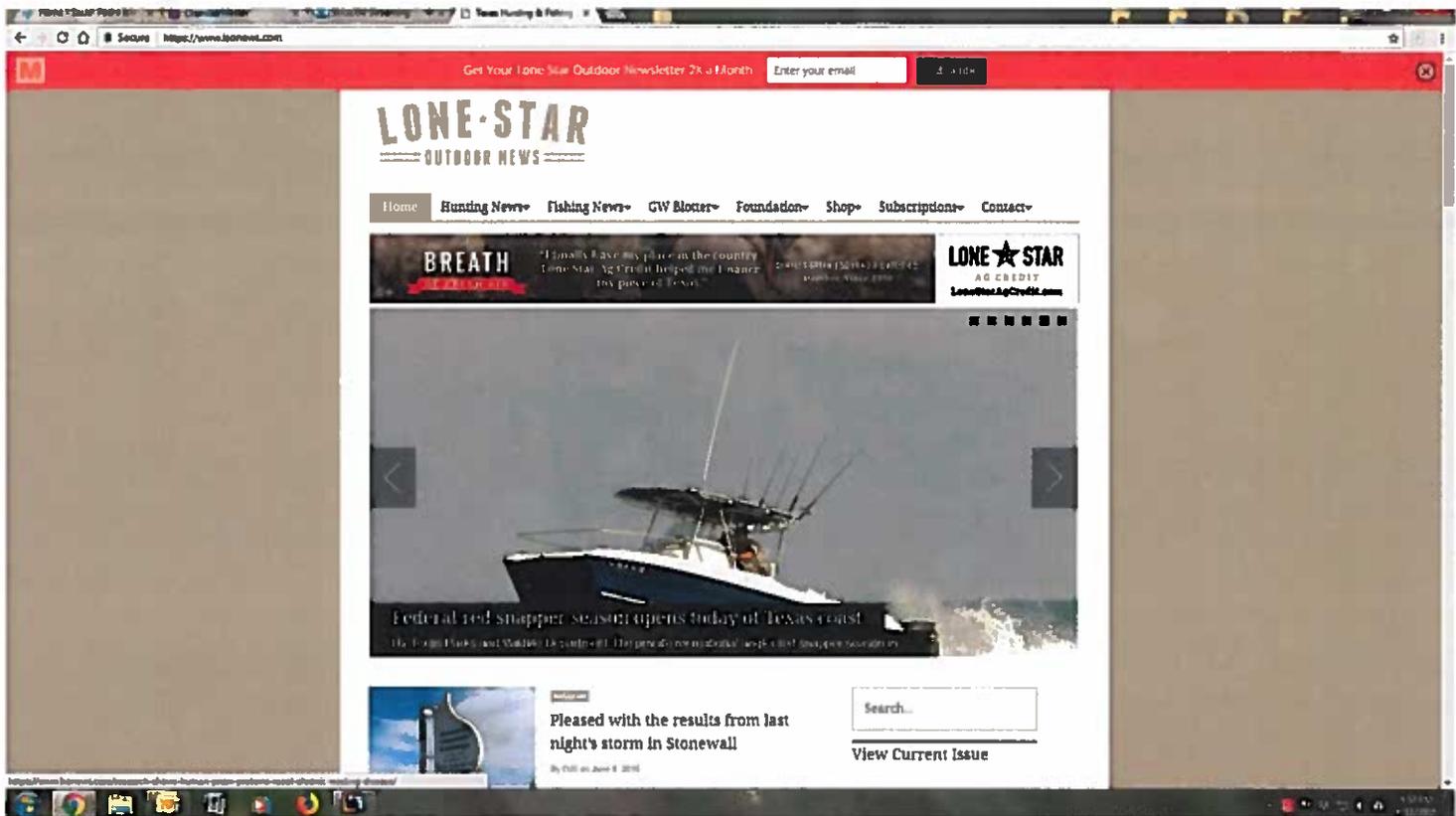
Meet us on the dock ½ page color ad in **August**

**Parade/Press - \$285 (print)**

Full page black/white thank you ad in **August**

**Coastal Current - \$388 (print)**

Full page color thank you ad in **August**



Homepage placement June + July  
 Click thru to event page



Homepage placement June  
Click thru to event page

# THE PORT ISABEL & SOUTH PADRE ISLAND FISHING GUIDES ASSOCIATION



HOME | GET A GUIDE | SPONSORS | WHAT TO BRING | TIDES | LINKS

LOGIN

## PORT ISABEL & SOUTH PADRE ISLAND FISHING GUIDES ASSOCIATION

maintains a listing of members that offer bay and offshore fishing charters.

South Padre Island has a sub-tropical climate so you can enjoy fishing throughout most of the year.



### FISHING THE SOUTH TEXAS COAST

spichamber **LKT**  
LADIES KINGFISH  
TOURNAMENT

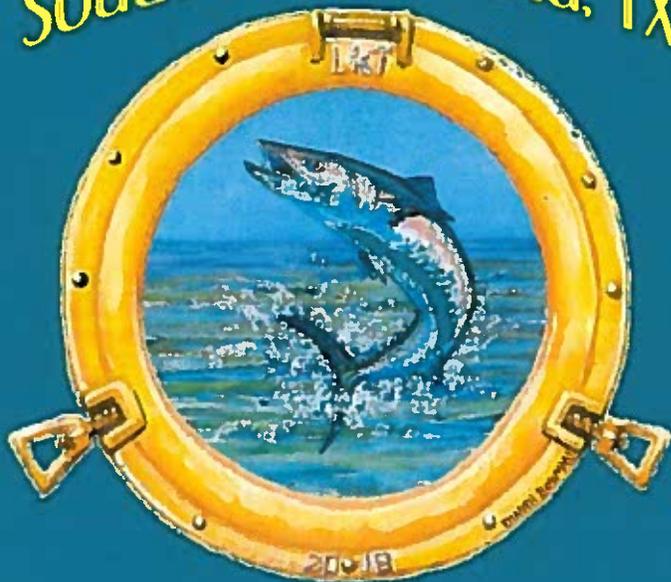
The 37th Annual South Padre Island Chamber of Commerce Ladies Kingfish Tournament will be held August 10-12, 2018

Bay fishing guides specialize in shallow water drifting and sight casting for reds on the flats of the Laguna Madre and South Bay. They are also good at finding and catching

Home page Placement - 1 year w/ click thru to event page

# 37th Annual Ladies Kingfish Tournament

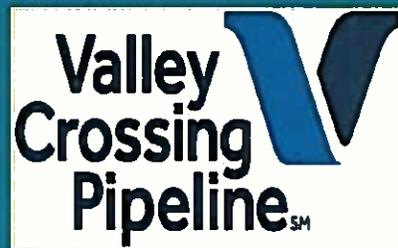
August 10-12, 2018  
South Padre Island, TX



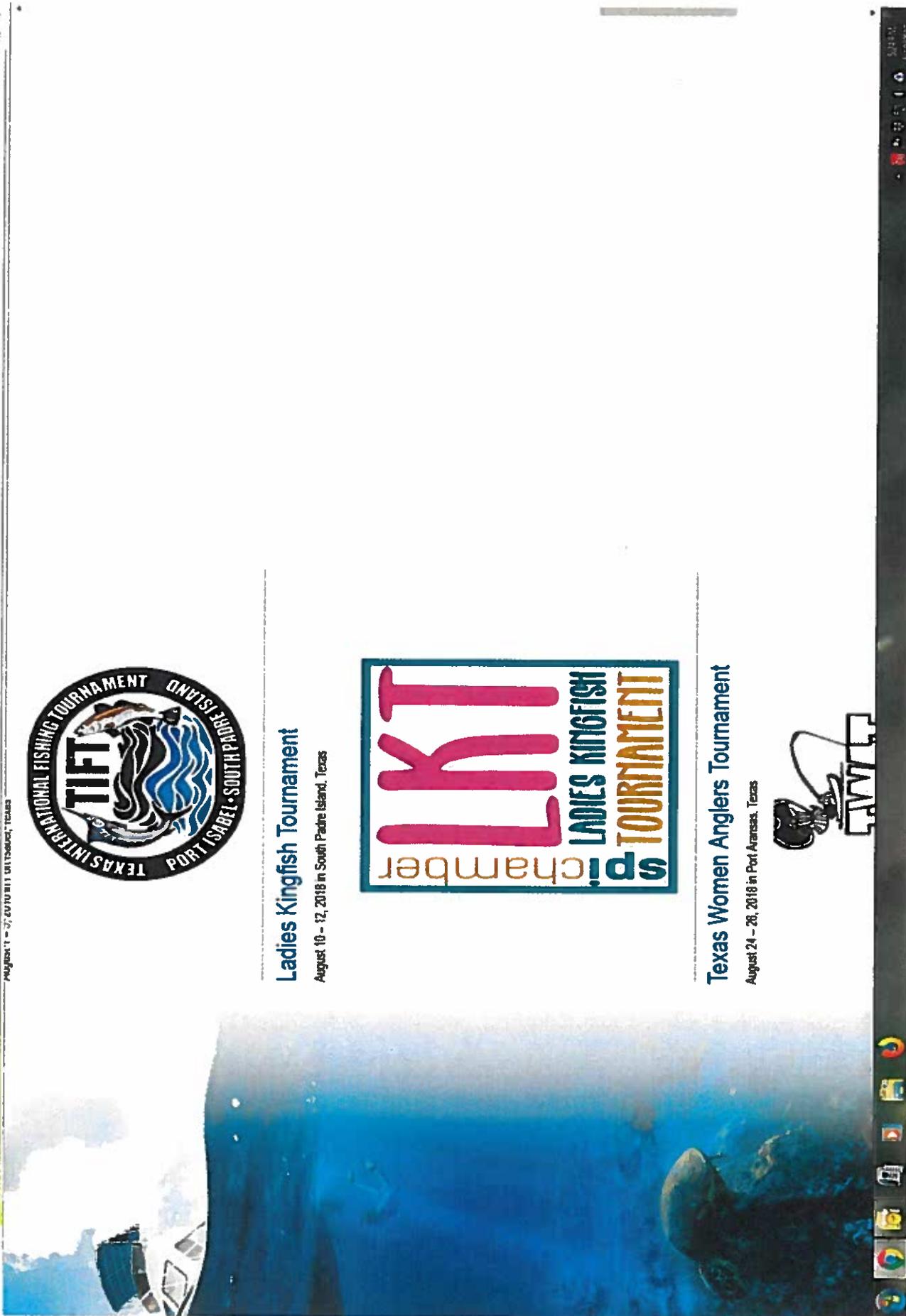
Download Registration Form and Rules at  
[www.spichamber.com](http://www.spichamber.com)

Follow Us On Facebook  
[Facebook.com/LadiesKingfishTournament](https://www.facebook.com/LadiesKingfishTournament)

## 2018 Title Sponsors



Celebrating 37 years of tradition! The first all women's fishing tournament in the State of Texas.



### Ladies Kingfish Tournament

August 10 - 12, 2018 in South Padre Island, Texas



### Texas Women Anglers Tournament

August 24 - 26, 2018 in Port Aransas, Texas



# GULF COAST MARINER MAGAZINE

Search:

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[Fishing](#)
[Sailing](#)
[Recreation](#)
[Environment](#)
[Forecast](#)
[Contact](#)
[Advertising](#)

## Current Issues

Gulf Coast Mariner – May/June 2018



Gulf Coast Mariner – March/April 2018



Galati Yacht Sales is the premier yacht broker in the Gulf Coast region. We have a reputation for providing exceptional service and expertise in the sale of yachts and boats.

[Read More](#)

**GALATI**  
YACHT SALES

**QUANTUM CHALLENGE**

JUNE 20-24, 2018

**QUANTUMSAILS**  
BY THE NEXT CHALLENGE

YOUR TRUSTED SOURCE FOR SALES & SERVICES

**SEA LAKE**

281-549-4724





### Gulf Coast Mariner Magazine

@gulfcoastmariner

- Home
- About
- Photos
- Instagram
- Issuu
- Videos
- Posts
- Events
- Reviews
- Community

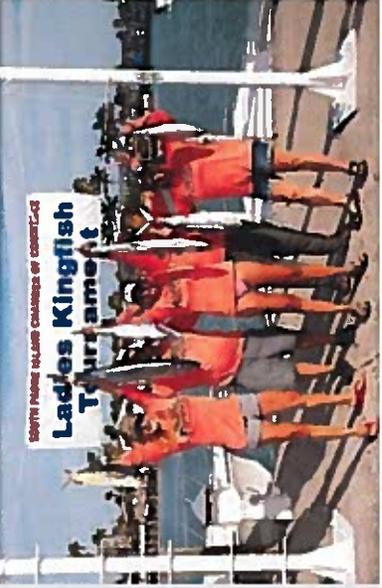
Create a Page

Liked

Write a comment

**Gulf Coast Mariner Magazine**  
June 4 at 11:08am

There is still time to sign up for the Ladies Kingfish Tournament happening August 10-12, 2018 in beautiful South Padre Island! There will be both inshore and offshore divisions. Don't miss this fun tournament ladies! #gulfcoastmariner #ladieskingfistournament #light #ic2018 South Padre Island Chamber of Commerce



Like

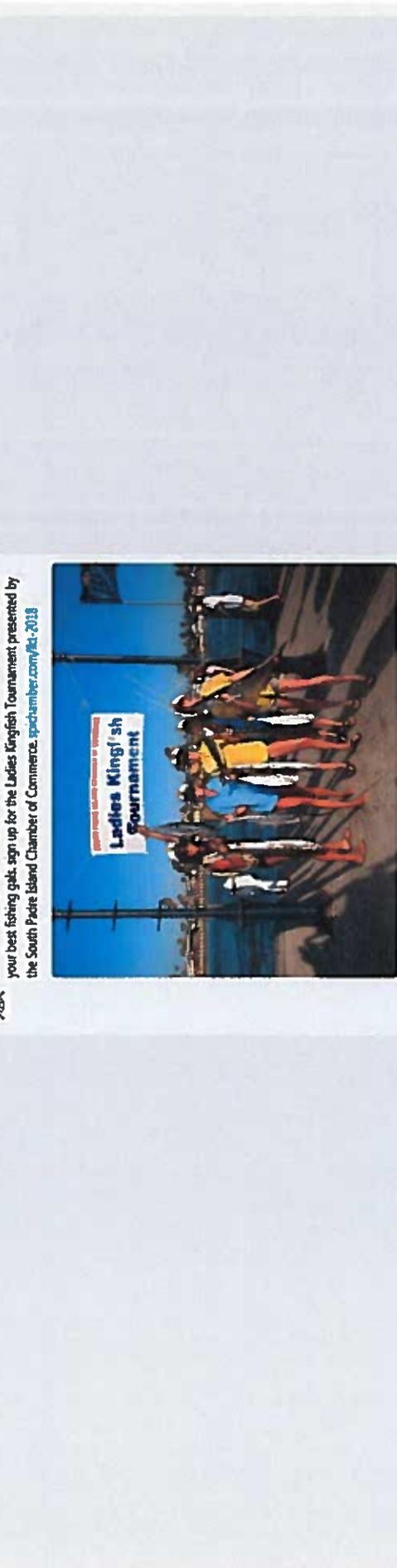
0 Shares

Write a comment

**Gulf Coast Mariner Magazine** shared an event.  
May 31 at 4:51pm

# GALVESTON

**Gulf Coast Mariner Magazine** @GCMarinerMag · May 11  
Attention all lady anglers! If you are looking for a tournament to do this year with your best fishing gets, sign up for the Ladies Kingfish Tournament presented by the South Padre Island Chamber of Commerce. [spchamber.com/Mar-2018](http://spchamber.com/Mar-2018)



**Gulf Coast Mariner Magazine** @GCMarinerMag · May 3  
Kayak fishing with Marine Corps Veteran and Hurricane Harvey Hero Donald Justin. [gulfcoastmariner.com/kayak-fishing...](http://gulfcoastmariner.com/kayak-fishing...) #Military #Army #HeroesOnTheWater #kayaking



**Gulf Coast Mariner Magazine**

22 Tweets   160 Following   20 Followers   23 Likes

Following

**Trends for you**

- #NintendoSwitch
- E3: Nintendo Press Conference
- Jason Barrett
- #TuesdayThoughts
- Prokha33
- #PokerPestWhitts
- Zach Martin
- #BroadcastGood
- Tyren Smith
- Super Mario Party
- espeak

**Gulf Coast Mariner Magazine** @GCCMarinerMag · May 31

Register today latest August 10-12 is the Ladies Kingfish Tournament in beautiful South Padre Island. There's inshore and offshore divisional. [spichamber.com/let-2018](http://spichamber.com/let-2018)

**Ladies Kingfish Tournament**

15 Photos and videos

**Gulf Coast Mariner Magazine** @GCCMarinerMag

Celebrate Coastal Life! Gulf Coast Mariner explores fishing, boating, sailing, surfing and all things coastal life.

[gulfcoastmariner.com](http://gulfcoastmariner.com)

Galveston, TX

Joined March 2018

Tweet to Gulf Coast Mariner via

**Gulf Coast Mariner Magazine** @GCCMarinerMag · May 30

Wahoo Wednesday on Wave Dancer Charters out of Galveston! #gphoo

Application #texas #gulfcoastmariner

**Gulf Coast Mariner Magazine** @GCCMarinerMag · May 31

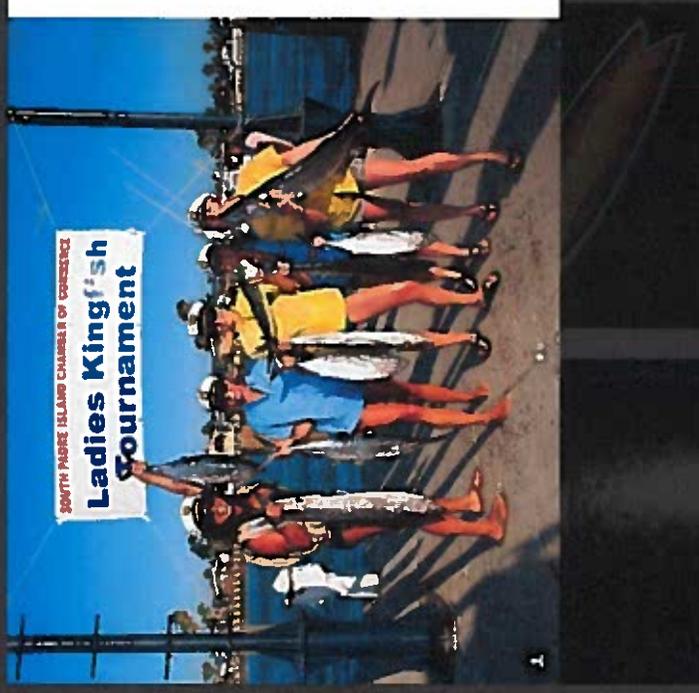
Wahoo Wednesday on Wave Dancer Charters out of Galveston! #gphoo

Application #texas #gulfcoastmariner

**Gulf Coast Mariner Magazine** @GCCMarinerMag · May 31

Wahoo Wednesday on Wave Dancer Charters out of Galveston! #gphoo

Application #texas #gulfcoastmariner



**gulfcoastmarinermag** • Following  
South Padre Island, Texas

**Ladies Kingfish Tournament**

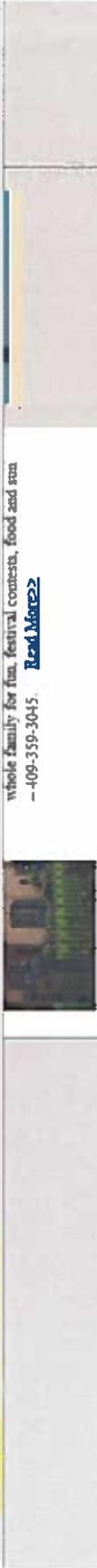
Attention all lady anglers! Make sure to sign up for the Ladies Kingfish Tournament August 10-12 in South Padre Island. There are two divisions, bay and offshore. @ladieskingfistournament

#gulfcoastmariner #gulfcoastmarinermagazine #southpadreidland #SPI #texas #ladieskingfistournament #kingfish #mahimahi #trout #founder #fish #tournament #womenwhofish #fishingtournament

53 likes  
MAY 11

Add a comment...





**Galveston - June 15, 16**

Moody Gardens Bands on the Sands - Live music and fireworks on Friday and Saturday nights with local and regional bands, including rock, country and blues and R&B while enjoying the white sands of the Island - 800-582-4673

June 15: The Slags - Variety Dance & Rock  
 June 16: The Max - Variety [Read More >>](#)

**Galveston - June 17 - 19**

June 17th's birthplace is Galveston for 151 years. The last slaves in the South were freed on June 19, 1865 after the Emancipation Proclamation was read on a harbor pier in Galveston. There will be a series of celebrations including two parades, festivals, picnics, African-American heritage exhibits, concerts and much more. No phone number given. [Read More >>](#)

**Heckley - June 16**

Fishing & Fun With Dad for Father's Day at Oil Ranch - Treat Dad with fun activities including fishing, swimming, riding the train and just pure relaxation at a peaceful ranch a short drive from Houston - 281-859-1616. [Read More >>](#)

**Houston - June 15 - 16**

"The Lilies of the Field" will be performed in the Miller Outdoor Theatre, 8:30 p.m. Storyline begins with traveling Army veteran and handyman Homer Smith who finds work and a faith-rich community. Enjoy the ups and downs of this story - 281-373-3386. [Read More >>](#)



Seabrook Marina  
 Relax & play on your own private island  
 281-474-2586  
[seabrookshipyard.com](http://seabrookshipyard.com)

Fish South Padre Island Chamber of Commerce LKTI LAKE'S INTERLAKES TOURNAMENT August 15-17, 2018  
[www.lakesinterlakes.com](http://www.lakesinterlakes.com)  
 1-800-368-3333

City of Baytown

**Houston - June 15 - 17**  
 International Gem & Jewelry Show - Summer

*Home page Banner - weekly 14x20*



Ladies Kingfish  
Tournament  
*south padre island, texas*

## LKT SPONSORSHIP INVITATION

The 37th Annual South Padre Island Chamber of Commerce Ladies Kingfish Tournament is scheduled for August 10 - 12, 2018. Three hundred lady anglers are expected to dominate the waterways as they compete for top honors. We would like to invite you to consider sponsorship in 2018.

LKT sponsorship is a unique opportunity to showcase your company while supporting a long-running popular sporting event. To accommodate businesses of all sizes, the Tournament offers a variety of sponsorship opportunities. The benefits and cost of each tier are explained on page 4. Additional opportunities are detailed on page 6.

Our 2017 Major Sponsors were ~~Title Sponsors~~: LaCopa Inn & Suites/LaQuinta Inn & Suites/ Hilton Garden Inn, Shallow Sport of Texas/The Sportsman and South Padre Island Convention & Visitors Bureau; ~~Gold Sponsors~~: Rental World, and Sea Ranch II at SouthPoint; ~~Bronze Sponsors~~: First National Bank-SPI, KVEO-TV News Channel 23, Louie's Backyard, Palms Resort & Café on the Beach, and Rio Grande LNG, LLC; ~~Friend Sponsors~~: A Clean Portoco, Anglers Marine, Blackbeards', Blue Marlin Supermarket, Central Texas Concealed, Leslie Blasing – Leslie Presents!, Nevill Document Solutions, Padre Island Brewing Co., Pirate's Landing Fishing Pier, Port Isabel South Padre Island Press, Republic Services, Salinas, Allen & Schmitt, LLP, Schlitterbahn Beach Resort, Sea Ranch Restaurant, SPI Equestrian Centre & Polo Club, and Tequila Sunset and ~~Awards Lunch Sponsor~~ was Furcron, Inc. Realtors® and Property Mgmt. Co.

The 2018 tournament will be divided into two divisions, Bay and Offshore. Prizes will be awarded to the first four places in each category, as well as Grand Champion Bay and Grand Champion Offshore. 2017 Tournament statistics are provided on page 3.

If you have any questions or would like more information about the South Padre Island Chamber of Commerce and the Ladies Kingfish Tournament, please feel free to contact the South Padre Island Chamber of Commerce at 956.761.4412.

Thank You.



**Ladies Kingfish  
Tournament**  
*south padre island, texas*

**AUGUST 10-12, 2018  
SOUTH PADRE ISLAND**

The LKT has been a popular Island tradition for over 35 years. It started when a group of lady anglers, who had frequented the area for years fishing other tournaments, got together and decided they wanted a tournament of their own. The tournament was originally named the "Yellow Rose of Texas."

After two years, the name was changed to the "Ladies Kingfish Tournament," and a new Island tradition was born. In 1993 the South Padre Island Chamber of Commerce was asked to take over the coordination of the growing event. An event that started with 20 lady anglers continues to grow and bring in anglers, captains, and their families and crews.

**2017 LKT STATISTICS OVERALL**

	<b>Registered Anglers</b>	<b>Registered Boats</b>	<b>Anglers Weighed-In</b>
Offshore Anglers	63	35	31
Bay Anglers	145	68	66
<b>Totals</b>	<b>208</b>	<b>103</b>	<b>97</b>

<b>Where they live</b>	<b>% of Total</b>	
South Padre Island	29	10.74%
Port Isabel / Laguna Vista / Bayview / Los Fresnos	27	10.00%
Brownsville	20	7.41%
Harlingen	25	9.26%
McAllen / Mission	15	5.56%
Other Cities in Rio Grande Valley	27	10.00%
Other Cities	65	24.07%
	<b>208</b>	<b>100.00%</b>

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Iron Pigs MC.

**ITEM BACKGROUND**

This event is scheduled for August 2019. The funding request is in the amount of \$1,500.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**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:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Lifestyles MC.

**ITEM BACKGROUND**

This event is scheduled for August 2019. The funding request is in the amount of \$1,500.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**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:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Wahoo Fishing Tournament.

**ITEM BACKGROUND**

This event is scheduled for September 2019. The funding request is in the amount of \$20,000.

**BUDGET/FINANCIAL SUMMARY**

\$25,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Jaime J Zapata Fishing Tournament.

**ITEM BACKGROUND**

This event is scheduled for September 2019. The funding request is in the amount of \$5,000.

**BUDGET/FINANCIAL SUMMARY**

\$5,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

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Phone: (956) 761-3834  
Email: marisa@sopadre.com



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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Zombie Charge.

**ITEM BACKGROUND**

This event is scheduled for September 2019. The funding request is in the amount of \$35,000.

**BUDGET/FINANCIAL SUMMARY**

\$35,000 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

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- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
  1. The commercial center of the city;
  2. A convention center in the city;
  3. Other hotels in or near the city; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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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: \_\_\_\_\_

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com





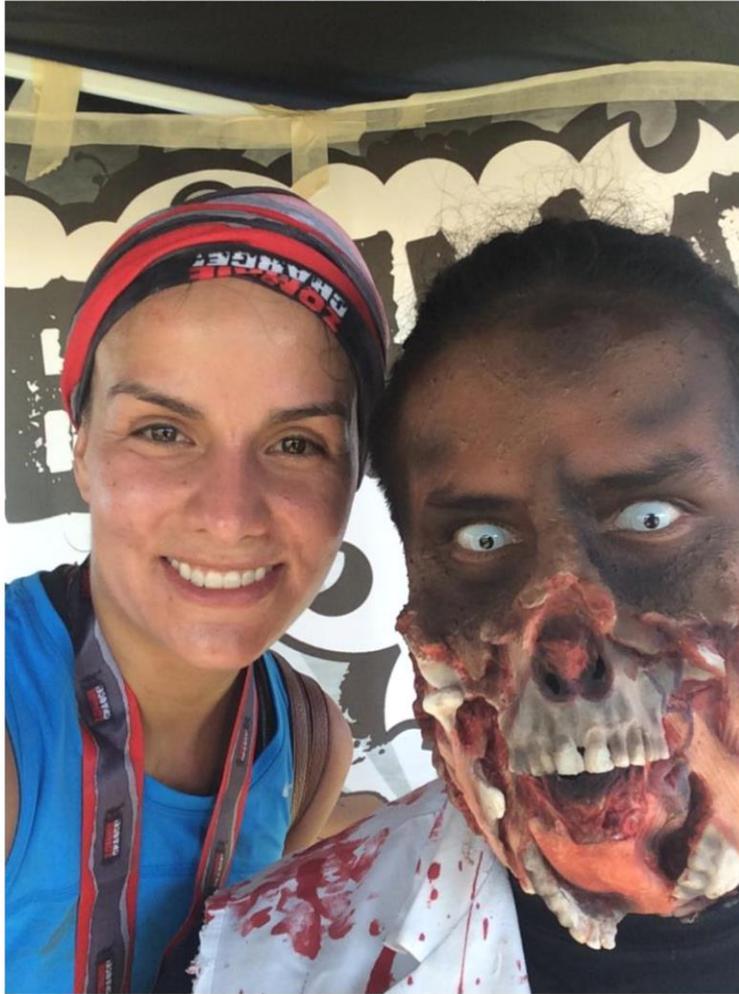
# 5K OBSTACLE RUN SERIES



# WHAT IS ZOMBIE CHARGE

Since 2013 *Zombie Charge* has combined the popular mud race and adds the powerful pop-culture phenomenon of zombies in one event.

Zombie Charge is a 3.1 mile course with changing terrain features like a trail run adding 12+ obstacles inspired by obstacle races, mud runs and shows like American Ninja Warrior showcased in a theme with inspiration from television series such as The Walking Dead



*2014 Participants can be runners or zombies. Truly a one of a kind*

# WHY WE'RE DIFFERENT

The **competitive advantage** of Zombie Charge is we are the *only* race series in Texas featuring an open and untimed 5K obstacle run for all ages and fitness levels along with the option for a participant to sign up as a zombie.

We hire professional special effects make-up artists to transform the participant who's looking for our unique experience.

Zombie Charge allows for minimum risk and maximum fun in a one of a kind experience.

Thousands have participated in our events over the years and many more recognize our brand throughout Texas.

***We are the most authentic 5K zombie obstacle race series in Texas!***



***Participants navigate a variety of fitness challenges and obstacles***

# YOUR BRAND, EXPOSED!

Zombie Charge has worked with powerful media partners and has been featured on television, print and online content such as...

Zombie Charge also has a strong social media reach



Over 47,000 Facebook followers

On the airwaves and podcasts



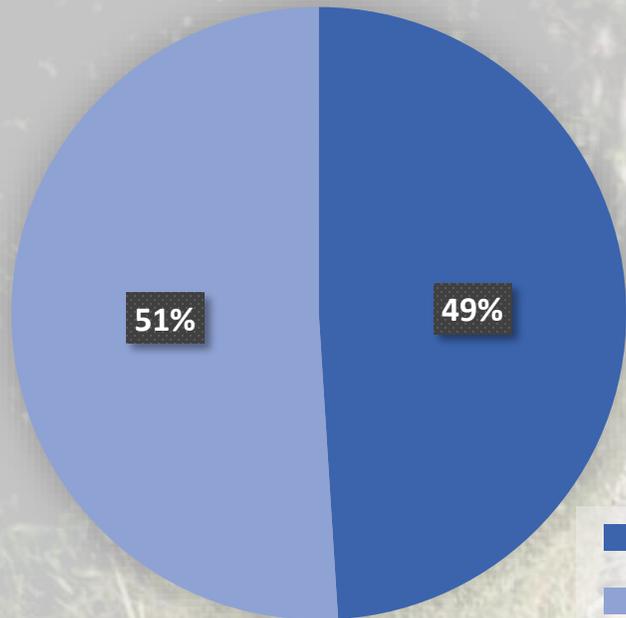
On Print Media & Online



Our combined reach through iHeart stations, featured spots on television, podcasts, interviews

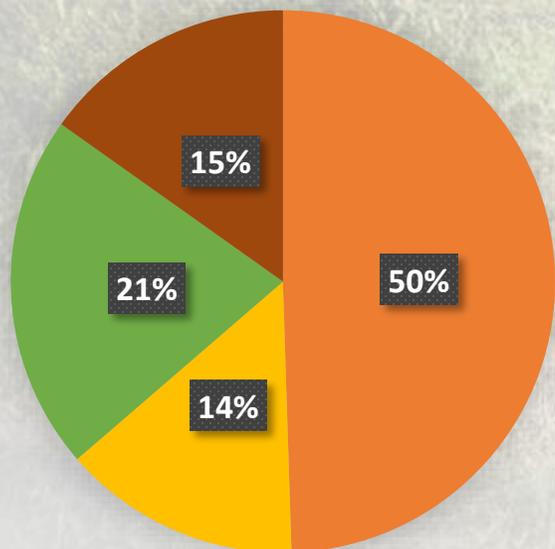
and large scale events like Comicalooza gave us brand visibility to over 5 million people in a large segment of the Central Texas and Greater Houston area population in the 18-44 age range and your company can be right there with us in 2018!

# PARTICIPANT DEMOGRAPHICS



- MALE
- FEMALE

TICKET SALE CHANNELS



- WORD OF MOUTH
- INTERNET SEARCH
- SOCIAL MEDIA
- OTHER

AVERAGE AGE OF PRIOR PARTICIPANTS

**31**

**64%** in the  
**18-44**  
TARGETED AGE GROUP



# **By the numbers...Obstacle Run Marketing**

Over 5.3 million people participated in Obstacle Course Races in 2016 according to [Obstacle Race World: The State of the Mud Run Business](#)

The Outdoor Industry Association states that over 55% of Texas residents participate in outdoor recreation and the industry generates 52.6 Billion dollars in consumer spending

Running/trail running was the #1 most popular activity (18% of Americans)

7.6 million runners finished a 5K distance event in 2015

[Engage a targeted, active lifestyle brand and participants with your company by being a sponsor!](#)

# OUR CHARITY COMMITMENT

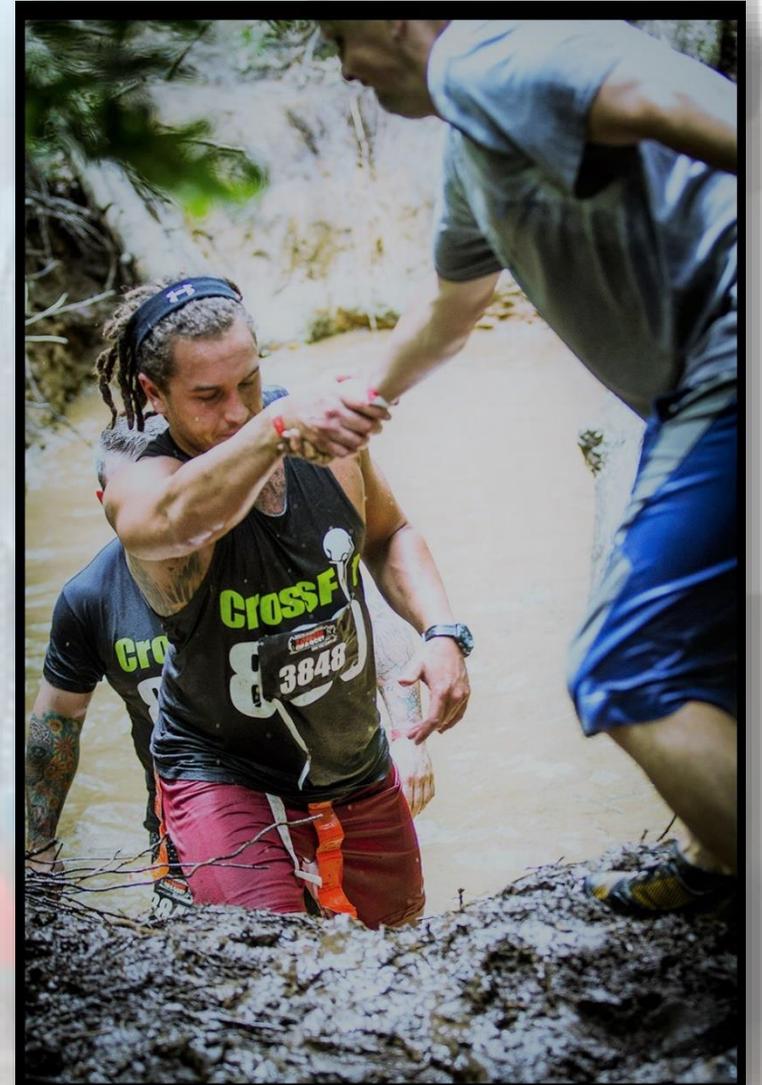


**American Red Cross**

Zombie Charge is the only 5K obstacle race in Texas that provides FREE disaster bags to families

We promote self-resilience, teamwork and community building by combining a fun yet challenging open level obstacle race that motivates people to work together

Zombie Charge also supports disaster relief with a percentage of ticket sales



# LET'S WORK TOGETHER!

**Zombie Charge** is the only race of its kind in the Midwest ! Without a doubt, our event is unique and the partnership can be also. Customization can include a combination of the following:

- Integrated branding Texas wide in different forms of media exposure from print, billboard and even on t-shirts with “Visit SPI”
- Economic stimulus during that weekend with hotel stays, usage of local restaurants and other businesses from our event staff to visitors
- Partnerships with big brands like iHeart Radio, American Ninja Warrior and recognized sponsors like State Farm
- Exposure of brand marks on our website, social media platforms, YouTube Videos, Facebook live feed
- Newsletter inclusion presenting SPI’s clickable logo to connect to people prior to the event to promote events and during that weekend
- Friday party FREE to public to promote fitness with no cost community classes in a family friendly environment

**There’s nothing like Zombie Charge in Texas!**

Real Sports  
Photography

**REGISTER**



PRE-REGISTERED

# ACTIVE WORKS

Creatively **working** to keep you **active**

PRESENTS

**ZOMBIE CHARGE!**

The background of the entire graphic is a faded, grayscale image of a zombie apocalypse scene. In the foreground, there are black silhouettes of a zombie on the left and two runners on the right. The text 'ZOMBIE CHARGE!' is overlaid on this scene. 'ZOMBIE' is in red with a blood splatter effect, and 'CHARGE!' is in white with a black outline. The background image also contains some faint, partially legible text like 'RUN', 'CELEBRA', and 'WAD'.

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

**MEETING DATE:** July 24, 2018

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Tailgate Weekend.

**ITEM BACKGROUND**

This event is scheduled for September 2019. The funding request is in the amount of \$75,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



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Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

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Convention and Visitors Advisory Board  
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7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

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

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





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

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

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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

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

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

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

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

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

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

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

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



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

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

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

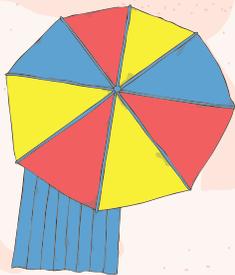
- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com





**TEXAS A&M VS ALABAMA**  
**SATURDAY, SEPTEMBER 22, 2018**  
**SPI CONVENTION CENTRE**



**BE THE 12TH MAN ON TEXAS' #1 BEACH**

South Padre Island is alive with fun, sun and endless blue skies.  
Join fellow students and Alumni on "Aggie Island"  
for a tailgate weekend like no other!

From football themed competitions to children's activities,  
we'll paint the Island maroon. It's YOUR Island.

**Get in the game and SAVE THE DATE!**



**WWW.SOPADRE.COM**

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

**MEETING DATE:** July 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 2019. The funding request is in the amount of \$3,500.

**BUDGET/FINANCIAL SUMMARY**

\$3,500 was awarded in 2017/18 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

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

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: 06/27/2018

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: 2012

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

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Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

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**Percentage of Hotel Tax Support of Related Costs**

\_\_\_\_ 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:

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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 2,500.00
- 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 guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ 6,500.00

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? 150

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

6 years

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Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

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Please list other organization, government entities, and grants that have offered financial support to your project:

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Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

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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:

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A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes  No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

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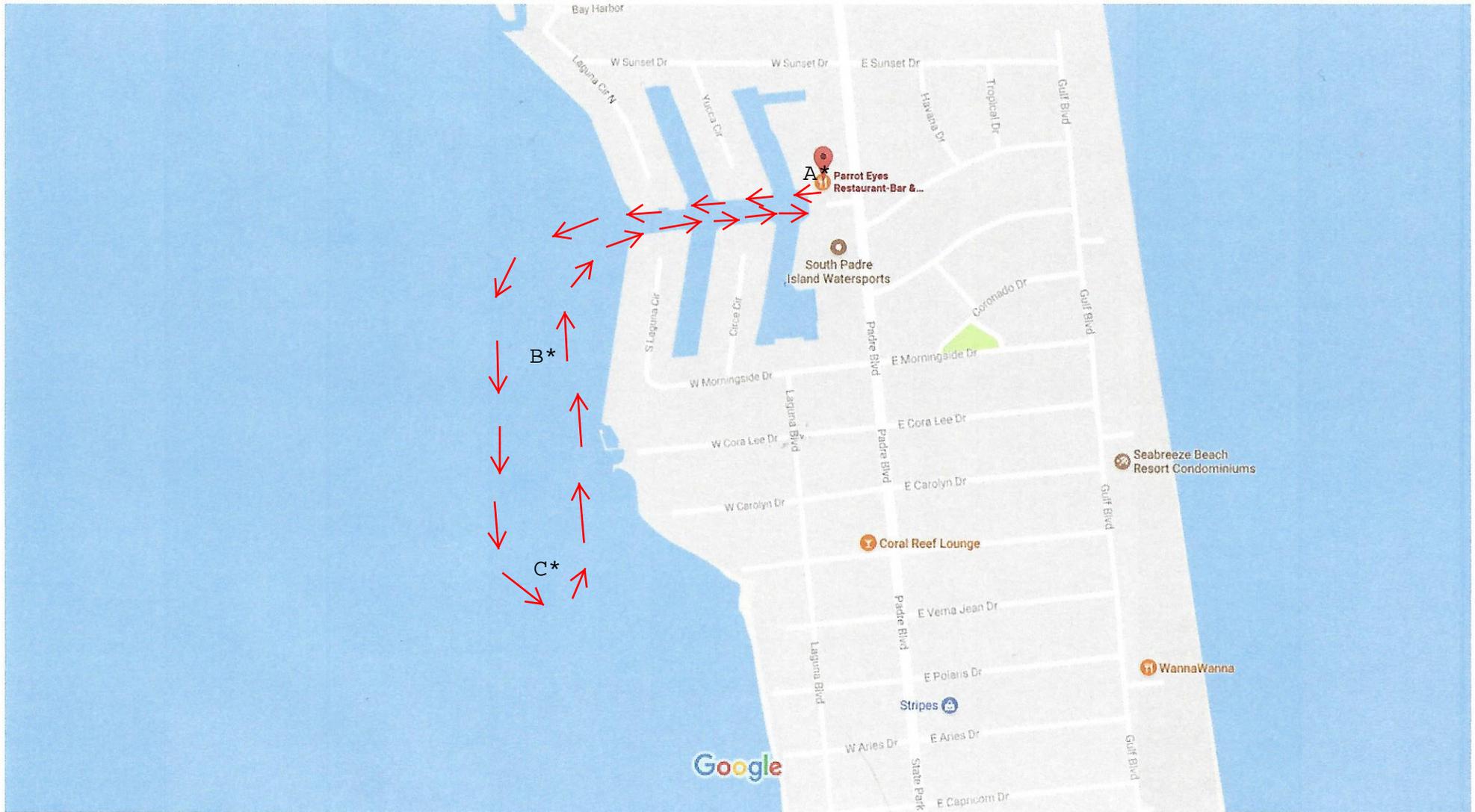
Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



# Bike Route for the Triathlon







Swim Course

- A. Start & Finish @ Parrot Eyes
- B. Sprint Turn Around
- C. Olympic Turn Around

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Elite Redfish Championship.

**ITEM BACKGROUND**

This event is scheduled for October 2019. The funding request is in the amount of \$50,000.

**BUDGET/FINANCIAL SUMMARY**

02-594-0533 Marketing Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

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The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

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An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_



**Primary Purpose of Funded Activity/Facility:**

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**How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)**

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**Percentage of Hotel Tax Support of Related Costs**

- \_\_\_ 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:

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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

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Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

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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: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Hallowings.

**ITEM BACKGROUND**

This event is scheduled for October 2019. The funding request is in the amount of \$27,000.

**BUDGET/FINANCIAL SUMMARY**

\$27,000 was awarded in 2016/17 FY.  
02-593-8099 Special Events Budget (FY 2019/20)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
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C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Mariachi Run SPI.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$25,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2019/20)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_  
*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com





**November 2, 2019**

**2nd Annual 5k/10k, Half Marathon**

## **“State of the Sport” Running Events:**

- Between 1990 and 2013, finisher totals skyrocketed from 5 million road race runners to over 19 million; this includes events with interactive components like mud or paint, fitness challenges and other creative twists.\*
- From 2014 through 2017, runs have seen a steady decline with finisher totals coming in under 17 million in 2017\*
- The decline is being seen as a positive as it is being seen as a check on unhealthy races, seeing those with unsustainable structures leave the marketplace hence allowing sound events to strengthen their foothold.\*

*“While finisher totals continue to fall, however slightly, there are a number of positive signs for the industry... as race directors react to declining participation numbers, what we're seeing is more of them increase value and create better experiences for their runners, partners, charities and communities.” - Rich Harshbarger, Running USA CEO*

Embracing the information of the “State of the Sport” reports seeded the idea of an original concept and experience. After setting a solid foundation created with the Inaugural South Padre Island Mariachi Run 5k/10k, **the 2nd Annual event will incorporate a Half Marathon!**



The history of the Mariachi goes back hundreds of years in the Mexican culture **to celebrate joys, struggles and triumphs!**

Today the Mariachi continues to be prime entertainment in celebrations and ceremonies.

**The South Padre Island Mariachi Run 5k/10k, Half Marathon** will bring together a cultural celebration of music, food & drink, the popularity of walking & running for activeness and bring awareness to the scholarship program of Operation Spots 4 Tots.



## The GOAL:

Provide running/walking participants an increased value and create unique experience while also providing value and results to our partners and charities.

## The DIFFERENCE:

- **Mariachis, mariachis, mariachis!** Mariachi performances will be stationed along the entire 5k/10k, Half Marathon route (ideally every half mile for 5k/10k and every mile for the half marathon pending sponsors and budgets).
- **Runners do it for the bling!** The finisher's medal will exceed the industry standard 3" medal and is planned to be larger than 4.5".
- **Unique swag!** The official race shirt will be a performance material shirt with the front design of a mariachi uniform. Unlike most races, sizes up to 5XL will be made available for pre-registrants.
- **Sundowner!** Unlike most races, the Mariachi Run will start in the early evening to create the perfect opportunity for an after-party that will allow participants overnight and fully enjoy South Padre Island.
- **The after-party!** Savor the flavor of the Mexican culture... each finisher will get a souvenir plastic cup with a free margarita or Mexican beer for those 21 & up and a bistek or fajita taco, all while enjoying mariachi performances. The after-party will be open to the public to help cheer racers on as they finish and enjoy the mariachi performances during the after-party.
- **Open to all!** This race will be presented as a FUN RUN/WALK with a lenient course time for all three distances to encourage all to participate... from first time runners to hard core athletes. We want people to know if they are slow we still want to celebrate their accomplishment.
- **Location, location, location!** South Padre Island is a year-round get-away. With a variety of races to choice from, the SPI Mariachi Run 5k/10k, Half Marathon gives local RGV residents the perfect reason to go to "the Island" and regional Texas runners a unique destination race.





## Participant Demographics:

This event will have three distinct target audiences.

### Target #1:

- **The avid runner.** The running snapshot is made up of 57% women & 43% men ages 25 to 44 years old. The more avid runner is willing to travel for unique races. For the 2nd Annual Race, avid runners will be targeted only within the state of Texas in seven markets: Rio Grande Valley, Corpus Christi, Laredo, San Antonio, Austin, Houston and Dallas.

### Target #2:

- **The new runner.** A lenient course time, race shirts up to 5XL and a fun after party present the perfect enticement for individuals that are starting their fitness journey and are attempting their first time half marathon. This non-intimidating race will give an inclusive feel to all. This target audience will primarily be marketed to the Rio Grande Valley for the 5k/10k and statewide for first time half marathoners.

### Target #3:

- **The Winter Texan.** Over recent decades, mariachi music has gained popularity across ethnic lines. The lenient course time and mariachi performances merge two activities in one event for Winter Texans that start arriving in October. Early November is a lighter activity month as Winter Texan season starts.





## Registration:

- Registration will be conducted directly through an online registration system. Online registration will be pushed as the main form of registration to be able to easily access regular reports and allow for statewide participation. In person registration is to be determined based on local partnerships.

## How we will get the word out:

- A variety of promo ads and mini-videos will be created for the three target audiences to correlated to the particular media outlets
- Primary advertising will be done via social media, a partnership with the Texas Runner and Triathlete magazine and participating in other statewide packet-pickup expos for other popular races.
  - ⇒ Social media ads will be made up of static images and videos to entice the uniqueness of this race
  - ⇒ Texas Runner and Triathlete magazine will feature a full page ad in the annual race preview issue in September and will be featured in e-blasts to all Texas residents in its database
  - ⇒ The SPI Mariachi Run 5k/10k, Half Marathon will participate as an exhibitor at other popular statewide races to both inform people of this race and get in person registrations.
- Secondary advertising will be more organic due to the uniqueness of the event.
  - ⇒ Local media stations will be drawn to cover the SPI Mariachi Run prior, during and after because it is the first of its kind
  - ⇒ Budget allowing, ads or newsletter links will be negotiated with the Rio Grande Valley's two largest Winter Texan publications.
  - ⇒ Word of Mouth and Internet searchers will begin once the running communities become aware of the unique swag, music and after-party. Uniqueness drives intrigue.





## **A Commitment to our Charity Partners:**

### **Operation Spots 4 Tots Inc.**

- The mission goal is to provide scholarships to children of fallen heroes... military, fire and police of the Rio Grande Valley. The unique aspect of this organization is that the fallen heroes' passing do not have to have been in the line of duty.
- Operations Spots 4 Tots Inc. already has available funds to start distributing scholarships but is in need of finding a means of informing the local community of its availability. Teaming up with the SPI Mariachi Run will provide media coverage and advertising of the organization.
- In the support effort to get the “word-out” about the organization, with partial funding support from the SPI Mariachi Run, Operations Spots 4 Tots will also make contributions to various local church food banks.

**The South Padre Island Mariachi Run 5k/10k, Half Marathon will support Operation Spots 4 Tots Inc. with a percentage of registration sales.**





## Teaming Up: South Padre Island and the South Padre Island Mariachi Run 5k/10k:

- The South Padre Island Mariachi Run 5k/10k, Half Marathon is the only event of its kind, taking the cultural music of the mariachi and immersing it into a race with a unique swag combination of a “huge” finishers medal, mariachi design running shirt, Mexican food & drink, a mariachi concert after party and all in the wonderful surroundings of South Padre Island.
- All branding of the “Mariachi Run” will include South Padre Island as part of its name. Therefore, all media exposure from social media, print, website, press releases and more will integrate South Padre Island and “Visit SPI” wherever the link and logo can be incorporated.
- The packet pick-up and after-party will be free events open to the public as an added effort to drive the general public to South Padre Island.
- South Padre Island itself serves as a main attraction of the Mariachi Run and is expected to drive economic stimulus to local hotels, local restaurants and other businesses on South Padre Island. Various efforts will be made to encourage bundle packages during registration to stay and play on South Padre Island.





**A cultural celebration for all.. from the devoted runner, the margarita & taco lover, to a couch surfer looking to get active and have fun.**



## **2018 South Padre Island Mariachi Run 5k/10k, Half Marathon - Schedule of Events**

*November 2, 2019 at Schlitterbahn Water Park & Resort*

The South Padre Island Mariachi Run 5k/10k, HALF MARATHON is set to be a unique experience!

### **Packet Pick-up Expo:**

- Opens at 10am and will include various vendors and sponsors
- Packet Pick-up will be available from 10am to 5pm
- DJ music performances will be held throughout the Expo through 5pm/5:30pm

### **Pre-Run Kick-off:**

- 5:30pm - Stretching session for all participants
- 5:40pm - Thanking of sponsors, non-profit partners & volunteers followed by the National Anthem

### **The Run:**

- 5:55pm - The run starts
- 5:55pm to 9:30pm - The course is open for runners and walkers to complete their 5k and 10k
- Mariachis will be set along the course, approximately every half mile for the 5k and every mile on the back half of the 10k and the half marathon

### **After-Party:**

- The “After-party” at the finish line will start as soon as the first runner is crosses the line... at approximately 6:30pm
- Each finisher will receive a finisher’s snack anticipated to be a couple of taquitos & a small margarita (*non-alcoholic options will be made available for those under 21 or others requesting such*)
- Each finisher will receive a unique, large finisher’s medal
- Mariachi performances will go on from 6:30pm to 10:30pm



## **2019 South Padre Island Mariachi Run 5k/10k, Half Marathon - Budget, Marketing Plan & Room Projections November 2, 2019 at Schlitterbahn Water Park & Resort**

The South Padre Island Mariachi Run 5k/10k, HALF MARATHON is set to be a unique experience!

**Total Anticipated Overall Budget: \$60,000**

**Operations, Logistics & Mariachi Performances: \$46,500 (approximate)**

- The course; including but not limited to mariachi performers, logistics & supplies for each mariachi stop, portable restrooms, mile markers: **\$25,500**
- The Expo & Start/Finish Line; including but not limited to items such as a DJ, banners & signage, race clock, photographers, facilities, security, event insurance & staff: **\$21,000**

**Marketing Plan & Breakout: \$13,500 (approximate)**

- Texas Runner and Triathlete Magazine Full page color ad in their Annual Marathon Preview issue and up to 3 e-blasts to their entire database of local (RGV), regional (Texas) and National subscribers: **\$3,750**
- Adding of the event to various running & event activity websites' events calendars and/or social media features: **\$750**
- Strategic social media campaigns on facebook & instagram to target six markets; to include video promos: **\$5,500**
- Strategic local television schedule with footage from the first year: **\$2,500**
- Budget allow through sponsorships, we be attending other race Expos to promote and register participants: **\$1,000**

**Swag:**

- Official Running Shirt (*designed as mariachi uniform*), medal and after race snack is anticipated to be covered directly by participant registration

**Room Night Projections:**

- The South Padre Island Mariachi Run 5k/10k, Half Marathon will have a better estimate after the inaugural run to be held November 3, 2018. Adding a half-marathon and being a 2nd year will increase the minimum 300 of year one to at least 500 participants in year two. To both add to overall experience and promote room nights on South Padre Island, this event is being set as a sundowner/evening run and with packet pick-up ONLY available at the packet pick-up expo to get participants on the Island during the day and have to stay into the evening. Great rooms packages are being negotiated to entice people to stay the night.
- 500 participants is a conservative first year with the added half-marathon and with an estimation of at least 30% people staying one or multiple nights on South Padre Island. At least 150 rooms nights are anticipated.
- With the uniqueness of this event, we would not be surprised to exceed these conservative estimations

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for SPI FAMfest.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$80,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Marketing Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

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## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_



**Primary Purpose of Funded Activity/Facility:**

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**How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)**

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**Percentage of Hotel Tax Support of Related Costs**

- \_\_\_ 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:

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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



# save the date



SOUTH PADRE ISLAND  
**fam fest**  
FILM ★ ART ★ MUSIC  
FRIDAY, SATURDAY & SUNDAY  
NOVEMBER 16 -18, 2018

**We are looking for venues that would like to participate in hosting a local artist to display and sell their artwork during our SPI Film Art and Music Weekend.**

## **What Do You Get In Return?**

**Generate more foot traffic into your business and give back to the local artists within our community.**

## **How to Participate as an Event Host**

**Name of Location - Address  
Contact Person Name, Phone Number and Email  
Square footage of the area that will be designated to Artist  
Permission to display a flag outside venue promoting event  
Provide Artist with refreshments (Water/ Soda/ Snacks)**

## **FOR MORE INFORMATION**

**If you are interested in participating, please contact Marisa Amaya, Events Development & Packaging Manager (956) 76 1-3834 or email [marisa@sopadre.com](mailto:marisa@sopadre.com)**



## FAMfest – South Padre Island’s Film, Art, and Music Weekend

### About FAMfest

**FAMfest** is South Padre Island’s first **Film**, **Art**, and **Music** Festival that will be hosted November 16-18, 2018. This three-day event will feature Cinesol’s Film Festival, outstanding artists, art demonstrations, children’s art activities, live music, and local food and beverages.

The vision behind this weekend was to create an environment where **EVERYONE** could enjoy different mediums of art. We are hoping to inspire the young, create an enriching experience for art lovers, and say **THANK YOU** to all artists for reminding us of what’s possible, and for sharing their work with not only South Padre Island, but with the world.

### The F in FAMfest

The **F** is for **FILM**, and represents Cinesol’s 10<sup>th</sup> Annual **Film** festival. This is a showcase festival, celebrating achievement in the art of filmmaking. CineSol is dedicated to furthering the art, craft and business of screenwriters and filmmakers and recognizing their artistic contributions. CineSol supports the work of aspiring and established filmmakers by enhancing public awareness of their artistic endeavors and by encouraging dynamic and long-lasting community alliances.

**OPEN CALL FOR SUBMISSIONS** - CineSol **Film** Festival is the premier film festival of the Rio Grande Valley of South Texas and is recognized by the Texas Commission on the Arts as one of the top media arts events in the state. They are currently accepting submissions. Please click on one of the following links to submit an entry:

[HTTPS://WWW.WITHOUTABOX.COM/03FILM/03T\\_FIN/03T\\_FIN\\_FEST\\_01OVER.PHP?FESTIVAL\\_ID=5808](https://www.withoutabox.com/03film/03t_fin/03t_fin_fest_01over.php?festival_id=5808)

[HTTPS://FILMFREEWAY.COM/CINESOLFILMFESTIVAL](https://filmfreeway.com/cinesolfilmfestival)

**Regular Deadline: June 30, 2018**

**Late Deadline: July 15, 2018**

**Extended Deadline: July 31, 2018**

**Notification Date: August 31, 2018**

### The A in FAMfest

The **A** is for **ART**, and represents the **ART** portion of our festival. **FAMfest** will showcase local, state and national painters, sculptors, jewelry makers, and multimedia artists. This will be set up similar to an art crawl, but across the whole island. There will be a map of South Padre Island and Port Isabel with all participating ART venues pinged. A list of the artists and their location will be on the back of the **FAMfest** map. We are going to pair each artist with a local participating venue to set up their booth/displays (i.e. - Hotel, Restaurant, retail shop). The artists will be allowed to sell their artwork on Saturday from 10am to 5pm and Sunday from 10am to 2pm.

## **FAQ's**

### **How to apply:**

- a. Click link to print out the application: <https://www.sopadre.com/wp-content/uploads/2018/05/FINAL-Call-for-Artists-Application-Form-3.pdf>
- b. Complete and sign the application. *(Note: If you plan to sell product in more than one category, choose your primary category, then note on your application that you would like to sell other products)*
- c. Include 3 photos of your art or craft.
- d. Fill out the form and submit to [marisa@sopadre.com](mailto:marisa@sopadre.com) or mail to: Marisa Amaya - 7355 Padre. Blvd. South Padre Island, TX. 78597

### **Is there an application fee?**

No

### **Can I apply late?**

Please remember those deadlines! You may apply late, but your application will not be seen by the committee until they have seen everyone else's.

### **Why do I need to submit a photo of my art?**

The committee would like to pair the artist to each venue, and ensure they are a good match.

### **How much artwork can we sell?**

As much as you want.

### **What size of booth will each artist have?**

At least a 10 x 10 booth space. The size will vary depending on the location, and art media.

### **Will this be located indoors or outdoors?**

Primarily indoor, depending on art media.

### **What are the fees involved?**

Application Fee: \$0

Booth Fee: A FULLY refundable \$50 deposit will be required. All that is needed to receive your deposit back is SHOW UP, display your art, and HAVE FUN!

If there are any other questions, please email [marisa@sopadre.com](mailto:marisa@sopadre.com).

**Regular Deadline: July 31, 2018**

**Extended Deadline: August 15, 2018**

**Notification Date: August 31, 2018**

## **The M in FAMfest**

The **M** is for **MUSIC**, and represents the music portion of our festival. "Music is an art form of expression, it should bring the inner side of an artist to the surface and give the world an insight of his/her vision, and is a form of communication." – Martin Landsky

The music festival will be hosted at The Greens located between Louie's Backyard, and The Painted Marlin Grill on Friday, from 6-9pm and Saturday from 3 to 10pm. There will be array of local and international music artists playing for everyone's enjoyment. The lists of artists will be available online.



## **2018 FAMfest Weekend**

**Friday, November 16th to Sunday, November 18th, 2018**

**Friday, November 16th, 2018**

**FILM - Cinesol Film Festival: TBA**

**ART - Alante Flamenco: Padre Sunset Club - TIME TBA**

**MUSIC - Concert at The Greens - 7pm-10pm**

**Saturday, November 17th, 2018**

**FILM - Cinesol Film Festival: TBA**

**10am-5pm - Art Crawl: Grab a map and experience the inspirational art pieces located in participating venues throughout South Padre Island and Port Isabel. Don't forget to visit/take a picture/and enjoy the 29 different Sand Sculptures we have located between art venues.**

**ART - Alante Flamenco: Padre Sunset Club - TIME TBA**

**MUSIC - Concert at The Greens - 4pm-10ish**

**Featuring: JOSH ABBOTT BAND**

**Sunday, November 18th, 2018**

**FILM - Cinesol Film Festival: TBA**

**10am-2pm - Art Crawl: Grab a map and experience the inspirational art pieces located in participating venues throughout South Padre Island and Port Isabel. Don't forget to visit/take a picture/and enjoy the 29 different Sand Sculptures we have located between art venues.**

**9am--4pm - Port Isabel Antique and Craft Market : Beulah Lee Park - West Queen Isabella Blvd.  
Port Isabel, TX 78578**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Bike Race.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$10,000.

**BUDGET/FINANCIAL SUMMARY**

\$10,000 was awarded 2017/18 FY.  
02-593-8099 Special Events Marketing Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
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The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

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An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

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3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
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4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

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A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



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Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

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Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_  
*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
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South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Veterans' Day Weekend.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$20,000.

**BUDGET/FINANCIAL SUMMARY**

\$7,000 was awarded 2017/18 FY.  
02-593-8099 Special Events Marketing Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

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Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

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Convention and Visitors Advisory Board  
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Phone: (956) 761-3834  
Email: marisa@sopadre.com



# The City of South Padre Island



## SCHEDULE OF EVENTS

### **Friday, November 9th**

*1 p.m. – Unveiling of Dedication Bench @ Thompkins Park*

### **Saturday, November 10th**

*7 a.m. – Veterans/Pro Golf Tournament @ SPI Golf Course*

*2 p.m. – Veterans Day City Program @ SPI Convention Center*

**Guest Speaker: Gordon R. England**

*Served as U.S. Secretary of the Navy, 1st Secretary for Homeland Security,  
Deputy Secretary of Defense & Acting Secretary of Defense*

**Music by Pelican West & food provided by Hilton Garden Inn**

*8 p.m. – Blacklight Run*

### **Sunday, November 11th**

*10 a.m. – GoRuck Race*

*10 a.m. – Veterans Day Eco Tour @ Breakaway Cruises*

*8 p.m. – Veterans Day Country Concert @ The Greens*

### **Monday, November 12th**

*10 a.m. – Flag Retirement Ceremony @ SPI Convention Center*



**For more information contact:**

SPI Convention & Visitor's Bureau - (956) 761-3000

SPI Visitor's Center - (956) 761-6433

[www.sopadre.com](http://www.sopadre.com)

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for GoRuck.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

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Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

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**Percentage of Hotel Tax Support of Related Costs**

\_\_\_\_ 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:

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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

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Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

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Please list other organization, government entities, and grants that have offered financial support to your project:

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Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

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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:

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A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes  No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
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Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for BlackLight Race.

**ITEM BACKGROUND**

This event is scheduled for November 2019. The funding request is in the amount of \$35,000.

**BUDGET/FINANCIAL SUMMARY**

\$35,000 was awarded 2017/18 FY  
02-593-8099 Special Events Budget (FY 2018/19)

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
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The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

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## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
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- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



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Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

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7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

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Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

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#### Percentage of Hotel Tax Support of Related Costs

\_\_\_ 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:

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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

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Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

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Please list other organization, government entities, and grants that have offered financial support to your project:

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Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

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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:

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A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes  No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve funding request for Holiday Lights over Padre Weekend.

**ITEM BACKGROUND**

This event is scheduled for 2019 Holidays. South Padre Island Convention and Visitors Bureau is requesting \$27,000.00 in 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.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

### **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  4. [Tourist attractions in or near the city.](#)

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

### Eligibility and Priority for Hotel Tax Funds:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;
- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

- **The months of March, June and July**

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-thirds vote, grant an event a variance from these blackout periods.



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ \_\_\_\_\_

What sites or attractions will tourists be taken to by this transportation?

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Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

If there is a net profit, what is the anticipated amount and how will it be used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

\_\_\_\_\_

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes       No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Michael Flores, CVB Director of Marketing, Research & Analytics  
Marisa Amaya, Event Development & Packaging Manager

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and action to recommend to City Council to deny all RFP's regarding SPI 2019 Half Marathon.

**ITEM BACKGROUND**

We requested RFPs on April 13<sup>th</sup>, 2018 for the SPI 2019 Half Marathon. After further review, the Special Events Subcommittee has decided that the cost in hiring a promoter to produce a Half Marathon far outweigh any return on projected investment. The subcommittee's intent, is to continue working on finding the right high participant event, to execute an event that will produce just as much.

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO:   X  \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO:   X  \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Update and discussion of the Director’s Report -1st generation dashboard.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO:   X  \_\_\_\_\_

Approved by Legal:            YES: \_\_\_\_\_                    NO:   X  \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

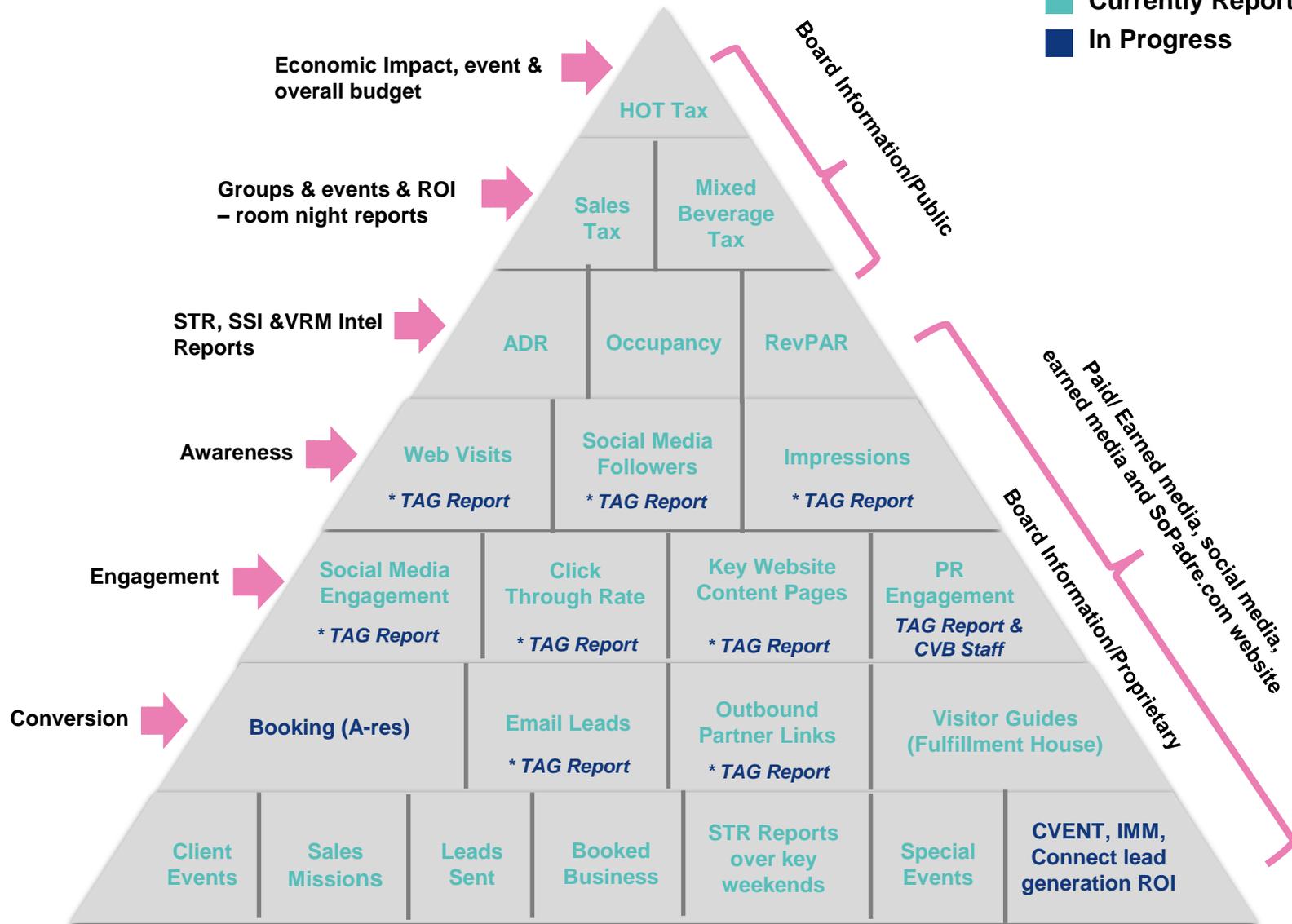
# CVB DASHBOARD

JULY 2018

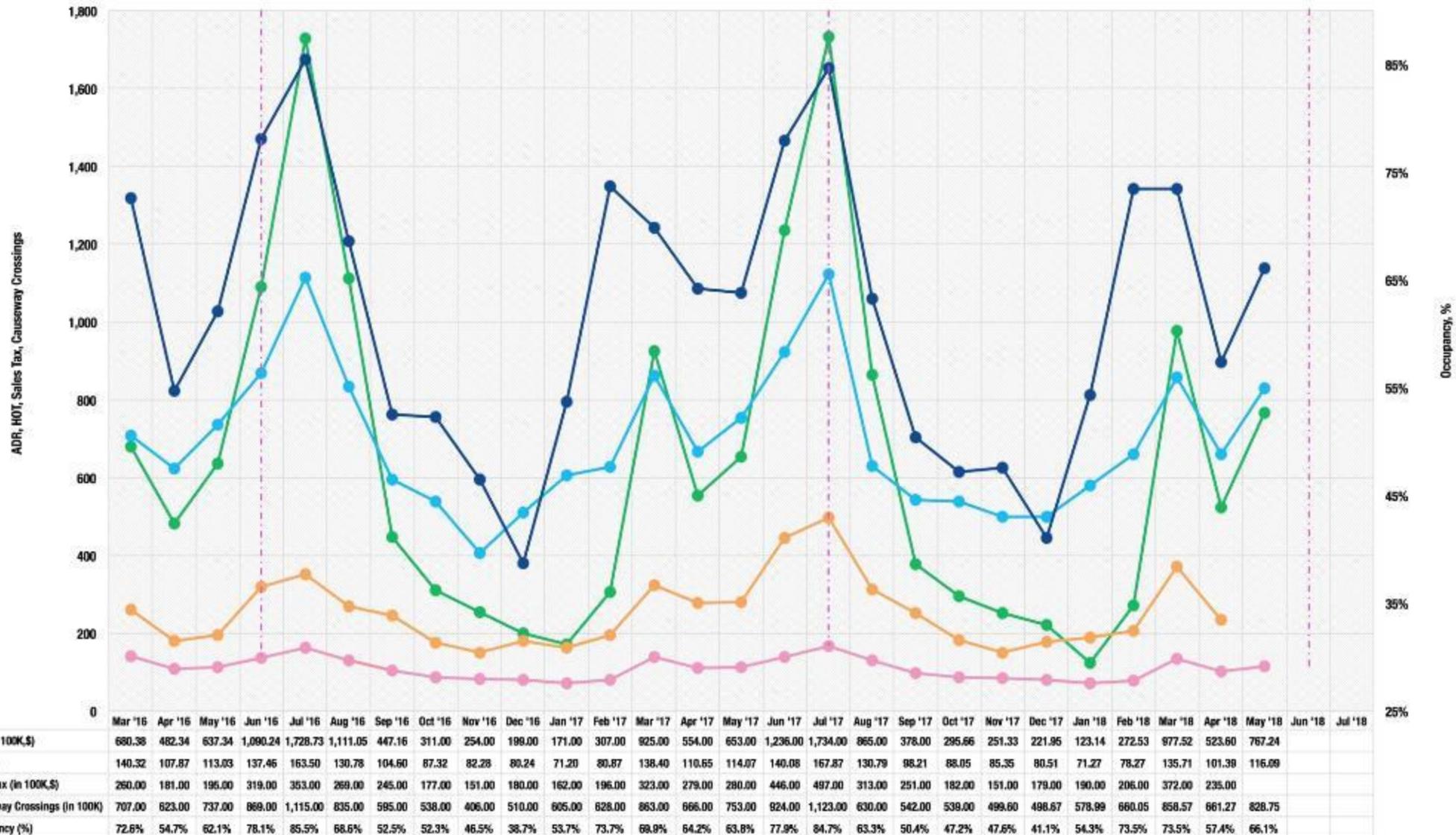


# DASHBOARD PYRAMID

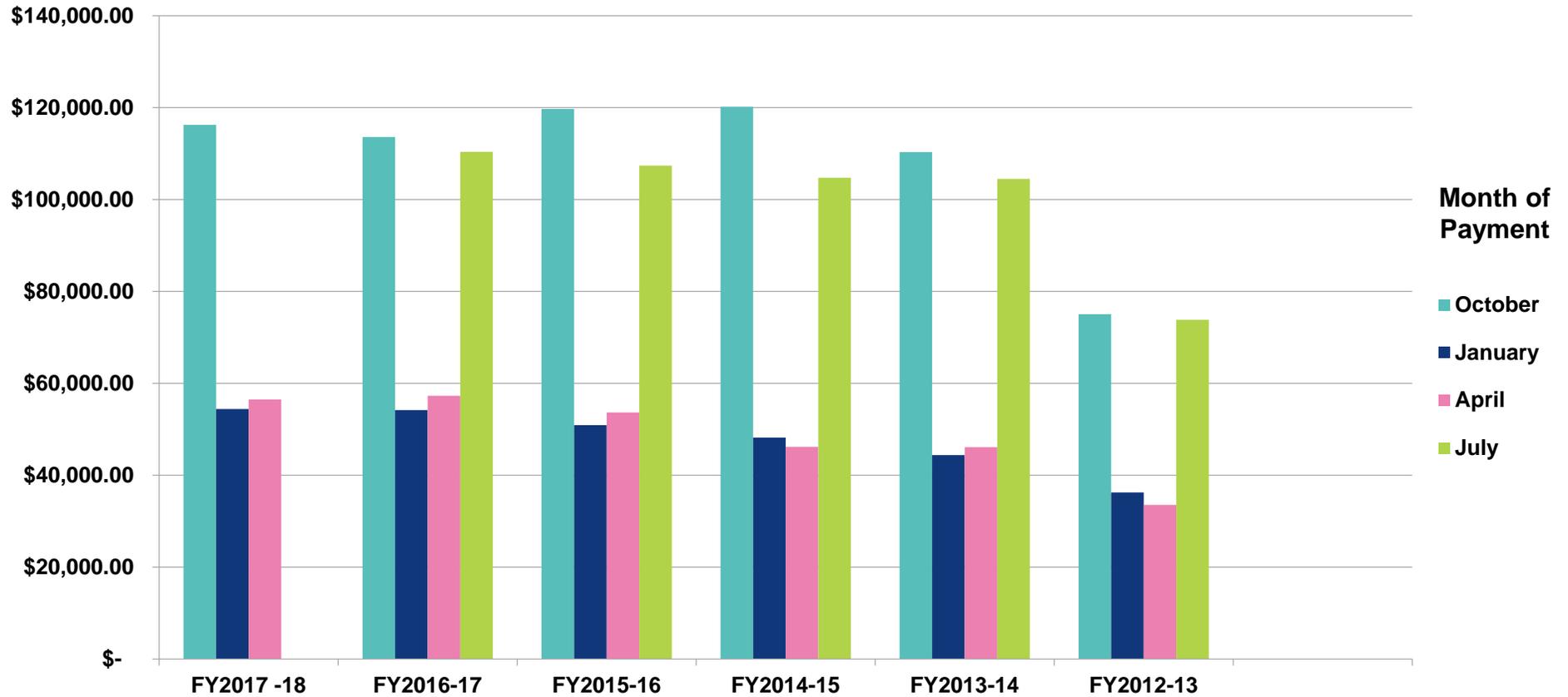
- Currently Reporting
- In Progress



# HOT REVENUE, ADR, SALES TAX, CAUSEWAY CROSSINGS & OCCUPANCY (OCC) BY MONTH



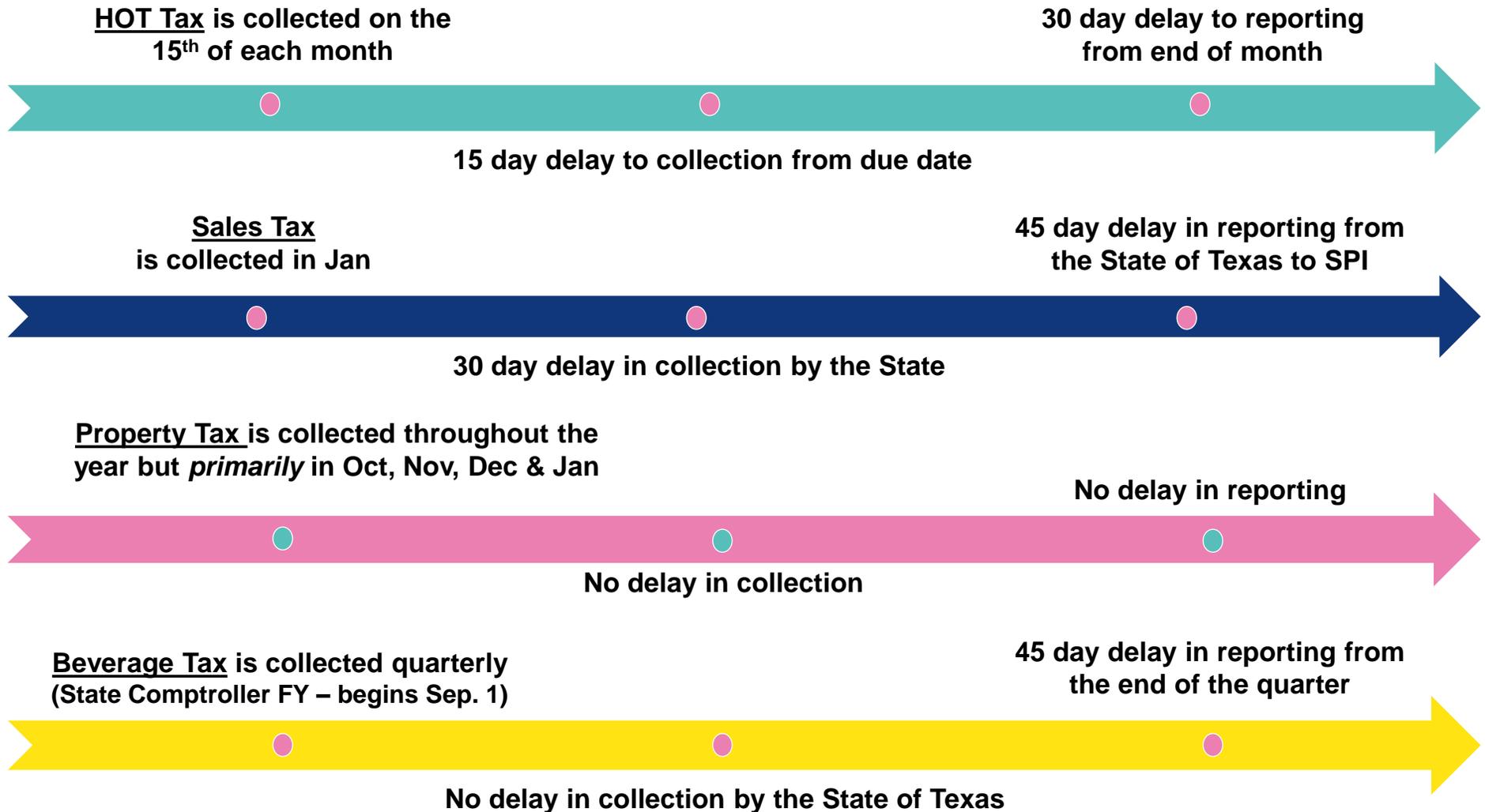
# MIXED BEVERAGE TAX



Month of Payment	Months Reported	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb	\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
<b>Total</b>		<b>\$227,167.26</b>	<b>\$335,422.10</b>	<b>\$331,576.86</b>	<b>\$319,259.11</b>	<b>\$305,351.19</b>	<b>\$218,657.47</b>

# HOTEL OCCUPANCY TAX (HOT)

## Tax Collections Timeline, By Type



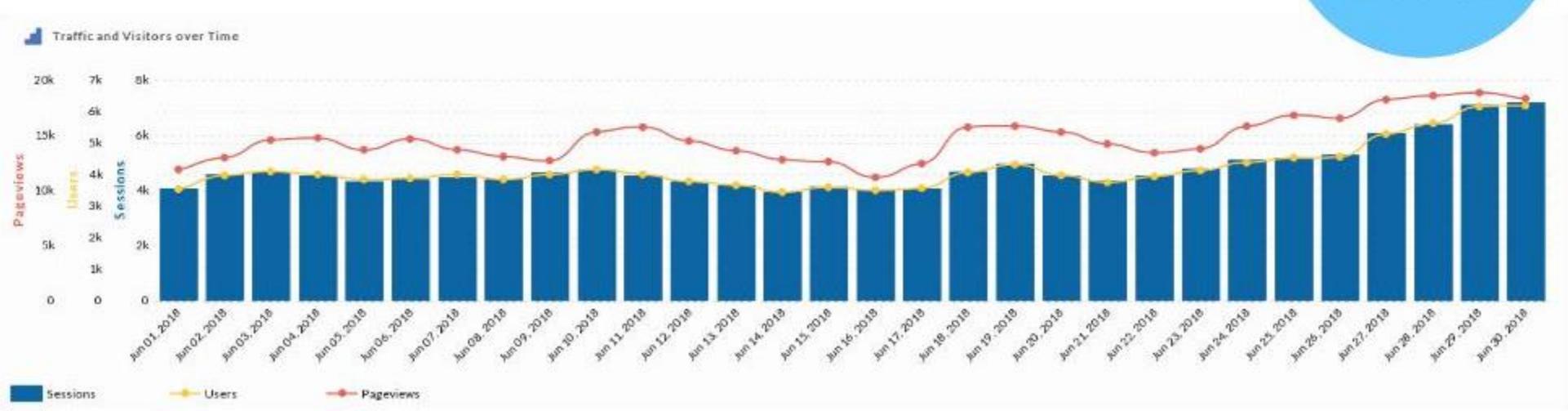
# AWARENESS

## Web Visits - June Web Sessions

### JUNE WEB SESSIONS

This month drove over 144k sessions.

144,160  
Web Sessions



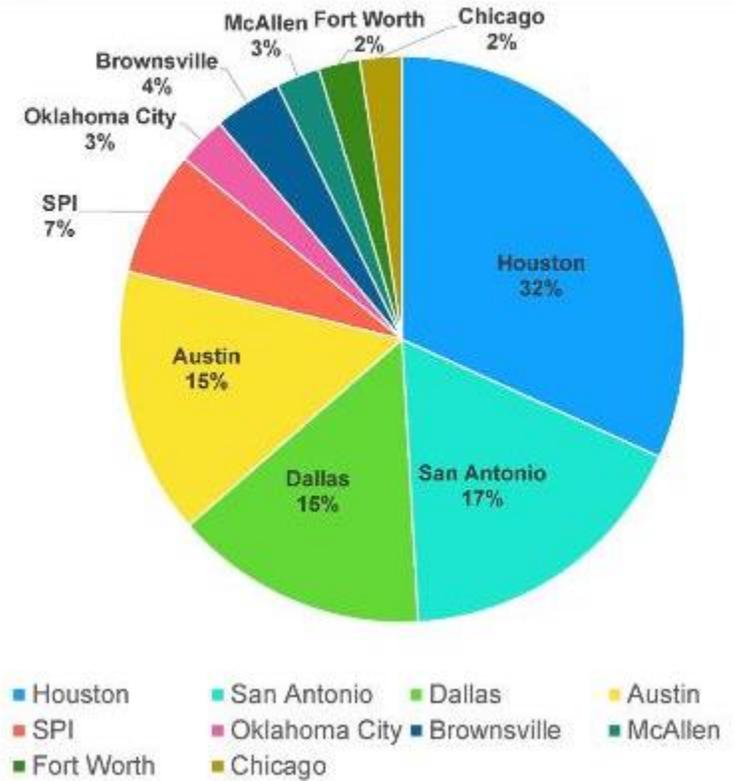
# AWARENESS

Web Visits - June Web Sessions

## JUNE WEB SESSIONS

Top 10 Cities by Web Sessions

City	Sessions
Houston	23,477
San Antonio	12,753
Austin	11,276
Dallas	10,700
South Padre Island	5,283
Brownsville	2,280
Oklahoma City	2,056
McAllen	1,853
Chicago	1,776
Fort Worth	1,750



# AWARENESS

## Social Media Followers

### FACEBOOK

Likes: 321,323

Followers: 312,267

### TWITTER

Tweets: 2,592

Followers: 1,604

### INSTAGRAM

Posts: 461

Followers: 9,097

# AWARENESS

## Impressions

### TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 6/1/18-6/30/18

#### ADWORDS

Imps: 1,122,006

Clicks: 26,617

CTR: 2.37%

#### RETARGETING

Imps: 706,309

Clicks: 1,744

CTR: 0.25%

#### PAID SOCIAL

Imps: 1,243,231

Clicks: 34,208

CTR: 2.75%

#### TRIP ADVISOR

PDP Imps: 14,790

PDP Clicks: 322

PDP CTR: 2.18%

Banner Imps: 676,081

Clicks: 888

CTR: 0.13%

#### TEXAS MONTHLY

Display Imps: 203,092

Clicks: 297

CTR: 0.15%

Newsletter Imps: 31,695

Clicks: 51

CTR: 1.13%

#### PANDORA

Imps: 232,138

Clicks: 895

CTR: 0.39%

#### EXPEDIA

Imps: 314,638

Clicks: 211

CTR: 0.07%

#### ATD

Imps: 1,751,095

Clicks: 7,190

CTR: 0.41%

# AWARENESS

## Impressions

### TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 6/1/18-6/30/18

<b>VRBO</b> Imps: 147,047 Clicks: 409 CTR: 0.28%	<b>TRAVEL TEXAS</b> Impressions: 1,403,295 Clicks: 3,021 CTR: 0.13%	<b>PREMION OTT</b> Imps: 266,718 Video Completion Rate: 96%	<b>ETARGET MEDIA</b> Imps: 43,678 Clicks: 796 CTR: 1.8% Opens: 8,765 Open Rate: 20.1%
<b>TOUR TEXAS</b> Imps: 3,295 Clicks: 24 CTR: 0.73%	<b>EL NORTE</b> Imps: 274,969 Clicks: 542 CTR: 0.20%	<b>TRADITIONAL</b> TV/Cable: 38,739,830 Radio: 632,000 OOH: N/A Print: 2,130,690	

Digital Imps: 8,434,077  
Clicks: 77,215  
CTR: 0.92%

Traditional Imps:  
41,502,520

# ENGAGEMENT

## Social Media Engagement

### ENGAGEMENTS - SOCIAL MEDIA

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#### FACEBOOK

Likes: 321,323

Followers: 312,267

#### TWITTER

Tweets: 2,592

Followers: 1,604

#### INSTAGRAM

Posts: 461

Followers: 9,097

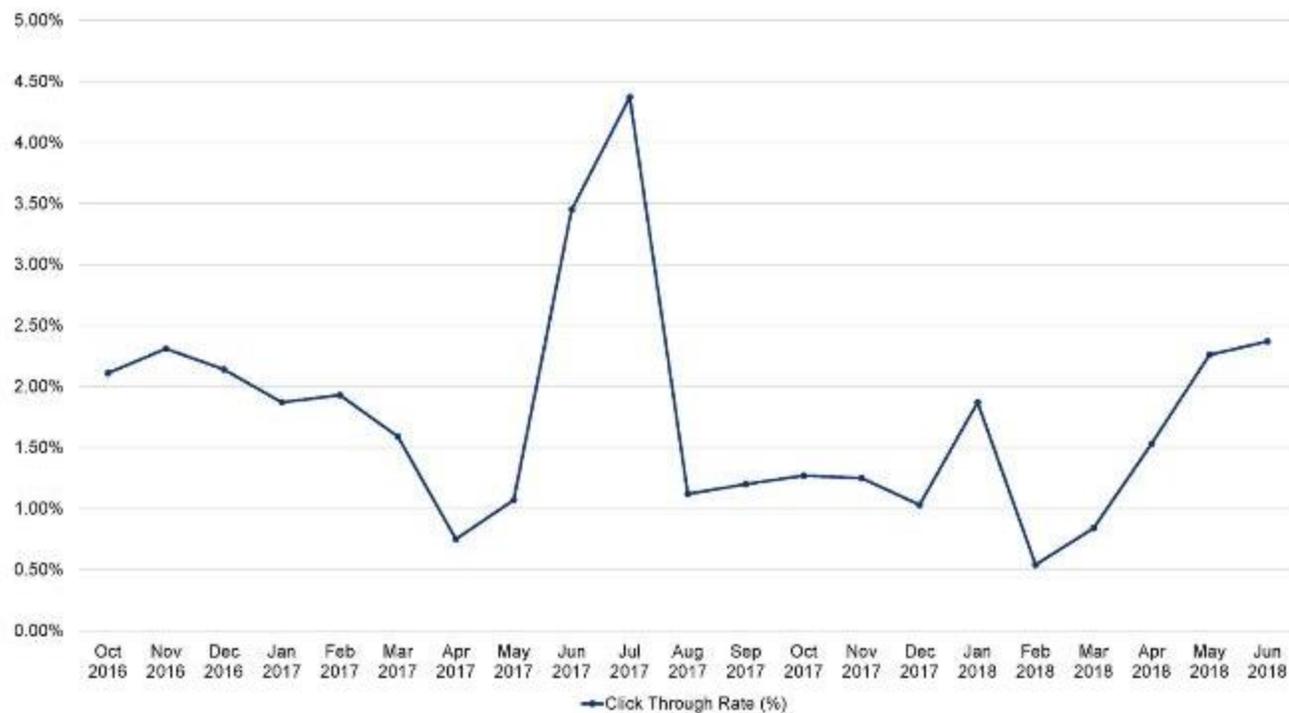
June Engagement: 112,921

Video Views: 66,554

# ENGAGEMENT

## Click Through Rate

### ENGAGEMENT – CTR - GOOGLE AD WORDS



2.26% CTR

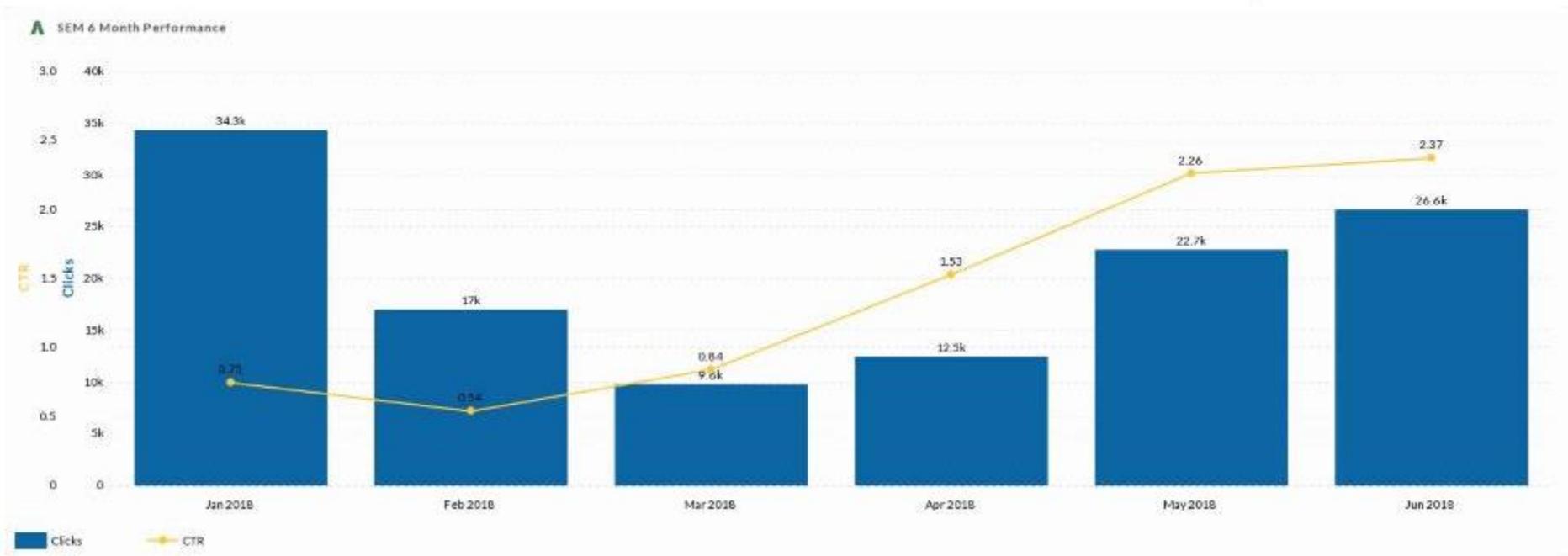
26,617 Clicks to Site

# ENGAGEMENT

## Click Through Rate

### GOOGLE AD WORDS- 6 MONTH PERFORMANCE OVERVIEW

June: 26,617 Clicks to Site



# ENGAGEMENT

## Key Website Content Pages

### ENGAGEMENT – KEY WEBSITE CONTENT (PAGES)

Page	Pageviews
	<b>441,174</b> % of Total: 100.00% (441,174)
1. /	<b>64,691</b> (14.66%)
2. /things-to-do/	<b>49,054</b> (11.12%)
3. /things-to-do/activities-attractions/	<b>33,454</b> (7.58%)
4. /about-us/live-webcams/	<b>17,159</b> (3.89%)
5. /things-to-do/beach/	<b>12,358</b> (2.80%)
6. /find-lodging/	<b>11,520</b> (2.61%)
7. /find-lodging/vacation-rentals/	<b>10,947</b> (2.48%)
8. /things-to-do/dining-nightlife/	<b>9,990</b> (2.26%)
9. /about-us/live-webcams/north-beach/	<b>9,065</b> (2.05%)
10. /things-to-do/water-sports/	<b>8,431</b> (1.91%)



# ENGAGEMENT

## PR Engagement

### TOTAL MENTIONS

387

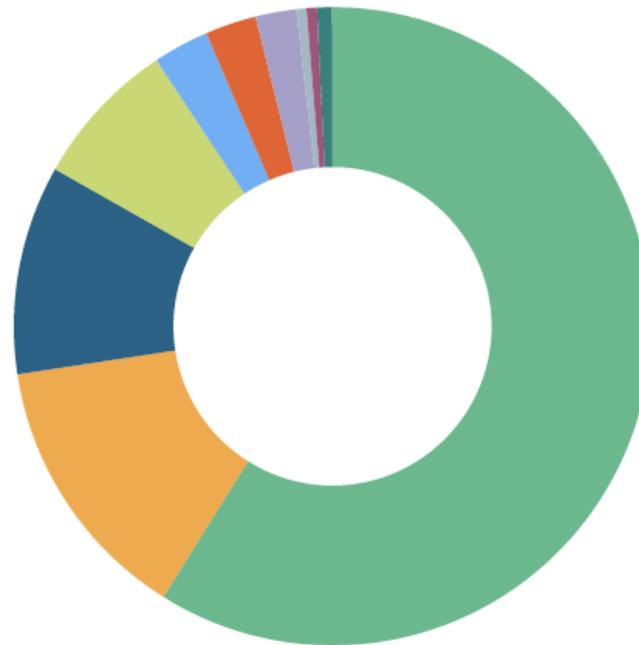
### TOTAL REACH

492.62M

### TOTAL PUBLICITY VALUE

\$389K

### SHARE OF COVERAGE BY MEDIA TYPE



Online, consumer	228	58.9%
Newspaper	53	13.7%
Online, trade/industry	41	10.6%
Online, news and business	29	7.5%
Blog, consumer	11	2.8%
Wire service	10	2.6%
News/Release Distribution Service	8	2.1%
Newspaper, community	2	0.5%
Blog, trade/industry	2	0.5%
Other	3	0.8%

# ENGAGEMENT

## Public Relations/ Media & FAM Tours



### MEDIA/ FAM TOURS

#### **Southern Living FAM**

Currently working with editor and featured journalist on FAM opportunities in October or November 2018.



### EDITORIAL REQUESTS

#### **USA Today Travel Opportunity**

Editor seeking travel pitches for a new Gulf Coast publication that would cover the coast of TX, west coast of FL, LA, MS and AL. Pitched nature tourism and “learn something new” pitch for consideration.

#### **Texas Monthly Advertorial – Fall Travel Special**

Pitching fall events – Tailgate Weekend & FAM FEST.



### IN PROGRESS

#### **UA Direct Flight News Release**

Pitch Midwest business writers and Chicago (Ongoing); Building content library for consistent messaging and imagery with airport team.

#### **SPI Fishing Release**

Pitched trade publications 7/6; pitch to Texas travel writers and desks 7/9. Staff creating a fishing info graphic to help promote fishing events.

#### **Biking on the Island (Blog Post)**

Overview of ways to explore the Island on a bicycle with fun stops in between (i.e. local restaurants and shopping).

# ENGAGEMENT

## 2018 News & Accolades

### South Padre Island News

- Sea Turtle Inc. featured in the June 2018 Issue of Texas Parks & Wildlife “**Editor’s Letter**” for Sea Turtle Inc.’s conservation efforts and details a recent turtle hatchling release
- B&S Kites featured in the “**The Ultimate Texas Summer Bucket List**” for kite flying in Texas Highways Magazine

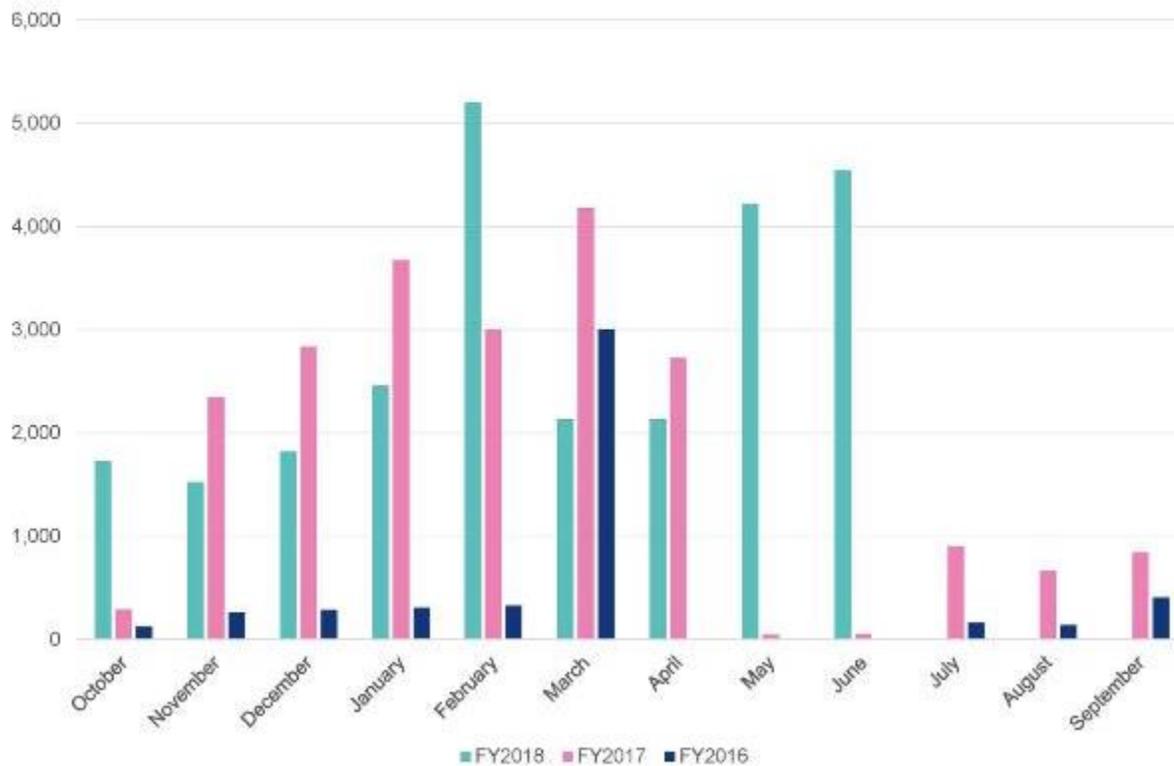
### Accolades (not complete list)

- Listed on the 2018 “Best Beaches in U.S. for Celebrating July 4<sup>th</sup>” by Travel + Leisure
- Ranked #1 on the 2018 “**15 Amazing Island Getaways — in America!**” by *Southern Living Magazine*
- Listed on the 2018 “**15 USA Snorkeling Vacations Among the World’s Best**” by TripAdvisor
- Ranked #2 on the 2018 “**Best Texas Beach**” by USA TODAY’s 10Best Reader’s Choice Award
- Listed on the 2018 “**The South’s Best Beaches**” by *Southern Living Magazine*
- Ranked #2 on the 2018 “**9 Best Coastal Cities to Visit in Texas**” by Trips to Discover
- Listed on the 2018 “**9 Best Surf Spots in Texas**” by Trips to Discover
- Listed on the 2018 “**25 Best Wreck Diving Spots in the United States**” by Scuba Diving Online
- Ranked #3 on the 2018 “**10 Best Dolphin Sighting Destinations in North America**” by Travel Channel
- Listed on the 2018 “**Best Places to Visit in Texas**” by *U.S. News & Report*
- Ranked #1 for **Best Beach Vacation** in “**Top American Trips 2018**” by *Canadian Traveller*
- Listed on the 2018 “**World’s Greatest Kiteboarding Spots**” by *National Geographic*

# CONVERSION

## Email Leads

### CONVERSION – NET NEW EMAILS



2018 YTD:  
25,774

2017: 21,580

2016: 5,035

# CONVERSION

## Outbound Partner Links

### CONVERSIONS

17,840

Outbound Links

3,367

Newsletter Pop Up Success

17,046

Viewed Specific Partner Listing

24

Contact Us Forms

4

College & Family Spring Break

10,822

Clicked On Site Ad

6

Meeting Request Success

10

Wedding Request Success

20

Guide Request Form Fill

49,139

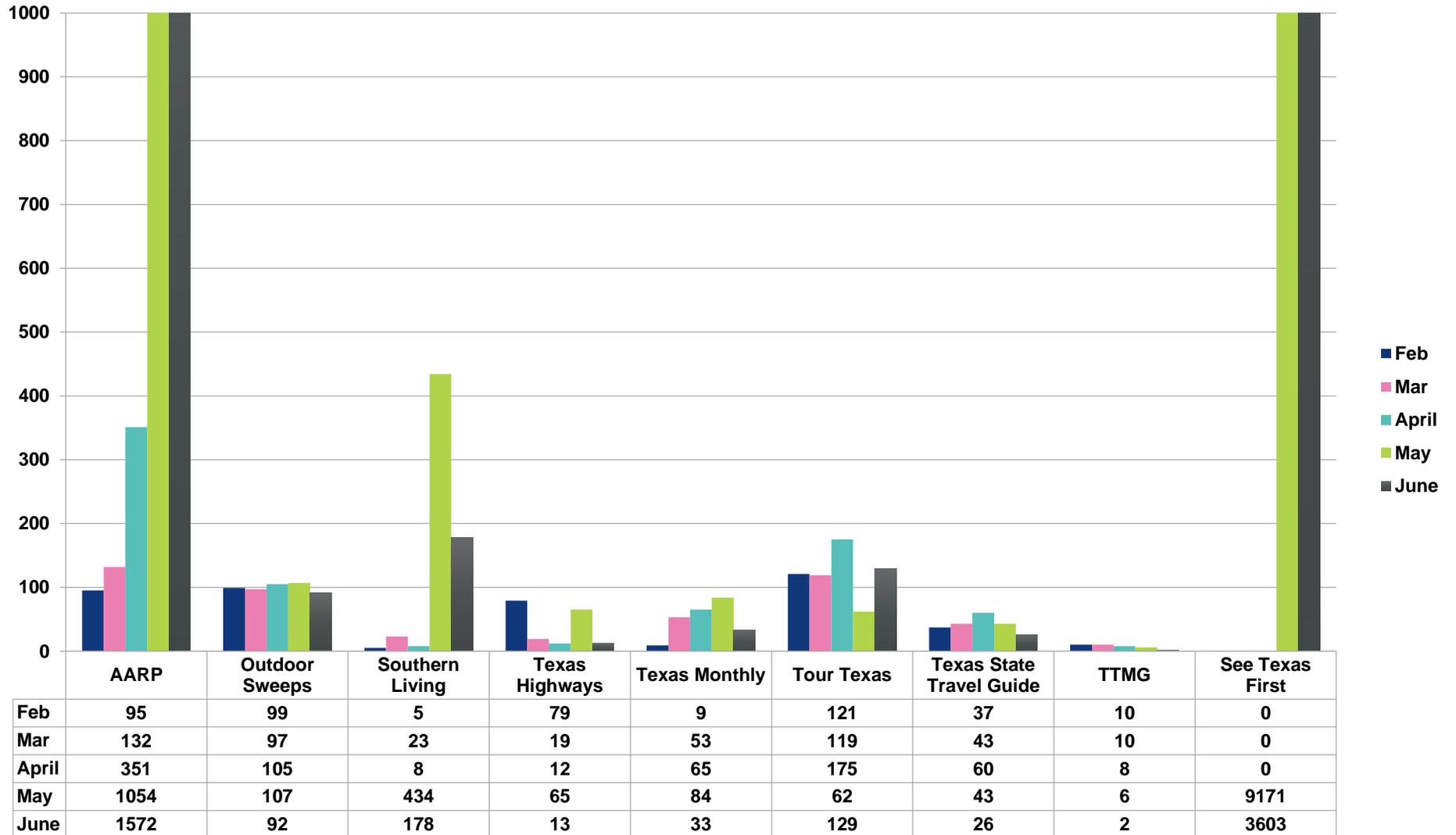
Total Conversions

34.09%

Conversion Rate

# CONVERSION

## Visitor Guides (Fulfillment House) by Publication



# CONVERSION

## Booked Business, Client Events & Sales Missions

### June 2018

#### BOOKED BUSINESS

- **Doctor's Hospital at Renaissance** (250)
- **Kangs Martial Arts** (40)
- **Texas Chef's Association** (278)

*( ) Indicates Number of Room Nights Booked*

#### CLIENT EVENTS

Travis Milum, our new Austin, Senior Sales Manager has joined the team and is already scheduling several client events in the Fall (October and December) along with monthly sponsorship at the TSAE Tech Talks, PYM, MPI, SGMP and several others.

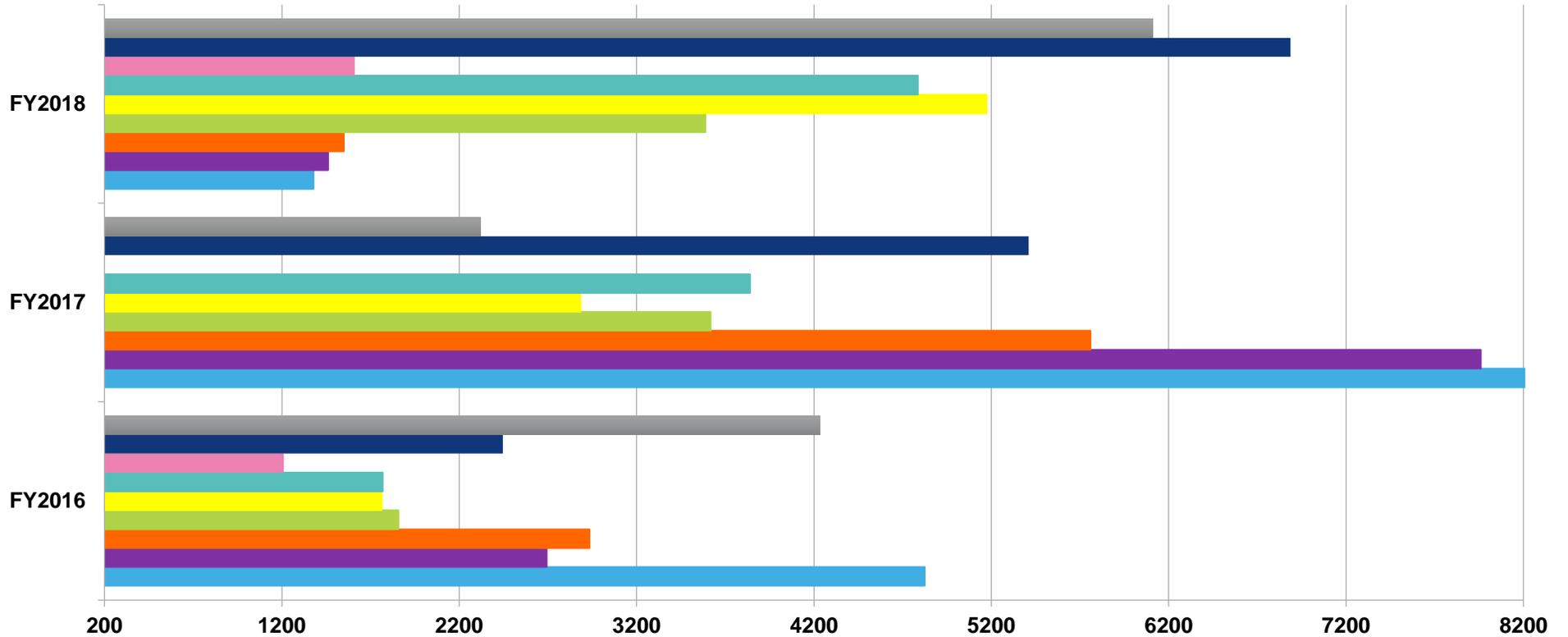
#### SALES MISSIONS

The sales team conducted 3 weeks of RGV mission calls with several of our full service properties in June. Travis will also be scheduling monthly visits with several of our partners, the first of which is Pearl this week (24-27 July).



# CONVERSION

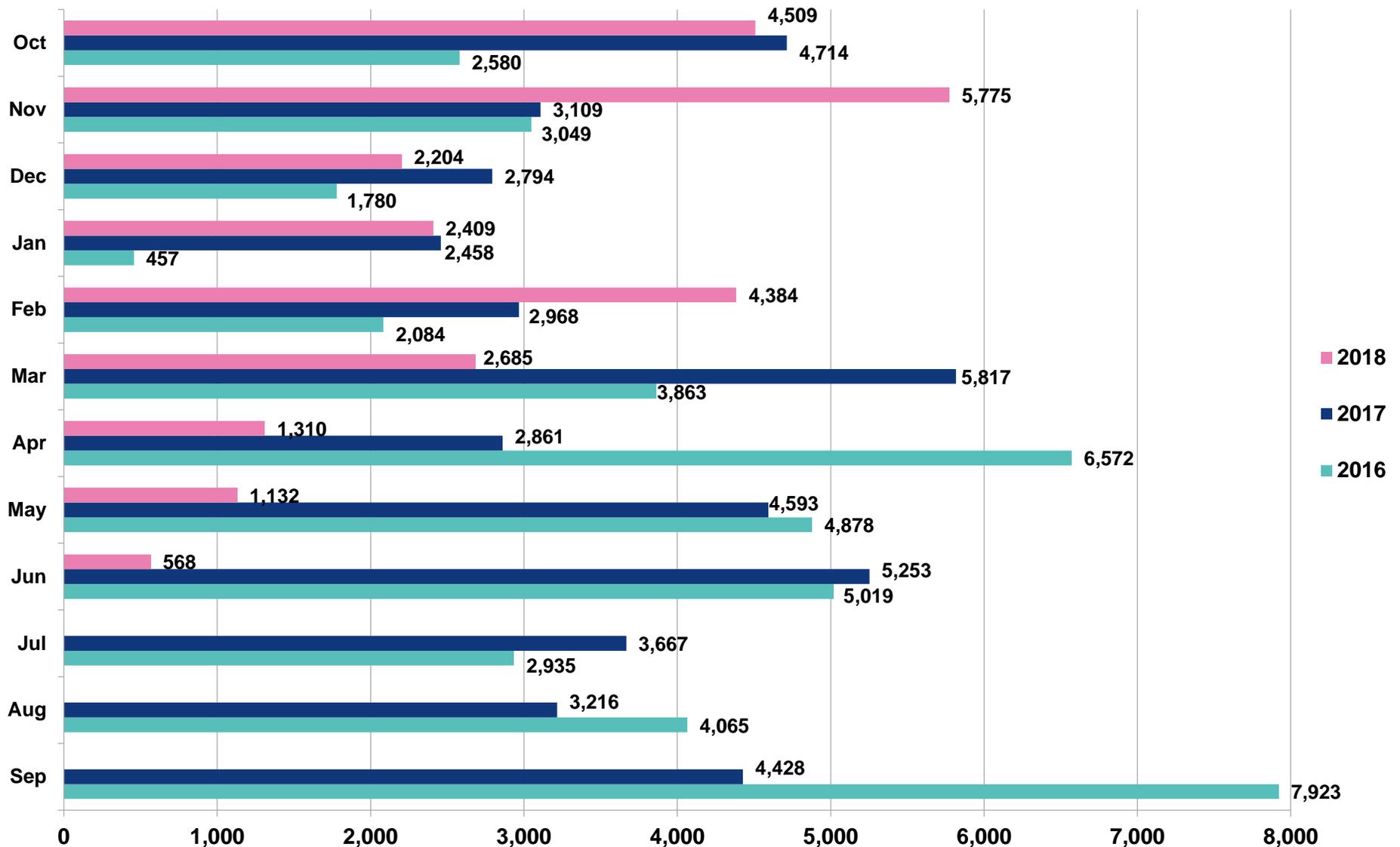
## Sales Leads Sent



	FY2016	FY2017	FY2018
■ Oct	4235	2320	6112
■ Nov	2446	5410	6887
■ Dec	1211	200	1612
■ Jan	1769	3840	4786
■ Feb	1763	2885	5174
■ Mar	1857	3618	3588
■ Apr	2934	5760	1550
■ May	2694	7960	1462
■ Jun	4825	8232	1379

# CONVERSION

## Convention Sales/ Month-By-Month



# CONVERSION

## 2018 Special Events

### January

Polar Bear Dip & Penguin Plunge  
Market Days  
WOWE  
Winterfest

### February

SPI Kitefest  
W4W Chili Cook Off  
**Color Me Rad**  
Market Days

### March

Spring Break Car Jam  
UME

### April

National Tropical Weather Conference  
SPLASH South Padre  
Sand Crab Run  
Open Water Swim

### May

Jailbreak  
Pedal to Padre  
Shallow Sport Fishing Tournament

### June

Dargel Fishing Tournament  
Longest Causeway Run/Walk  
Great TX Catamaran 300

### July

Security First Credit Union Fishing Tournament

### August

Texas International Fishing Tournament (TIFT)  
Iron Pigs Motorcycle Club Weekend  
Ladies Kingfish Tournament (LKT)  
API Fishing Tournament  
Fishing For Hope

### September

Shallow Stalker Fishing Tournament  
JJ Zapata Fishing Tournament  
Wahoo Classic  
**Zombie Charge**  
**Tailgate Weekend**  
SPI Triathlon

### October

SandCastle Ball  
SandCastle Days  
SPLASH South Padre  
Walk For Women Fishing Tournament  
Walk For Women – 5k  
Take a Kid Fishing  
Elite Redfish Championship  
SPI Fishing Days  
Hallowings

### November

RAGF  
Veteran's Day Weekend  
**Blacklight Run**  
**SPI Film, Art and Music**

### December

Tree Lighting Ceremony  
Christmas Street Parade  
Children's Wonderland  
Lighted Boat Parade  
Breakfast w/Santa  
**Holiday Sandcastle Village**

 **New Event**

# CONVERSION

## Special Events

Year	Number of Events
2017	39
2018	56
2019	63
2020	68

Special Events per month from 2017 to 2020  
(Sponsored Directly by SPICVB)



# Director's Notes

## Subcommittee Ongoing DMAIC & Project Updates

### Marketing Subcommittee

- Ongoing weekly calls with The Atkins Group
- Website reviews, recommendations and updates
- Continuing reviews of prospective VRM Reservation Systems including Red Awning and Blizzard (Proposals Received)

### Special Events Subcommittee

- Staff submitted final calendar of Special Events and Festivals to Subcommittee for evaluation and discussion, joint Subcommittee workshop with Marketing and Events Marketing held on 7/12.

### Marketing & Visitors Center DMAIC

- Subcommittees met to review the Improvement priorities that have resulted from the Subcommittees work to date. A significant number of "Improvements" have resulted from the diligent work of the Subcommittees.
- Joint workshop is tentatively scheduled with CVA Board and City Council to review Visitors Center and Marketing DMAIC's tentatively on August 7th.



# Director's Notes

## Subcommittee Ongoing DMAIC & Project Updates

### Airlift Enhancement Initiative

- \$20,000 co-op plan in place with 4 lodging partners to build visitors & passengers on the Chicago flights.
- Mayor Stahl and CVB staff have participated in preparation and, in some cases, actual in person presentations to 4 airlines.

### Sandcastle Subcommittee

- Insurance settlement for damaged VC sculpture has allowed the reconstruction to get underway.
- Held a July 7 "Meet The Artist" function at the VC with Andy Hancock.
- Promotion for Sandcastle Days is underway.
- Holiday Sandcastle Village rapidly taking shape, including light and sound features.
- Sandcastle Subcommittee meeting tentatively scheduled for August 14th at 9 am.



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** July 24, 2018

**NAME & TITLE:** Michael Flores, Director of Marketing, Research & Analytics

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Marketing research update.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:  X

Approved by Legal: YES: \_\_\_\_\_ NO:  X

Comments:

**RECOMMENDATIONS/COMMENTS**



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

# CVB RESEARCH BRIEF

JULY 2018



# Where were we 18 months ago?

TEXAS  
HOTEL PERFORMANCE  
*factbook*  
SOURCE STRATEGIES, INC.  
1st  
Quarter  
2018



# VisaVue®

## Travel

Real-World Intelligence  
For The Tourism Industry

# YOUNG

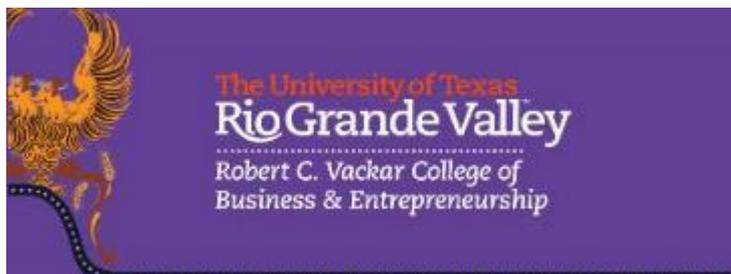


strategies, inc.

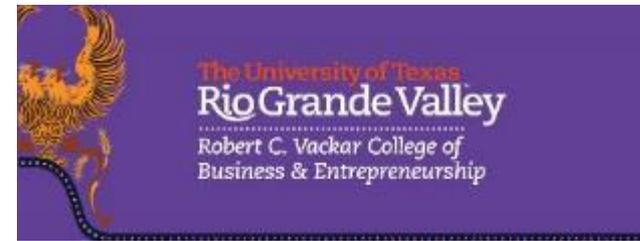
# Today



# ARRIVALIST



# SPI Kite Fest 2018



## Event Attendance

7,787 3-day attendees  
1,880 households  
620 room nights  
-1.8% change in event days YoY occupancy



## DEMOGRAPHICS

Average age 62  
Average Income:  
65%  
\$50,000 or more

**\$22,150**

CVB Investment

**\$1,118,921**

TOTAL SPENDING

**\$595**

Average spent per household

**City tax share**



2.5 visitors per household

1.15 nights on SPI

10.5% Lodging = \$20,340

2% F&B sales tax = \$8,031

2% Other sales tax = \$8,454

Total = \$36,825

Total tax ROI = 66.3%

Lodging only ROI = -8.2%

## SPI Experience



**89**

NET PROMOTER SCORE likely to recommend South Padre Island

**95.7%**

Likely to return

**98.9%**

Satisfied with SPI

10 Special Events

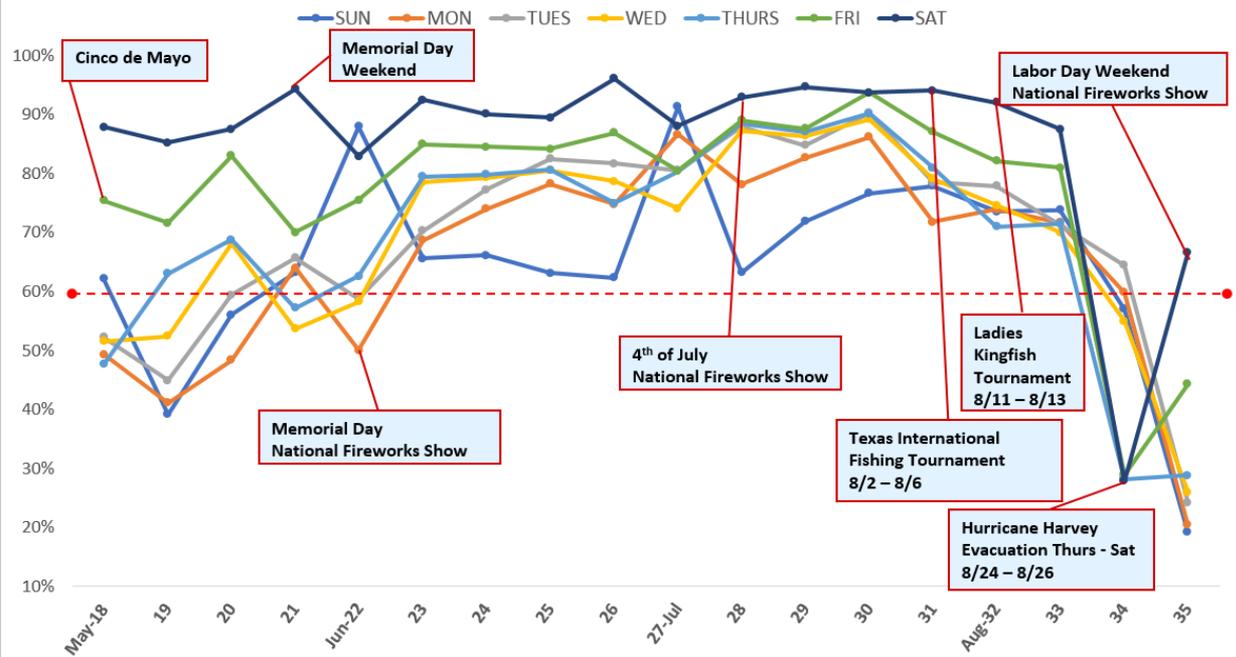
All staffing

All methodology and processing

ROI standardization

NET Promoter Scores

### May - August, 2017 Occupancy % Trend



Visitor profile

Lodging analysis

Image and awareness surveys

Resident and leaders survey

Strategic Plan

### What Words Come to Mind When You Think of South Padre Island - TEXANS



# Successful Suburban Mid-Lifers

## Suburbs / Young (mid-life)



**Demographic:** Mostly between the ages of 35 and 50 and without children, Successful Suburban Mid-Lifers have a high percentage of executives and white-collar professionals, usually with two incomes. Mostly white, they are scattered across the nation's suburbs.

**Avg. HH Income:** \$81,830

**Top Media Strategy:** Internet and Newspapers



**Sell vs. Tell:**



**Key Words:** beach, beach activities, relax/escape the worries, rejuvenate

**Geography:** Mostly Suburbs with minor amounts from Satellite Cities

Surveyed 7  
lodging  
companies  
(32,000)

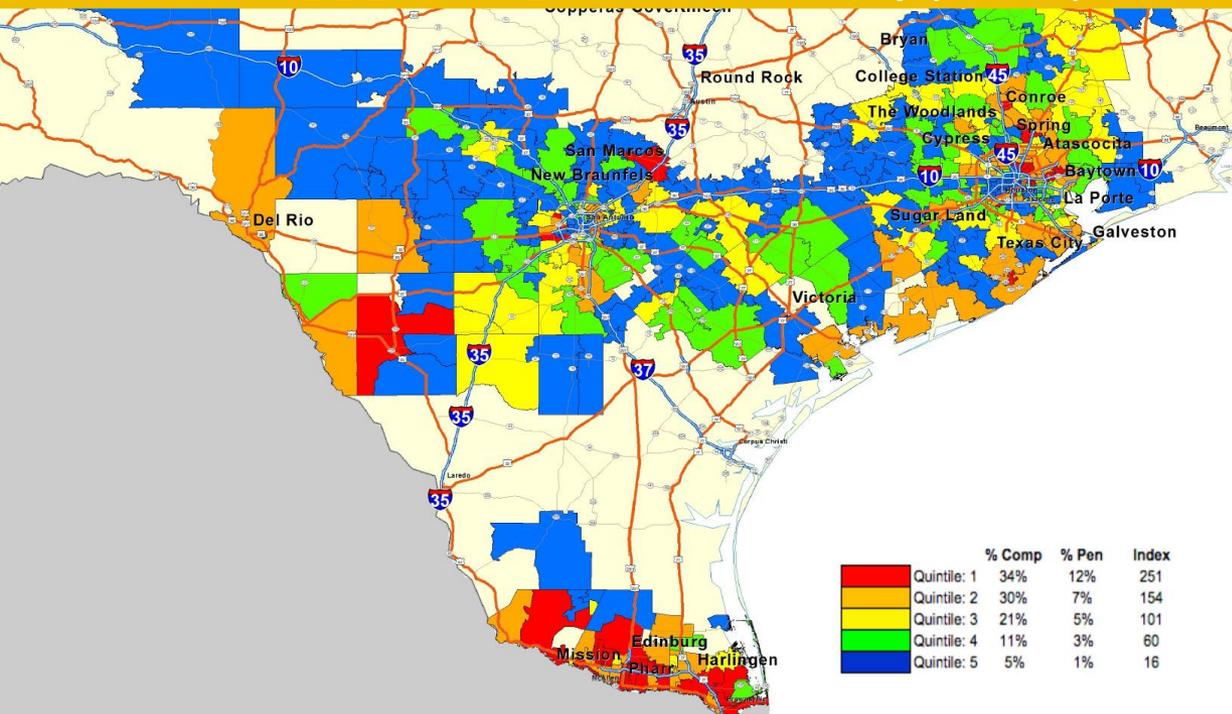
Conversion  
Study

Compared  
Condo vs. Hotel  
visitors

Created target  
personas

Where to find  
them

## Successful Suburban Mid-Lifers – Heat Map (3 DMAs)

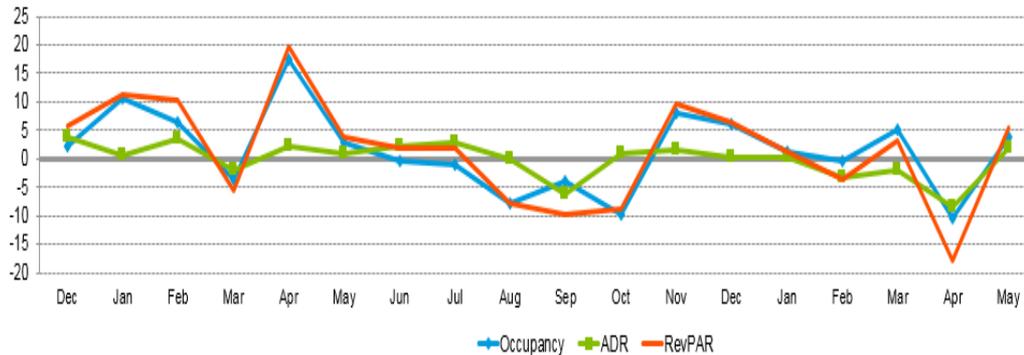


# Only 13 of 29 hotels are reporting (45%) or 1,509 total room nights

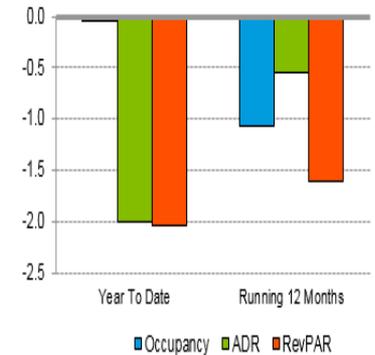


## We do subscribe to a Corpus Christi and Galveston competitive set

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016			2017									2018					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	38.7	53.7	73.7	69.9	64.2	63.8	77.9	84.7	63.3	50.4	47.2	47.6	41.1	54.3	73.5	73.5	57.4	66.1
Last Year	37.9	48.5	69.2	72.6	54.7	62.1	78.1	85.5	68.6	52.5	52.3	44.0	38.7	53.7	73.7	69.9	64.2	63.8
Percent Change	2.1	10.7	6.5	-3.7	17.3	2.7	-0.3	-0.9	-7.8	-4.1	-9.7	8.1	6.1	1.2	-0.3	5.2	-10.6	3.6

Year To Date			
2016	2017	2018	
61.3	64.9	64.8	
58.0	61.3	64.9	
5.7	5.8	0.0	

Running 12 Months			
2016	2017	2018	
59.3	62.0	61.3	
58.1	59.3	62.0	
2.0	4.6	-1.1	

ADR	2016			2017									2018					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	80.24	71.20	80.87	138.40	110.65	114.07	140.08	167.87	130.79	98.21	88.05	85.35	80.51	71.27	78.27	135.71	101.39	116.09
Last Year	77.36	70.88	78.04	141.27	108.38	113.02	137.25	163.38	130.90	104.60	87.29	84.04	80.24	71.20	80.87	138.40	110.65	114.07
Percent Change	3.7	0.5	3.6	-2.0	2.1	0.9	2.1	2.7	-0.1	-6.1	0.9	1.6	0.3	0.1	-3.2	-1.9	-8.4	1.8

Year To Date			
2016	2017	2018	
104.88	104.50	102.41	
101.14	104.88	104.50	
3.7	-0.4	-2.0	

Running 12 Months			
2016	2017	2018	
115.80	113.57	112.95	
115.68	115.80	113.57	
0.1	-1.9	-0.5	

RevPAR	2016			2017									2018					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	31.07	38.22	59.60	96.69	71.01	72.77	109.13	142.17	82.77	49.48	41.56	40.58	33.08	38.72	57.52	99.72	58.20	76.76
Last Year	29.34	34.38	54.01	102.52	59.26	70.21	107.21	139.61	89.84	54.94	45.63	36.97	31.07	38.22	59.60	96.69	71.01	72.77
Percent Change	5.9	11.2	10.4	-5.7	19.8	3.6	1.8	1.8	-7.9	-9.9	-9.9	9.8	6.5	1.3	-3.5	3.1	-18.0	5.5

Year To Date			
2016	2017	2018	
64.30	67.80	66.41	
58.68	64.30	67.80	
9.6	5.4	-2.0	

Running 12 Months			
2016	2017	2018	
68.63	70.42	69.29	
67.21	68.63	70.42	
2.1	2.6	-1.6	

# Expedia Group, Lodging Partner Services



## South Padre Island, TX

2018

January						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

School Starts →

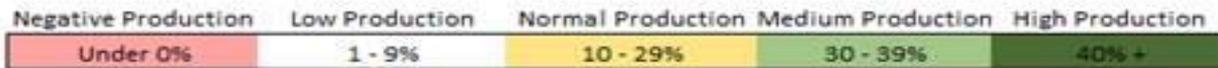
September						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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Air Tickets

**25.1K**  
+ 10.0% YoY

Room Nights

**143.7K**  
+ 9.1% YoY

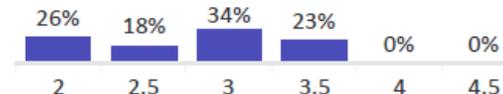
PAX

**196.2K**  
+ 11.1% YoY

Package

**16.0%**  
Flight + Other

Star Rating



Top 10 Origin Air Markets By Air Ticket Sales

Market	Tickets	% of Total	Gross Bookings (\$USD)
Minneapolis, USA	2.7K	10.7%	\$934.9K
Chicago, USA	1.1K	4.4%	\$414.5K
Detroit, USA	931	3.7%	\$377.9K
Houston, USA	790	3.1%	\$236.6K
Denver, USA	700	2.8%	\$261.4K
Seattle, USA	610	2.4%	\$256.5K
Indianapolis, USA	497	2.0%	\$180.1K
Grand Rapids, USA	483	1.9%	\$174.2K
Des Moines, USA	473	1.9%	\$190.1K



Top 10 Points of Sale by Gross Bookings (\$USD)

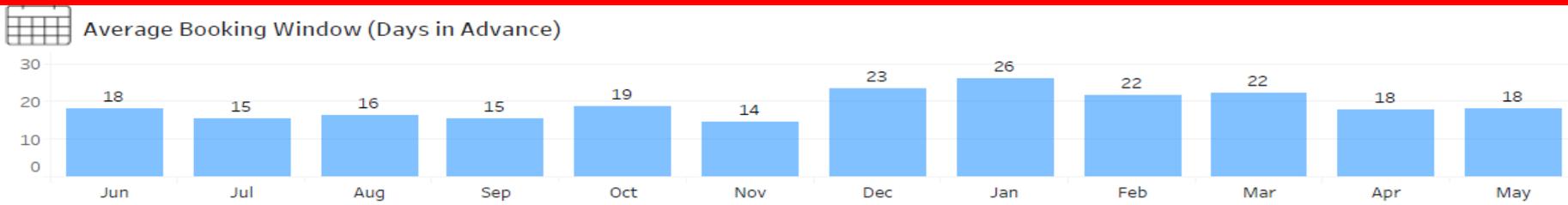
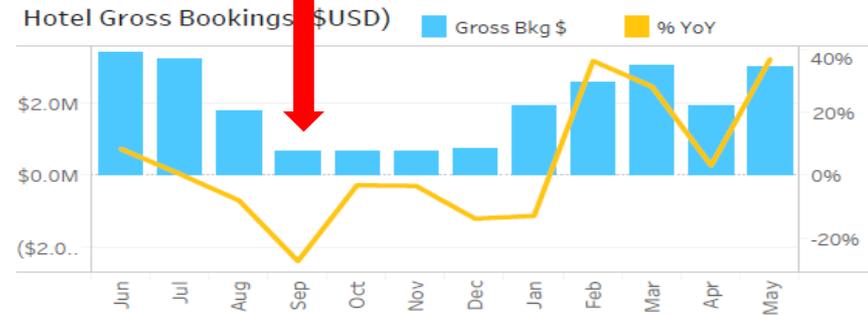
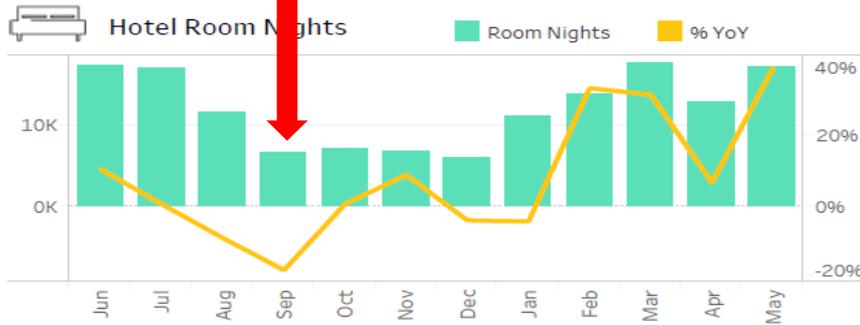
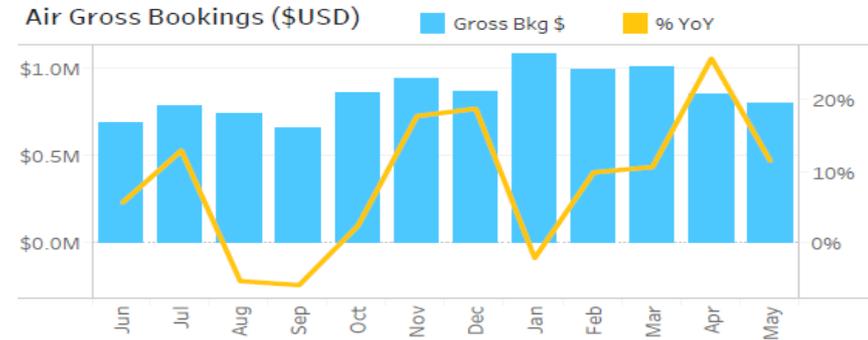
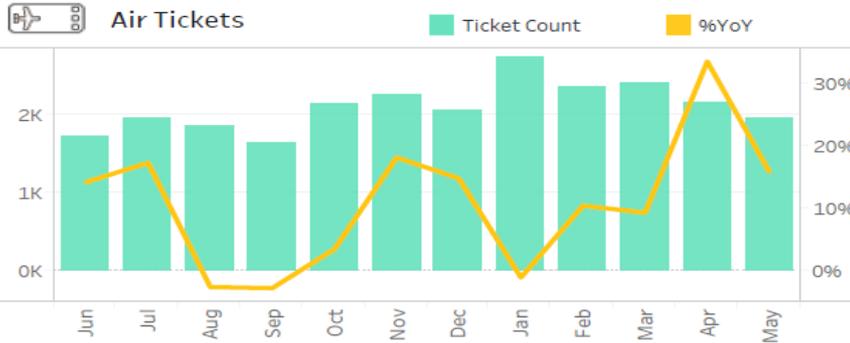
Expedia US	\$15.8M
Hotels.com US	\$9.4M
Travelocity US	\$3.4M
Orbitz	\$2.5M
Hotwire	\$620.3K
CheapTickets	\$539.9K
Expedia Mexico	\$507.3K
Hotels.com Mexico	\$477.8K
Expedia Canada	\$288.9K
Hotels.com Asia	\$59.1K

Top 10 Origin Air Markets by YoY Ticket Growth

Market	Last Year	Air Tickets	YoY %
Des Moines, USA	284	473	67%
Pittsburgh, USA	165	258	56%
Philadelphia, USA	331	467	41%
Charlotte, USA	218	293	34%
Columbus, USA	277	371	34%
Minneapolis, USA	2,057	2,689	31%
Grand Rapids, USA	380	483	27%
Chicago, USA	928	1,112	20%
Seattle, USA	531	610	15%
Washington, USA	352	401	14%

Top 10 Points of Sale by YoY Growth

Point of Sale	Last Year	Gross Bkg \$	YoY %
Hotels.com ROLA	\$484	\$6.7K	1287%
Expedia Denmark	\$580	\$7.5K	1194%
Hotels.com Sweden	\$2.1K	\$4.5K	108%
Hotels.com Denmark	\$2.2K	\$4.6K	107%
Expedia Germany	\$13.7K	\$24.4K	78%
Hotels.com Norway	\$2.4K	\$4.1K	75%
Hotels.com Asia	\$42.9K	\$59.1K	38%
Hotels.com Germany	\$5.8K	\$7.7K	34%
Hotels.com Canada	\$24.5K	\$31.0K	26%
Expedia Canada	\$238.8K	\$288.9K	21%



# Visa Vue Data Limitations

**VisaVue**<sup>®</sup>  
*Travel*  
Real-World Intelligence  
For The Tourism Industry

Data set is disbursed quarterly and annually

Visa only accounts for ~47% of total US card transactions. All remaining data extrapolation is speculative

The transaction was conducted face-to-face; NOT through the internet, telephone or cash, etc.

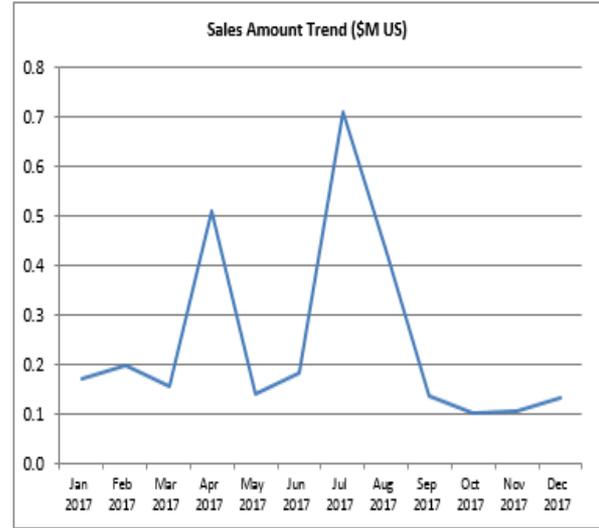
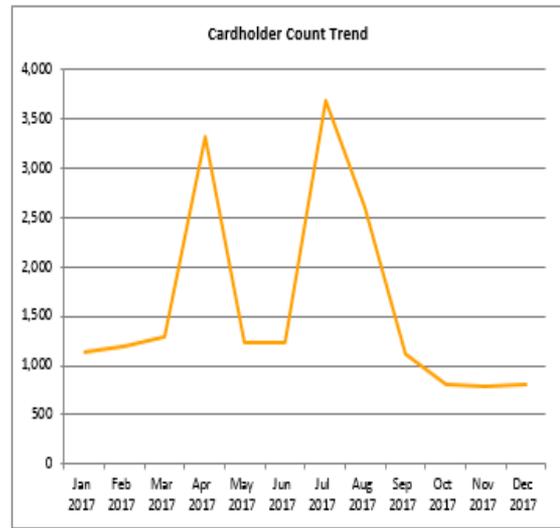
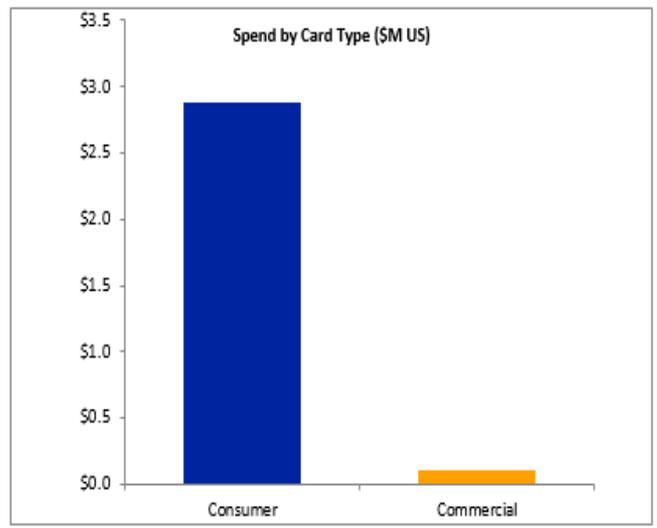
Data set lags by 45 days in reporting

Utilizes MSAs – cannot drill down into zip codes

International Tourism  
South Padre Island  
2017

Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
\$2,986,255	-12.0%	\$84.04	\$178.16

	Annual Totals				Y/Y Growth			
	Cardholder Count (Net)	Total Spend Amount	Trans Count	Avg Ticket	Cardholder Count (Net)	Spend Amount	Trans Count	Avg Ticket
Consumer	16,332	\$2,875,891	34,624	\$83.06	-11.2%	-11.4%	-9.5%	-2.1%
Commercial	430	\$110,364	909	\$121.41	-11.3%	-26.6%	-14.2%	-14.5%
<b>Total</b>	<b>16,762</b>	<b>\$2,986,255</b>	<b>35,533</b>	<b>\$84.04</b>	<b>-11.2%</b>	<b>-12.0%</b>	<b>-9.6%</b>	<b>-2.7%</b>



# Top Origin Countries that spend on SPI

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Paste Cut Copy Format Painter Clipboard

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Alignment: Wrap Text, Merge & Center

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Conditional Formatting, Format as Table, Check Cell

D49 :

	A	B	C	D	E	F	G	H
1	Issuer Country	Cardholder Count (Net)	Cardholder Count (Sales Only)	Sales Amount	Transaction Count	Cardholder Count (Cash Only)	Cash Amount	Avg Ticket
2	<b>Total</b>	<b>16,762</b>	<b>16,281</b>	<b>\$2,986,255</b>	<b>35,533</b>	<b>848</b>	<b>\$228,186</b>	<b>\$84.04</b>
3	MEXICO	13,572	13,282	\$2,331,189	27,018	523	\$96,179	\$86.28
4	CANADA	1,914	1,821	\$438,202	5,664	149	\$78,999	\$77.37
5	UNITED KINGDOM	183	154	\$40,288	459	58	\$15,500	\$87.77
6	GERMANY	143	140	\$25,089	363	13	\$2,778	\$69.12
7	SWITZERLAND	34	34	\$14,268	137	< 10	\$4,228	\$104.14
8	CHINA	48	48	\$10,846	91	< 10	\$0	\$119.19
9	SOUTH KOREA	66	65	\$10,133	111	< 10	\$204	\$91.29
10	SAUDI ARABIA	31	20	\$8,504	54	11	\$4,003	\$157.48
11	FRANCE	59	55	\$8,488	135	10	\$2,076	\$62.88
12	SPAIN	67	60	\$8,077	131	11	\$1,565	\$61.65
13	BRAZIL	40	39	\$6,777	117	< 10	\$354	\$57.92
14	ARGENTINA	21	21	\$5,817	63	< 10	\$0	\$92.34
15	PUERTO RICO	58	57	\$5,797	135	< 10	\$304	\$42.94
16	AUSTRALIA	36	31	\$4,542	73	< 10	\$1,707	\$62.22
17	COLOMBIA	12	12	\$4,498	20	< 10	\$0	\$224.88
18	GUATEMALA	26	26	\$4,306	48	< 10	\$0	\$89.71
19	RUSSIAN FEDERATION	19	19	\$3,666	67	< 10	\$0	\$54.72
20	NORWAY	34	28	\$3,318	63	11	\$1,828	\$52.66
21	DENMARK	23	22	\$3,063	52	< 10	\$704	\$58.90
22	JAPAN	22	22	\$3,020	47	< 10	\$0	\$64.26
23	INDIA	41	40	\$2,956	74	< 10	\$256	\$39.95
24	ITALY	16	16	\$2,858	33	< 10	\$306	\$86.62
25	CZECH REPUBLIC	< 10	< 10	\$2,568	17	< 10	\$0	\$151.09
26	SWEDEN	19	18	\$2,348	43	< 10	\$86	\$54.60
27	ISRAEL	< 10	< 10	\$2,075	13	< 10	\$1,882	\$159.58
28	PERU	18	17	\$1,944	28	< 10	\$103	\$69.44
29	QATAR	< 10	< 10	\$1,849	12	< 10	\$0	\$154.05
30	REPUBLIC OF IRELAND	23	20	\$1,813	30	< 10	\$1,071	\$60.43
31	AUSTRIA	10	< 10	\$1,575	18	< 10	\$286	\$87.51
32	SINGAPORE	< 10	< 10	\$1,557	6	< 10	\$606	\$259.57
33	NETHERLANDS	12	12	\$1,486	22	< 10	\$0	\$67.56
34	DEMOCRATIC REPUBLIC CONGO	< 10	< 10	\$1,397	4	< 10	\$0	\$349.25
35	BELGIUM	< 10	< 10	\$1,388	15	< 10	\$0	\$92.56
36	HONDURAS	11	11	\$1,371	17	< 10	\$0	\$80.65

# Arrivalist Data Limitations



ARRIVALIST

Data is not “Live” and compressed/  
uploaded every other week (however we  
have 24/7 access to the dashboard) and  
we can easily produce reports,  
presentations from the platform, etc.

For privacy reasons we will only ever  
know a sub segment of a zip code

No specific reason for travel (leisure,  
business, etc.) but the ad campaign will  
suffice

## BENEFITS

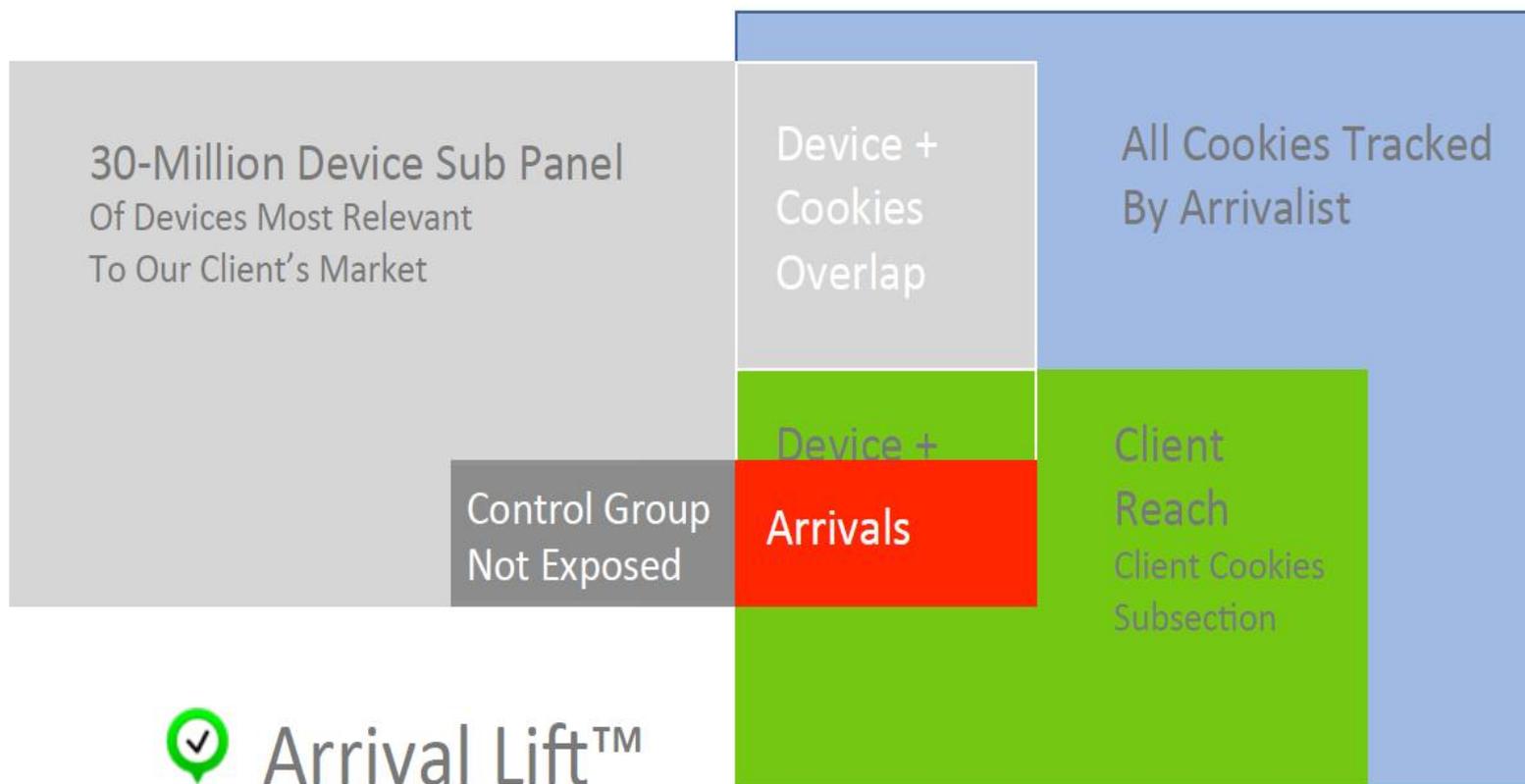
- PRECISE LOCATION
- CONTROL GROUPS
- POINT OF INTEREST
- DURATION OF STAY
- SEQUENCES OF VISITS
- REPEAT VISITATION
- VISITATION DATA
- CROSS-DEVICE & CROSS BROWSER BY DESIGN



© OpenStreetMap contributors

Hotel	Days Spent							Grand T..
	1	2	3	4	5	6	7	
Country Inn & Suites By Carlson	507	64	14	5		1		591
DoubleTree by Hilton Hotel Galveston Beach	513	91	26	5	3	2		640
Hampton Inn & Suites Galveston	136	50	18	3	1			208
Holiday Inn Resort Galveston-On The Beach	136	52	15	7		1		211
La Quinta Inn & Suites Galveston Seawall ..	206	45	18	4	1	2		276
Red Roof Inn Galveston - Beachfront/Conve..	162	47	15	8	2	1	1	236
Schlitterbahn Galveston Island Waterpark	256	10	1	1				268
SpringHill Suites Galveston Island	366	58	16	5	1	1		447
Super 8 Galveston	97	48	15	3		1		164
Grand Total	1,938	413	125	38	8	8	1	2,308

# Arrivalist Methodology



Date Range: 10/01/2017 - 04/19/2018

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 ARRIVALIST™

# Arrivalist Terms and Definitions

## Universe:

Total number of measurable devices in Arrivalist system.

## Universe – Long Term Users:

Number of Universe Devices that were in Arrivalist panel for at least 6 months.

## Exposed Group:

Total number of measurable devices in Arrivalist system that was exposed to South Padre Island's media program (either owned or paid). Exposed devices are also called as Target Group.

## Unexposed Group:

Total number of measurable devices in Arrivalist system that was not exposed to South Padre Island's media program.

## Time in Market:

Number of hours/days spent by an arriving device in the city of South Padre Island, TX.

## Length of Stay (Days):

Number of days spent by an arriving device in South Padre Island, TX. A stay of 2 days represents one night.

# Arrival Radius Definition

- Arrival zone is defined as the City Limits of South Padre Island, TX.
- Any arrival reported must satisfy these four criteria:
  - Traveled more than 50 miles from their home destination.
  - Arrived within the arrival zone
  - Spent at least 2 hours outside their home in South Padre Island, TX.
  - Must spent the majority of their trip time in South Padre Island, TX (i.e. Primary Arrival).
- Only Primary Arrivals are measured in the visitation reports.



Date Range: 10/01/2017 - 04/19/2018

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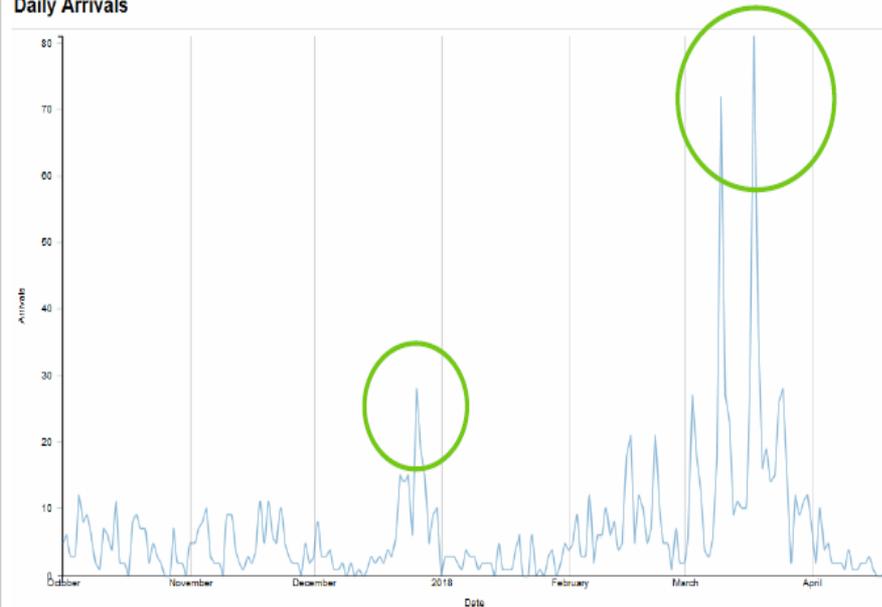
 ARRIVALIST

# How does Inter-State visitor pattern differ from Texas-only?

Inter- State

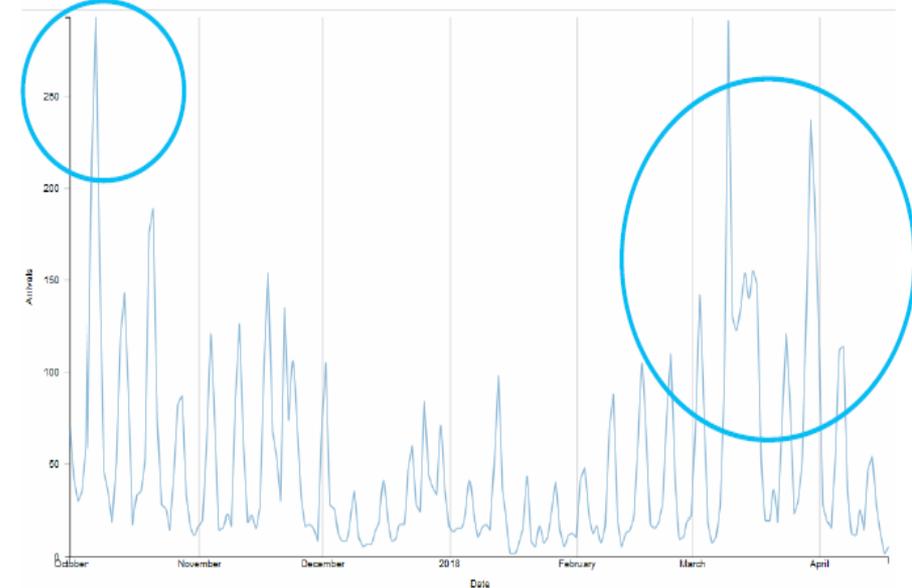
Intra- State

Daily Arrivals



Spring Break and the Holidays spike

Daily Arrivals



Texans are active during the Columbus Day Week and high sustained volume during Spring Break

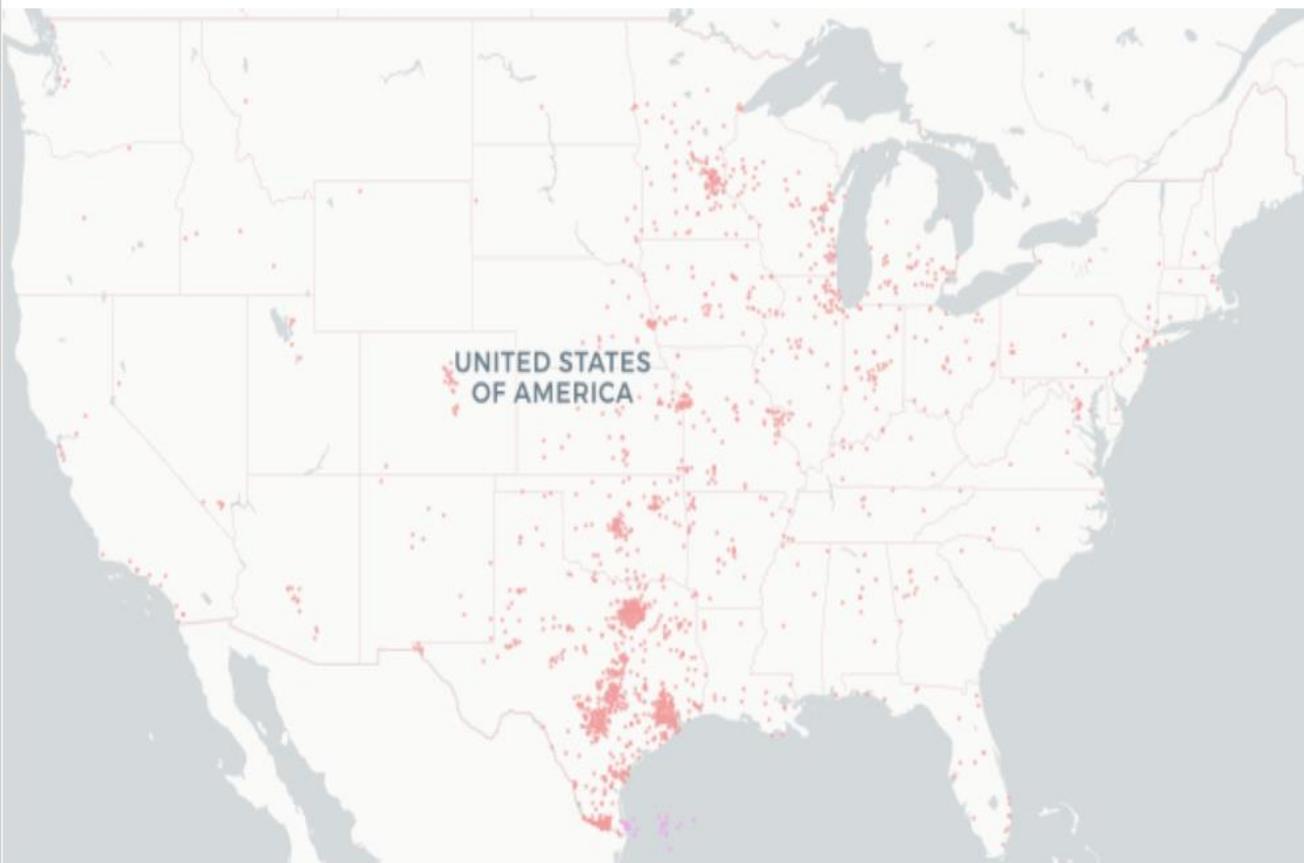
VS

Date Range: 10/01/2017 - 04/19/2018

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ARRIVALIST

# Strong Visitation from within Texas



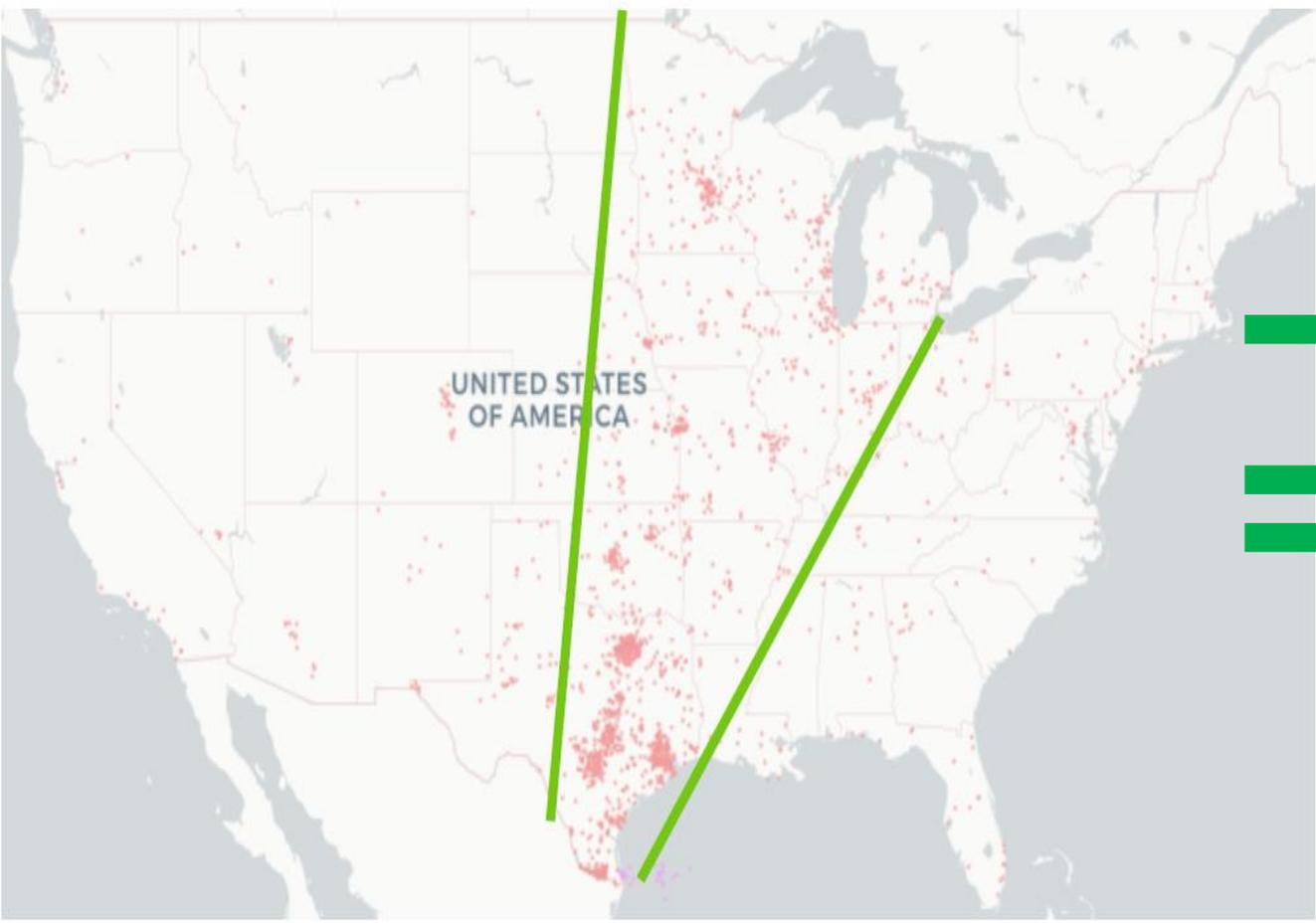
TOP 10 ORIGIN STATES	% VISITORS
Texas	87.9%
Oklahoma	1.7%
Minnesota	1.5%
Missouri	1.2%
Kansas	0.9%
Wisconsin	0.9%
Illinois	0.7%
Iowa	0.5%
Indiana	0.5%
Michigan	0.5%

Date Range: 10/01/2017 - 04/19/2018

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# Distinct Pattern of Regional Interest



## Top Individual Cities

Origin	Visitors
Mcallen, Tx	1,109
Mission, Tx	986
Edinburg, Tx	816
San Antonio, Tx	570
Weslaco, Tx	396
Pharr, Tx	329
Houston, Tx	270
Austin, Tx	268
San Juan, Tx	186
Donna, Tx	161

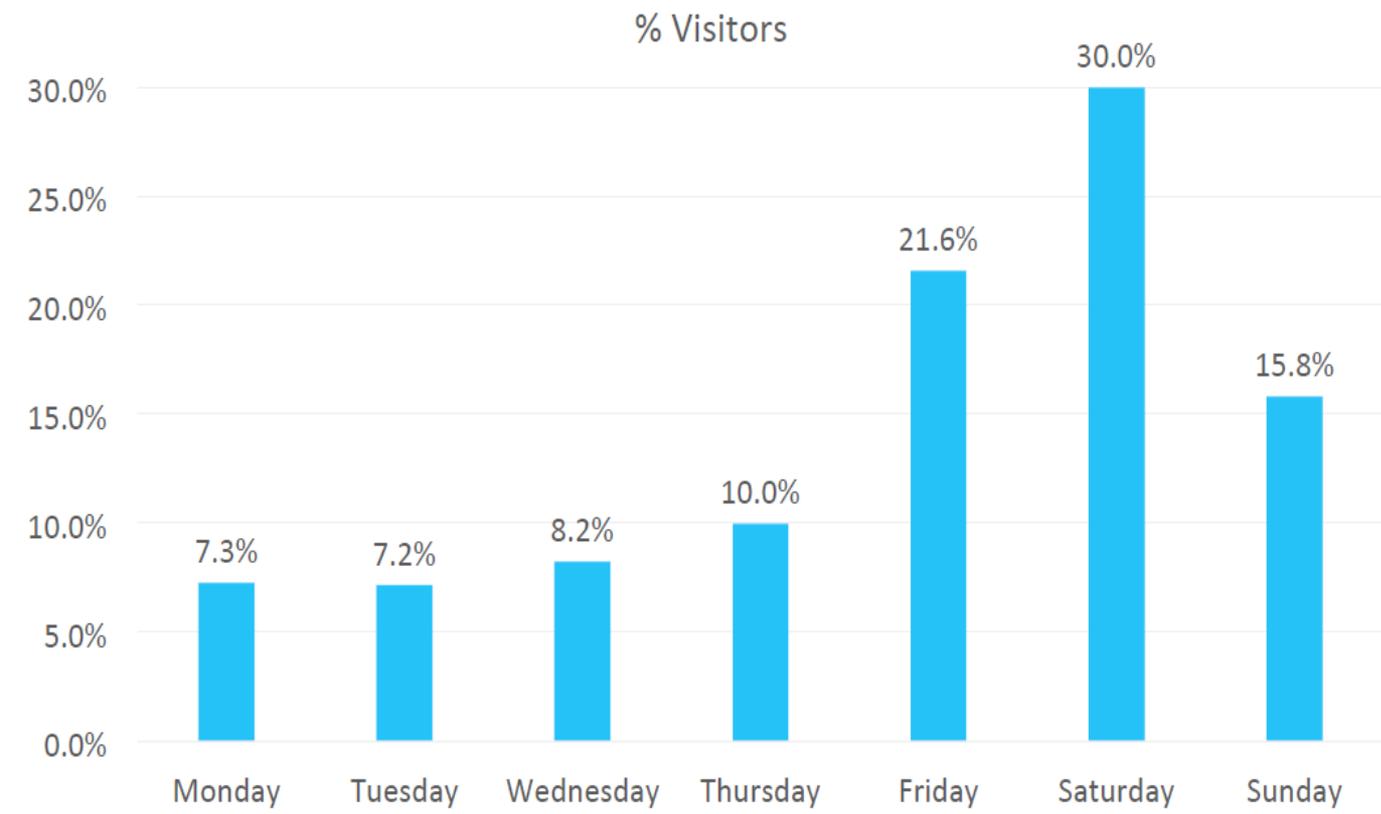


Date Range: 10/01/2017 - 04/19/2018

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# Less than a third of visitors arrive Mon-Thursday



## Key Highlights

- 51.6% of visitors arrive on Friday & Saturday
- With only 7.2% of total visitation, Tuesday is the slowest period of the week.
- Saturday is the top day above the next highest by 39%

Date Range: 10/01/2017 - 04/19/2018

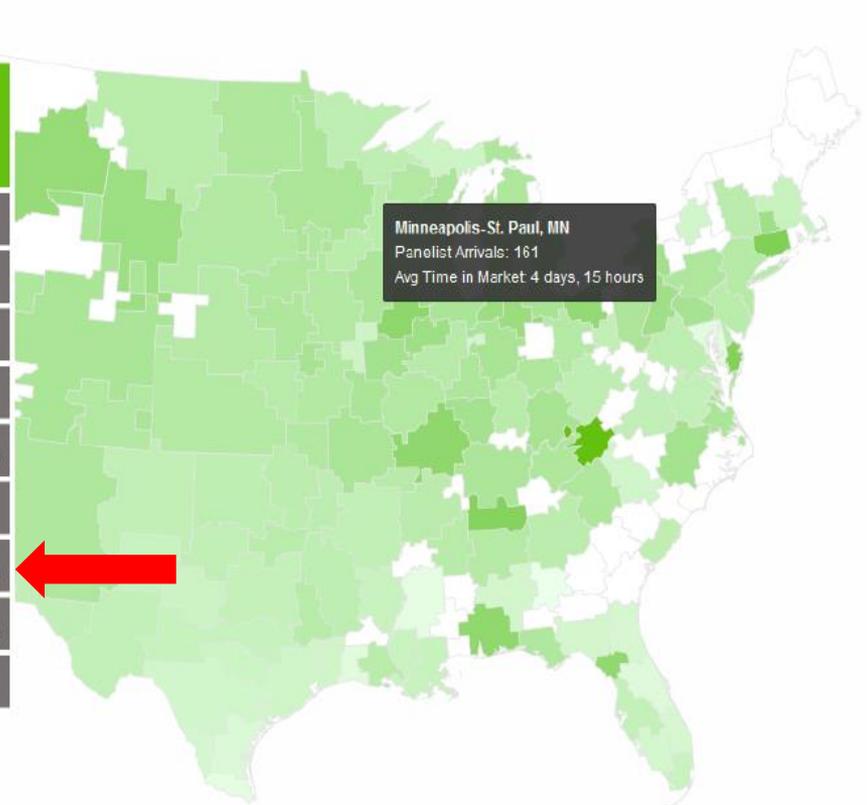
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# Minneapolis DMA leads the Average Time in Market among top DMAs

## Visitation By Market Cluster

TOP 10 ORIGIN DMAs	Arrivals by %	AVG. TIME IN MARKET
Harlingen/Weslaco	55.2%	17 Hours
San Antonio, TX	8.0%	2 Days, 1 Hour
Houston, TX	7.3%	2 Days, 5 Hours
Austin, TX	5.6%	2 Days, 9 Hours
Dallas/Fort Worth, TX	5.0%	2 Days, 22 Hours
Corpus Christi, TX	2.2%	1 Day, 11 Hours
Minneapolis/Saint Paul, MN	1.4%	4 Days, 15 Hours
Waco/Temple/Bryan, TX	1.4%	2 Days, 18 Hours
Laredo, TX	1.4%	1 Day, 19 Hours

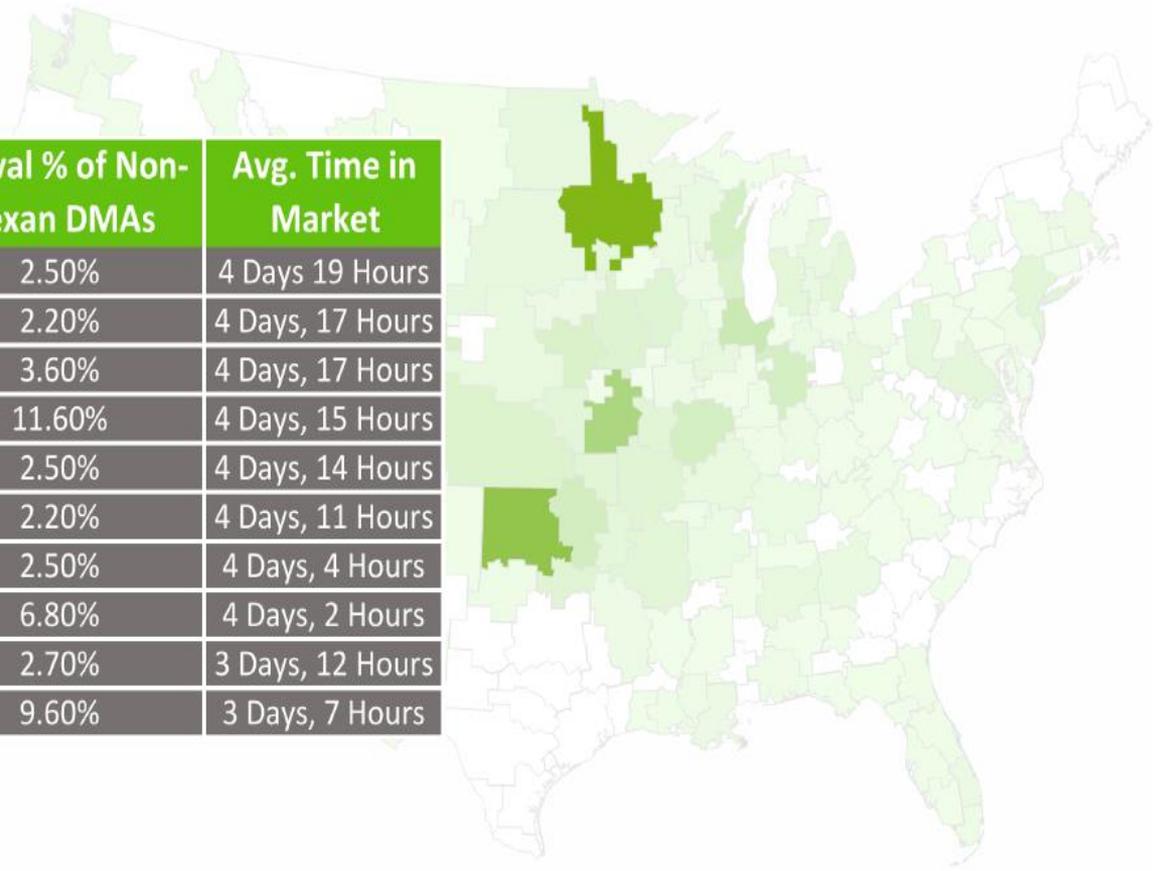


Date Range: 10/01/2017 - 04/19/2018

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ARRIVALIST

# Top DMA Regions Outside of Texas by Time in Market



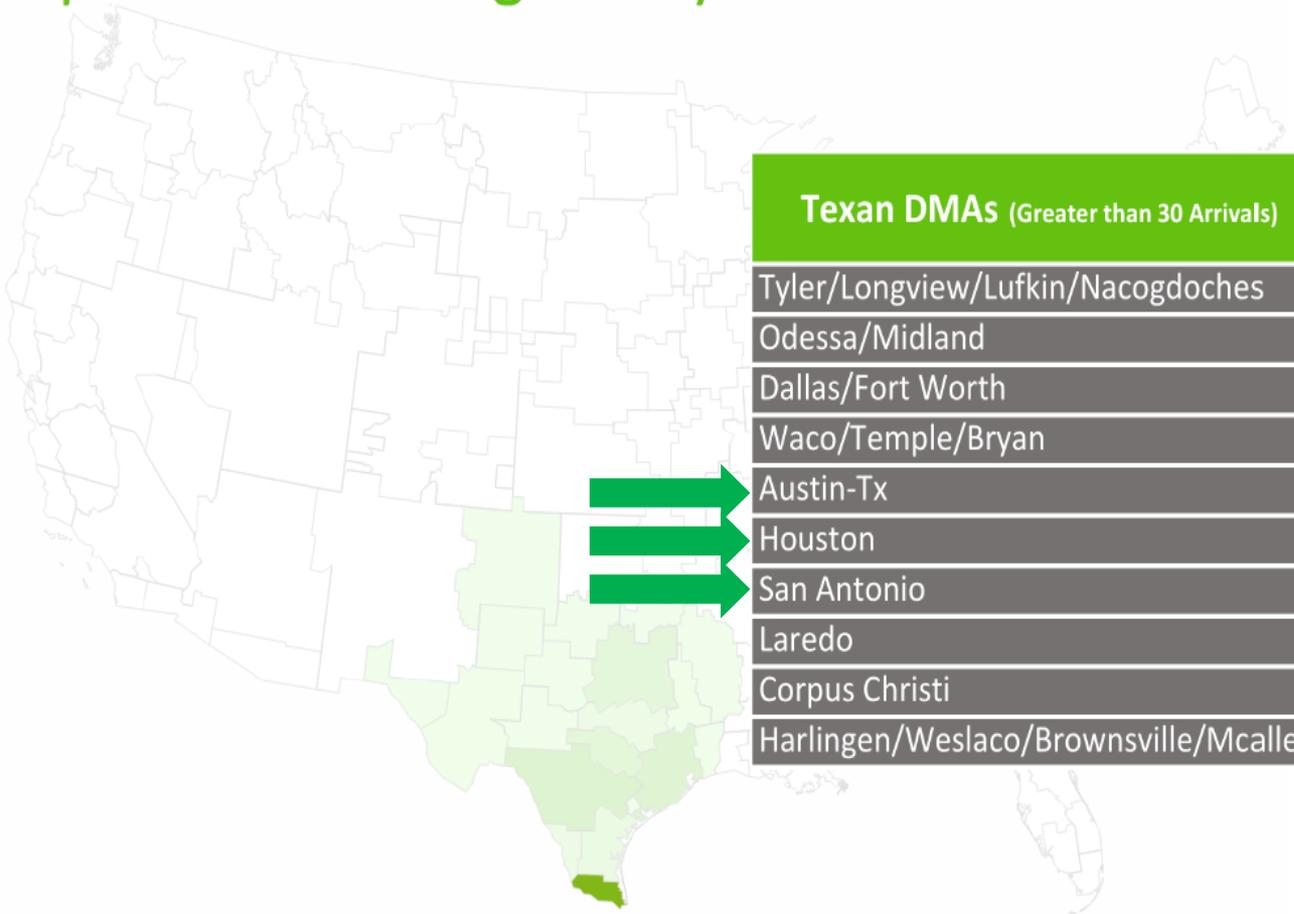
Origin DMAs by Time in Market (Greater than 30 Arrivals)	Arrival % of Non-Texan DMAs	Avg. Time in Market
Indianapolis	2.50%	4 Days 19 Hours
Denver	2.20%	4 Days, 17 Hours
Chicago	3.60%	4 Days, 17 Hours
Minneapolis/Saint Paul	11.60%	4 Days, 15 Hours
Green Bay/Appleton	2.50%	4 Days, 14 Hours
Omaha	2.20%	4 Days, 11 Hours
Saint Louis	2.50%	4 Days, 4 Hours
Kansas City	6.80%	4 Days, 2 Hours
Tulsa	2.70%	3 Days, 12 Hours
Oklahoma City	9.60%	3 Days, 7 Hours

Date Range: 10/01/2017 - 04/19/2018

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# Top Texas DMA Regions by Time in Market



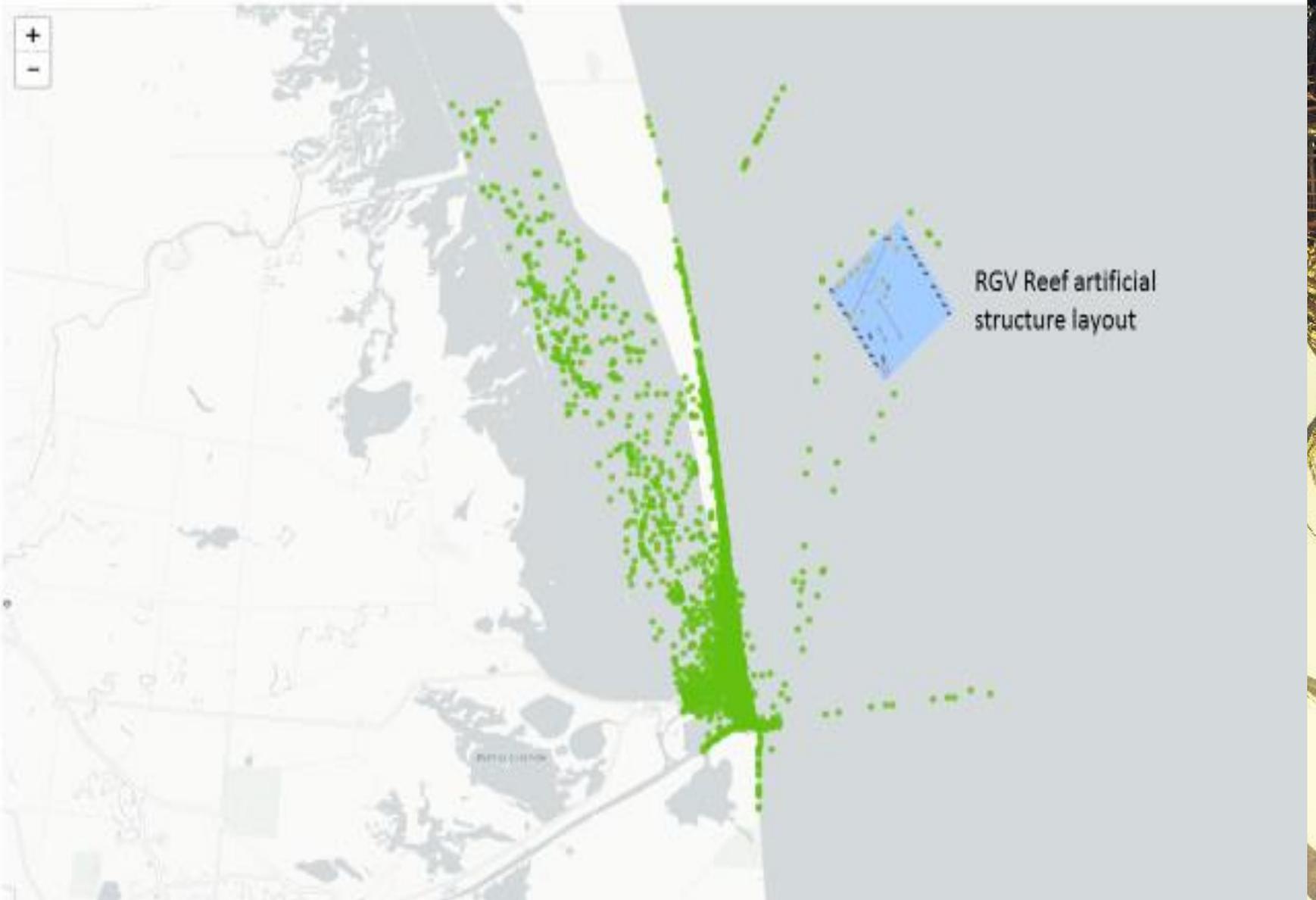
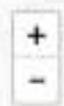
Texan DMAs (Greater than 30 Arrivals)	Arrival % of Texan DMAs	Avg Time in Market
Tyler/Longview/Lufkin/Nacogdoches	0.48%	3 Days, 17 Hours
Odessa/Midland	0.37%	2 Days, 22 Hours
Dallas/Fort Worth	5.65%	2 Days, 22 Hours
Waco/Temple/Bryan	1.57%	2 Days, 18 Hours
Austin-Tx	6.33%	2 Days, 9 Hours
Houston	8.30%	2 Days, 5 Hours
San Antonio	9.05%	2 Days, 1 Hour
Laredo	1.55%	1 Day, 19 Hours
Corpus Christi	2.53%	1 Day, 11 Hours
Harlingen/Weslaco/Brownsville/Mcallen	62.72%	17 Hours

Date Range: 10/01/2017 - 04/19/2018

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## Visited Locations



RGV Reef artificial  
structure layout

# Case Study #1: Chicago to Brownsville- United Airlines

## BRO/SPI Coop Advertising

BRO/SPI Airport and City Teams secure direct, United Airlines Flight from Chicago O'Hare

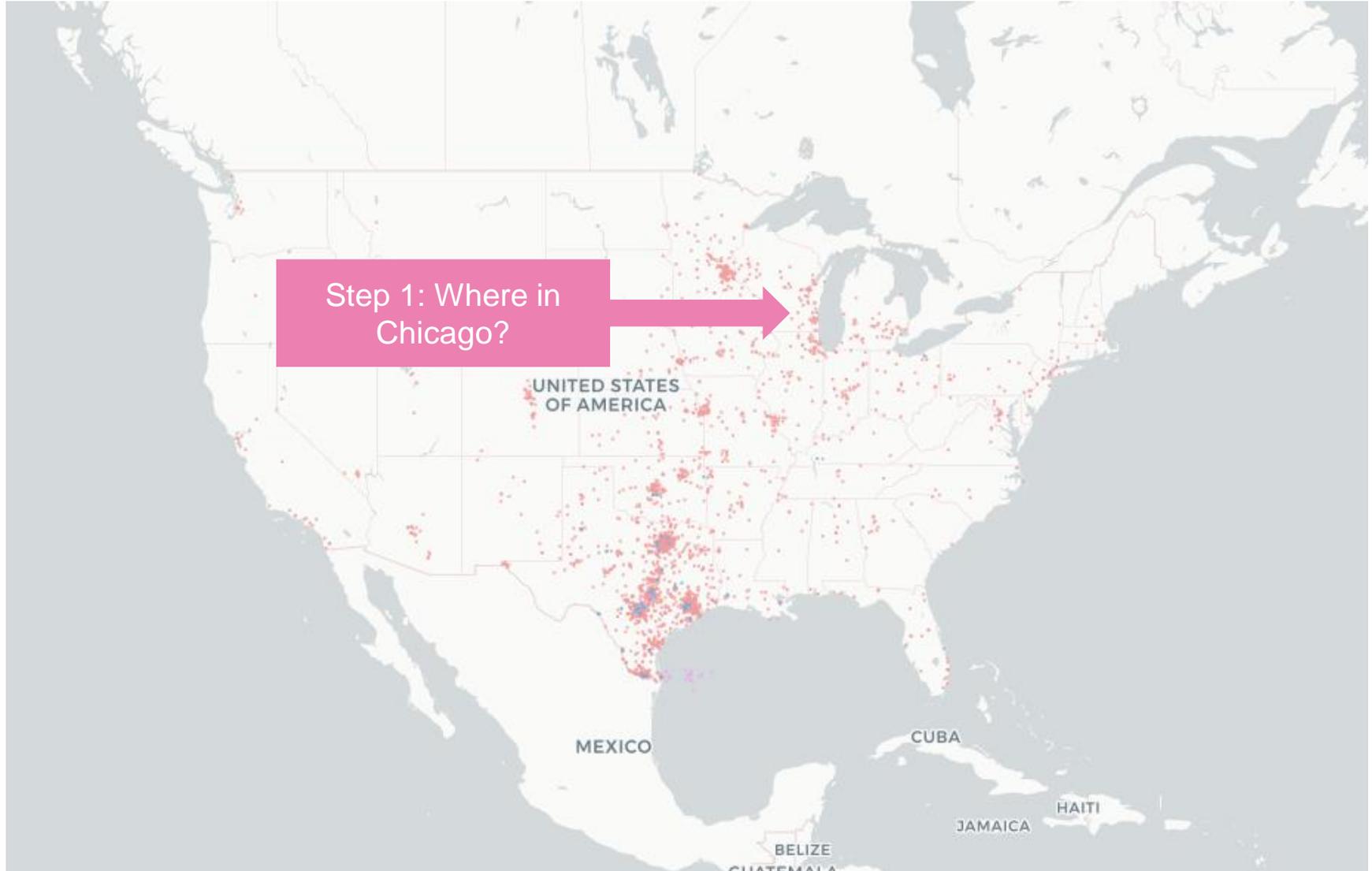
## Immediate Response

Reallocate funds from current media plan to target Chicago market (all digital to measure effectiveness)

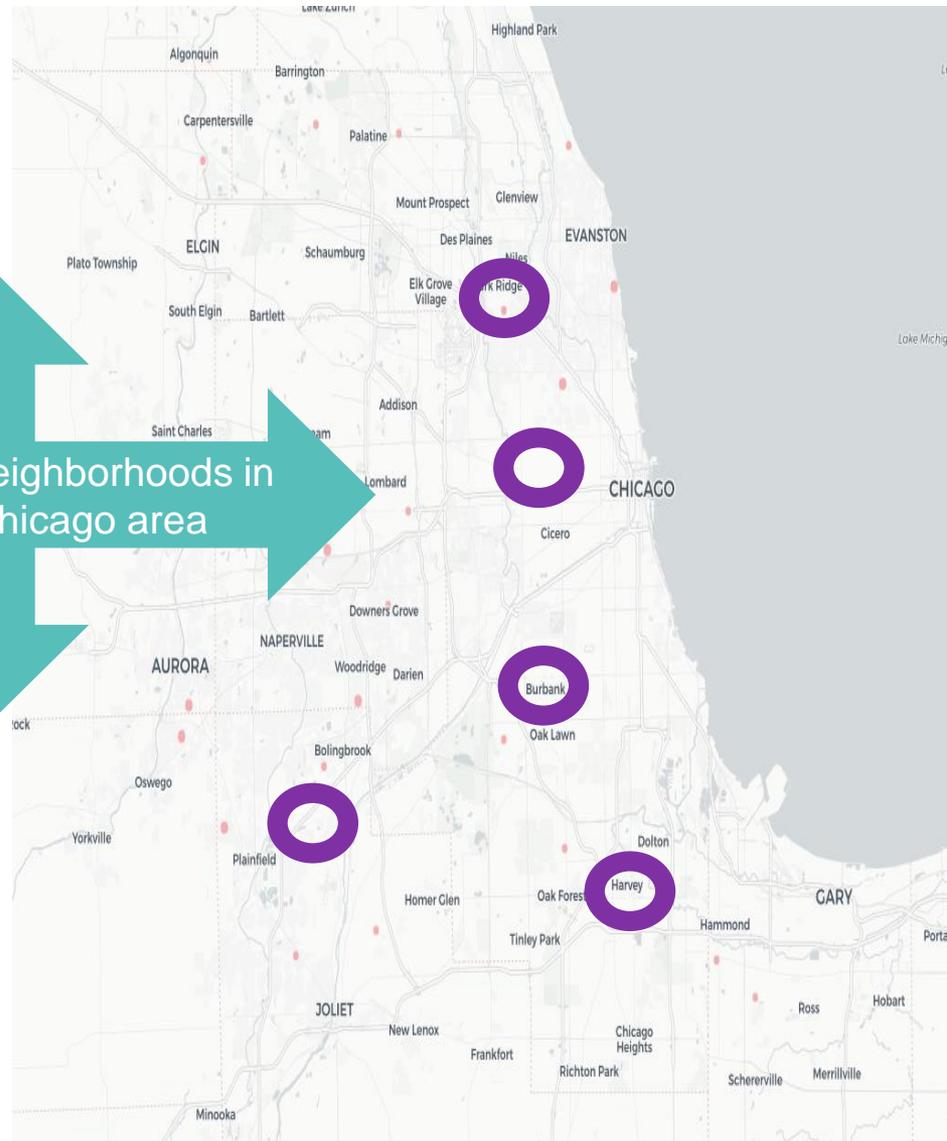
## Long Term Advertising

Identify and develop a summer long marketing campaign with a 'push' during last minute booking window prior to inaugural flight (11/3/18)

# Identify Chicago Audience



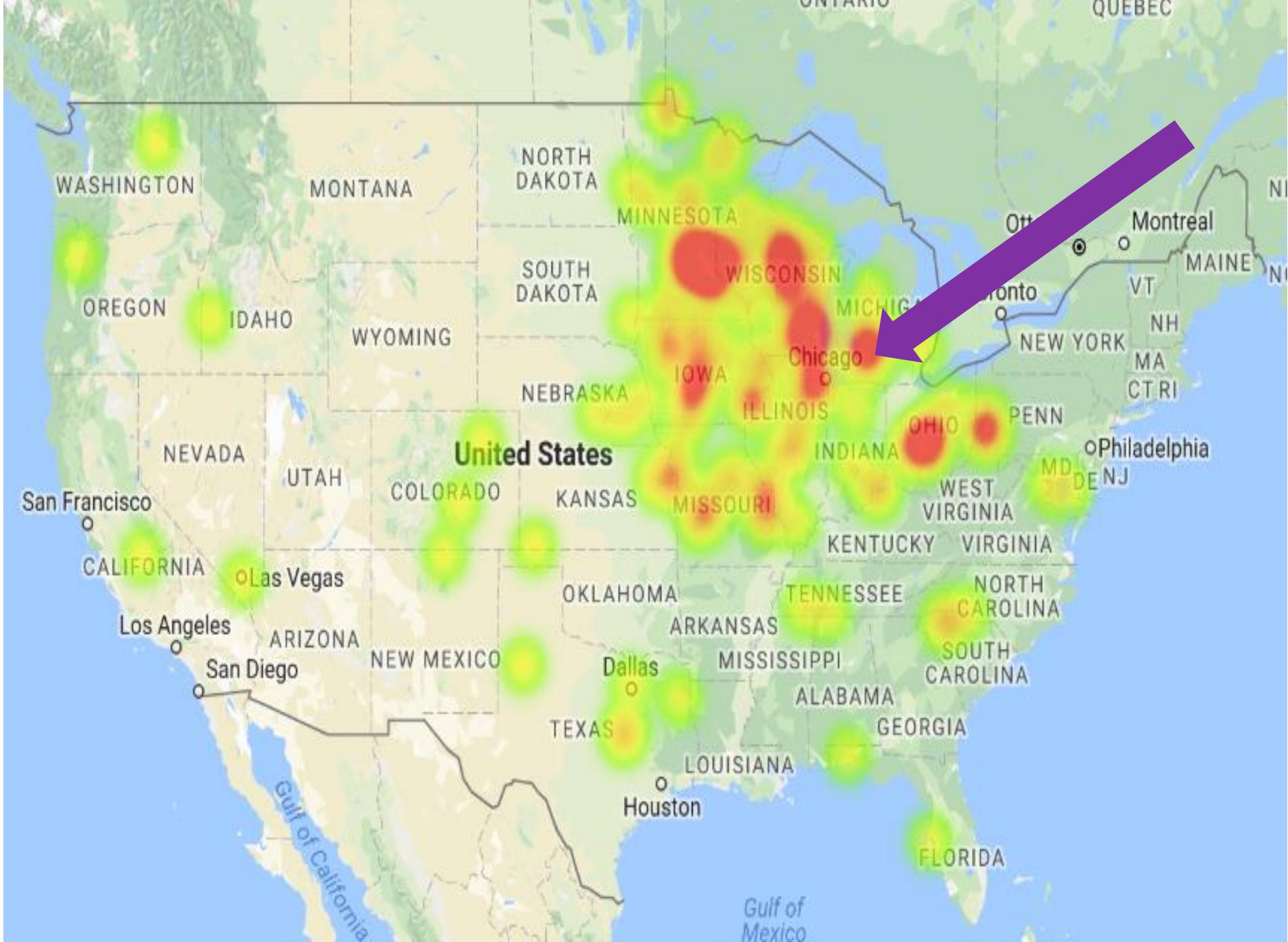
# Identify Chicago Audience



# Identify Spending Patterns

Card Holder Spending Sta	Cardholder MSA	Market Segment	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket
IL	<b>Total</b>		<b>13,885</b>	<b>\$1,108,483</b>	<b>26,119</b>	<b>\$41,898</b>	<b>\$42.44</b>
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	<b>Total</b>		<b>\$616,345</b>	<b>13,963</b>	<b>\$28,463</b>	<b>\$44.14</b>
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Restaurants	2,136	\$227,494	5,016	\$0	\$45.35
IL		<b>Total</b>		<b>\$172,198</b>	<b>3,897</b>	<b>\$4,826</b>	<b>\$44.19</b>
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Lodging	421	\$128,436	568	\$0	\$226.12
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Other Retail	1,377	\$96,780	2,348	\$0	\$41.22
IL	PEORIA-PEKIN, IL	<b>Total</b>		<b>\$67,393</b>	<b>1,206</b>	<b>\$962</b>	<b>\$55.88</b>
IL	SAINT LOUIS, MO-IL	<b>Total</b>		<b>\$63,914</b>	<b>1,681</b>	<b>\$1,370</b>	<b>\$38.02</b>
IL		Restaurants	111	\$60,313	1,619	\$0	\$37.25
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Other Tr	111	\$60,284	1,363	\$0	\$44.23
IL	SPRINGFIELD, IL	<b>Total</b>		<b>\$44,310</b>	<b>950</b>	<b>\$273</b>	<b>\$46.64</b>
IL		Lodging	148	\$41,646	148	\$0	\$281.39
IL	BLOOMINGTON-NORMAL, IL	<b>Total</b>		<b>\$39,029</b>	<b>1,665</b>	<b>\$2,551</b>	<b>\$23.44</b>
IL	ROCKFORD, IL	<b>Total</b>		<b>\$35,881</b>	<b>684</b>	<b>\$1,189</b>	<b>\$52.46</b>
IL		Other Retail	722	\$33,446	794	\$0	\$42.12
IL	DAVENPORT-MOLINE-ROCK ISLAND, IA-IL	<b>Total</b>		<b>\$29,569</b>	<b>902</b>	<b>\$772</b>	<b>\$32.78</b>
IL	PEORIA-PEKIN, IL	Restaurants	119	\$26,874	518	\$0	\$51.88
IL	CHAMPAIGN-URBANA, IL	<b>Total</b>		<b>\$23,859</b>	<b>764</b>	<b>\$1,383</b>	<b>\$31.23</b>
IL	SAINT LOUIS, MO-IL	Restaurants	272	\$22,875	680	\$0	\$33.64
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Oil	884	\$21,734	1,516	\$0	\$14.34
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	Supermarkets	378	\$19,703	611	\$0	\$32.25
IL	CHICAGO-GARY-KENOSHA, IL-IN-WI	QSR's	831	\$19,216	1,440	\$0	\$13.34
IL	SPRINGFIELD, IL	Restaurants	110	\$17,229	439	\$0	\$39.25
IL	DECATUR, IL	<b>Total</b>		<b>\$15,984</b>	<b>407</b>	<b>\$108</b>	<b>\$39.27</b>
IL	SAINT LOUIS, MO-IL	Lodging	40	\$15,637	60	\$0	\$260.62

Step 3: Find the highest spend MSAs in the Chicago area using Visa Vue Travel



# Create Target Demographic

## South Padre Island CVB Visitor Profile



### WINTER SHORT-TERM Visitor Profile Summary

December, 2015 – February, 2018 *n* = 221

- Average age of respondents is 53.5 years old
  - Teens – 0.0%
  - Twenties – 5.3%
  - Thirties – 13.9%
  - Forties – 19.2%
  - Fifties – 21.8%
  - Sixties – 26.7%
  - Seventies – 12.0%
  - Eighties – 1.1%
- Gender of respondents :
  - 77.7% - Female
  - 21.6% - Male
  - 0.4% - Prefer not to answer
  - 0.4% - Transgender
  - 0.0% - Other
- Ethnicity of respondents:
  - White / Caucasian – 77.2%
  - Hispanic or Latino – 20.0%
  - Prefer not to answer – 1.9%
  - American Indian or Alaskan Native – 1.9%
  - Asian or Pacific Islander – 1.1%
  - Black or African American – 1.1%
- Life Stage:
  - Full-time employed (working outside the home/self employed) – 43.5%
  - Retired – 31.6%
  - Semi-retired – 7.4%
  - Stay-at-home – 6.3%
  - Part-time employed – 4.8%
  - Full-time employed (working remotely from home) – 3.4%
  - Other – 1.9%
  - Student – 1.1%
- Occupation:
  - Retired – 22.4%
  - Education – 15.4%
  - Healthcare Industry – 13.3%
  - Professional / technical – 5.4%
  - Self-employed – 5.4%
- Length of Stay – 5.4 nights
- Average Party Spending – \$1,274.66
- Rate SPI overall at 4.64 on a 5-point scale

# Coordinate with TAG to develop full plan

## CHICAGO UNITED SUPPORT PLAN

## TARGETING

RECOMMENDED DIGITAL MEDIA PLAN

Start Date	End Date	Platform	GEO	KPI	Placement	Creative Size	Impressions	Notes
8/13/2018	10/14/2018	Digital OOH	Chicago MSA	Branding	Placements: Digital Bill Boards, Gyms, Gas Stations	TBD by Venue Type	222,222	Digital OOH
8/13/2018	10/14/2018	Digital Out of Home - Mobile Retargeting	Chicago MSA	Ticket Sales	Retarget users who are at locations of DOOH placements or were likely in-view of placement	300x250, 300x50, 320x50	142,857	
8/13/2018	10/14/2018	Geo Fencing Device ID Targeting	Chicago MSA	Ticket Sales	BT: people with a HHI 75K that are interested in traveling for vacation or just like to travel that live in Chicago	300x250 320x50 300x50 728x90 (Dynamic)	142,857	Device ID Targeting Str
8/13/2018	10/14/2018	Device ID Targeting	Device ID Targets	Ticket Sales	Here we build a lookback audience for previous 12 months at competitive beach locations and then target Chicago. This is to target people who were on vacation last summer but currently live in Chicago.	300x250 320x50 300x50 728x90 (Dynamic)	266,667	
8/13/2018	10/14/2018	Device ID Targeting	Device ID Targets	Ticket Sales	Here we build a lookback audience for 12 months of the Chicago airports that United flies out of, and then target Chicago itself. So that we have people who travel and live in Chicago.	300x250 320x50 300x50 728x90 (Dynamic)	266,667	

Name of Suburb	Vertical
Indian Head Park	Retirees
Northbrook	Retirees
Northfield	Retirees
Lincolnshire	Retirees
Oak Brook	Retirees
Riverwoods	Retirees
Burr Ridge	Retirees
Lincolnwood	Retirees
Lake Barrington	Retirees
Barrington Hills	Retirees
Palos Heights	Retirees
Niles	Retirees
Huntley	Retirees
Olympia Fields	Retirees
Indian Head Park	Mid-age Professionals
Bannockburn	Mid-age Professionals
Schaumburg	Mid-age Professionals
Palatine	Mid-age Professionals
Woodridge	Mid-age Professionals
Rolling Meadows	Mid-age Professionals
Vaughan	Mid-age Professionals
Wheeling	Mid-age Professionals
Glendale Heights	Mid-age Professionals

Texas Beaches
Galveston
Corpus Christi
Port Aransas
Rockport
Port O Conner
South Padre Island
Gulf Coast Destinations
Gulf Shores, Alabama
Destin, Florida
Siesta Key, Florida
West Ship Island, Mississippi
Marco Island, Florida
St. George Island, Florida
Orange Beach, Alabama
Panama City Beach, Florida