

NOTICE OF PUBLIC WORKSHOP
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE

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

MONDAY, APRIL 29, 2019
1:00 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order.
2. Pledge of Allegiance.
3. Discussion regarding community based events. (Till)
4. Discussion regarding sponsorships. (Amaya)
5. Discussion regarding special event categories. (Till)
6. Discussion regarding establishing set policies. (Till)
7. Discussion regarding updated special events application. (Amaya)
8. Discussion regarding updated Post-Event Report. (Amaya)
9. Discussion regarding Welcome Letter for special events. (Caum)
10. Adjournment.

DATED THIS THE 25 DAY OF APRIL 2019.

Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF PUBLIC WORKSHOP FOR THE SPECIAL EVENTS SUBCOMMITTEE 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 **April 25, 2019**, at/or before **5:00 P.M.** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Executive Services Specialist

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

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

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

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding community-based events.

ITEM BACKGROUND

With multiple demands on the limited funding resources and staff time from smaller, localized, community-based events, a discussion must be had to provide adequate attention to these 'quality of life' events.

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

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

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding sponsorships.

ITEM BACKGROUND

With multiple demands on the limited funding resources and staff time from vendors seeking a marketing or event sponsorship which may or may not be focused around a single special event, consideration should be given to discuss the opportunity to utilize HOT funds in a 'marketing sponsorship' platform.

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



Organization’s Information

Organization Name:		
Registered Federal Tax-Exempt ID Number:		
Executive Director/CEO Name:		
Contact Person Name:	Contact Person Title:	
E-Mail Address:		
Mailing Address:		
City:	State:	Zip Code:
Phone Number: ()	Fax Number: ()	
Affiliated with a “parent” organization? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, name of parent organization:</i>		
Preferred method of contact? <input type="checkbox"/> Business Phone <input type="checkbox"/> Cell Phone <input type="checkbox"/> Email <i>Please provide if not listed above:</i>		
Approximately how many people does this organization serve? Describe the services and any fees related to these services.		

Sponsorship Request

<input type="checkbox"/> Monetary Funding: <i>If seeking monetary funding, please read the City HOT Funding Guidelines and then specify amount requested:</i> \$
<input type="checkbox"/> In-Kind Services: <i>If seeking in-kind support, select type of in-kind service requested.</i>
<input type="checkbox"/> Special Event Permit <input type="checkbox"/> Median Banner Fee <input type="checkbox"/> Convention Centre Facilities
<i>Please specify City department:</i> Service requesting:

List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).



City of South Padre Island
Sponsorship Application

Has the City of South Padre Island sponsored your organization in the past? Yes No
If yes, list department(s), date, amount and/or type of sponsorship:

Project/Event	
Project/Event Title:	
Purpose/Type of Project or Event:	
Project Date(s): _____ to _____	Project Hours: _____ to _____
Will the project/event be held in the City of SPI? Yes No <i>If no, specify reason:</i>	
Project Location:	
Is this an annual event? Yes No <i>If yes, indicate how many years Program has taken place: Please indicate how many years program has received City sponsorship:</i>	
Total Project Cost/Budget: \$ _____	
Expected amount of audience: _____	Amount of audience from last year's project: _____
Expected percentage of attendees who live in Laguna Madre area: 0.00%	
Is the project open to the general public? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Describe target audience:</i>	
Is there a cost to attend/participate in the project? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please provide cost:</i>	
Will there be an element of the Organization's project/program that is free or significantly reduced to attend/participate. <i>Please describe:</i>	

Additional Documents Required
Submit this completed application with the following:
<input type="checkbox"/> A current list of your organization's Board of Directors and appropriate affiliations
<input type="checkbox"/> If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, booth, etc.)
<input type="checkbox"/> Completed Checklist of required supporting documents, Permits, COI, etc...



City of South Padre Island
Sponsorship Application

Supplemental Data

Describe the program or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment, etc.

Please check any of the following elements that are part of your project or event:

- Event includes free children's activities
- Event includes reduced fee for students, seniors, military, and/or children.

Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?

Detail purpose or objective of the event or project for which City funding or in-kind services are requested.

Describe the overall contribution of the community project or program(s) to the community in relation to the goals and objectives of the City as stated in the HOT Funding Policy.

I have read and understand the City of South Padre Island's HOT Funding policy

Applicant Signature

Date

Print Name

Please return this form to the:
South Padre Island Convention and Visitor's Bureau
Attention: Marisa Amaya
7355 Padre Blvd. South Padre Island, TX 78597
Office # 956-761-3834
Email: marisa@sopadre.com

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

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding special event categories.

ITEM BACKGROUND

In order to best comply as stewards of the HOT resources and provide maximum return on investment for special event marketing, discussion should take place in order to segregate event types.

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

Classification of Special Events into the following categories:

- Self-Sustaining Events - These are events that do not require or no-longer require direct financial support from the CVB. These events qualify for in-kind services, such as in-house marketing, and the use of the South Padre Island Convention Center. These events may also receive reimbursements of Special Event Permits required by the City of South Padre Island. These events will only qualify for in-kind services if they match the “South Padre Island Brand Experience”. It is at the CVB Director’s discretion as to what qualifies as an event that matches the “South Padre Island Brand Experience.”
- Signature / Annual Events Events - These events have taken place on South Padre Island for more than five years and match the “South Padre Island Brand Experience” as Signature Events will be strongly encouraged and assisted by the Special Events Subcommittee and CVB Staff to become “Self Sustaining Events”.
- Annual / Traditional Sponsorships - These are events that require and or have received traditional sponsorships from the South Padre Island CVB. These events match the “South Padre Island Brand Experience”
 - Non-Profit requirements?
- Marketing Events - These are events that generate more value with media exposure rather than generate room nights. CVB Marketing Subcommittee & Advertising Agency of Record will be tasked to review these funding requests and present them to the CVA Board.
- Seed / New Events - These are events that require funding to launch the event for the first time on South Padre Island. Investments will be initially required for these events to succeed for a period no longer than 5 years. If these events are proven successful after 5 years, they will then qualify for the “Signature Event” category. During the first 5 years, these events will be strongly encouraged and supported to become “Self-Sustaining Events” that will no longer require financial investment from CVB after their fifth year of existence.
- One-off Events - These events will only occur one time on South Padre Island and will be required to generate significant increases in key performance indicators to be determined by the SEC at that time. These events may also qualify for funding if they generate significant media exposure for South Padre Island. Potential media exposure value will be determined by the CVB Marketing Subcommittee & Advertising Agency of Record. These events will require at least 30 days notice to the CVB Director.

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

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding establishing set policies.

ITEM BACKGROUND

In order to comply with the required uses of HOT resources and provide an efficient operational landscape for vendors, City staff and all stakeholders, approved policies for special events should be in place.

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

South Padre Island Convention & Visitors Bureau

Special Events Policy

Revised 4.24.2019



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597
(800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

SPECIAL EVENTS POLICY

PURPOSE

The City of South Padre Island Convention & Visitors Bureau (SPICVB) has adopted this Special Events Policy in order to provide uniform guidelines for event organizers, producers, promoters and sponsors (collectively referred to as "Organizers") to request assistance for marketing, promoting or producing a special event.

A "special event" is defined as:

1. An event or promotion which will occur during a limited period of time (e.g., day, multiday, week, weekend, annual), and
2. Promoted, designed and managed by private entrepreneurs who depend on public attendance or participation, and
3. Is in whole or in part directly beneficial to the City of South Padre Island taxing district, having a substantial visitor economic impact on the taxing district and/or significant overnight accommodations sales.

This Special Events Policy will be provided to all organizers requesting special events assistance from the SPICVB. It is the intention of this special events policy to attract events that are or will become financially self-supporting and not require annual funding assistance.

REQUESTS FOR ASSISTANCE

The SPICVB is authorized to provide for two types of support for special events, and applicants may apply for any and/or all types of support:

1. Non-financial support through public relations, collateral distribution, website, calendar of events listing, visitor information services.
2. Non-financial support for advertising and marketing, which will be at the discretion of the SPICVB Director.
3. Direct support for marketing and promotional expenses, in which funding will be provided on a reimbursement basis, unless contracted otherwise. In all cases, the Convention & Visitors Advisory Board (CVAB) shall annually retain 25% of the hotel tax-funding award that will be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement.

All special events assistance requires written approval of the SPICVB. Organizers must submit a written request for assistance to the SPICVB. Deadlines for submitting applications for assistance vary and are described in Sections I, II, and III below.

Submit requests to:

City of South Padre Island Convention & Visitors Bureau
Attn: Events Development Manager
7355 Padre Boulevard
South Padre Island, TX 78597



SPECIAL EVENTS POLICY

All requests for assistance under Sections I and II and/or III must, at a minimum, provide detailed description of the special event, including the following information:

- Name and general description of event
- Desired location(s)
- Desired dates and times
- A detailed description of all activities planned during the special event
- Sponsor list (specify confirmed sponsors and anticipated sponsors)
- Vendor/exhibitor list (if applicable)
- Attendance (anticipated)
- Courtesy Room Black set up for your attendees
- Sleeping rooms required – daily and total (anticipated)
- Event map
- Security/safety plan for patrons, including emergency aid facilities and personnel
- A complete budget with estimated income and expenses
- A plan for all advertising and promotion of the special event
- Copies of available promotional materials (i.e., flyers, commercials, videos, etc.)
- Previous experience of organizer
- History of event (if previously produced)

APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Special Events Committee 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 public meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified in a timely fashion, with sufficient time prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board (CVAB) 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 CVAB may approve such a variance by a two-thirds vote of its members.

The SPICVB reserves the right to approve or disapprove the suitability of any particular element of a proposed special event at its sole and absolute discretion. The SPICVB reserves the right to deny assistance to any special event that may be inconsistent with the policies and goals of the SPICVB. Decisions made by the Special Events Committee may be appealed to the CVAB. The CVAB's decision on an appeal is final.



I. Request for Assistance to Promote a Special Event (not requiring funding)

The SPICVB will consider providing non financial support through one or more of the following;

- Public relations (through SPICVB)
- Collateral distribution
- Website calendar of events
- Printed calendar of events
- South Padre Island Visitors Center Welcome Center display
- Production of Median Banner
- Special Event Permitting costs
- SPICVB official logo, photography, video (including b-roll)

Deadline for applications: 45 days prior to the event

II. Request for Assistance to Promote a Special Event (requiring indirect funding)

The SPICVB will consider providing indirect financial support that includes “non-financial support” listed in Section I (above), plus advertising and marketing assistance that may include one or more of the following:

- Website
- Newspaper
- Magazines
- Trade publications
- Radio
- Television
- Cable TV
- Billboards
- Trade shows
- Media production
- Media placement

Any and all consideration for advertising mediums will be evaluated based on the overall economic impact produced by an event, as well as the media value as it directly impacts the destination.

Deadline for applications: 45 days prior to the event

III. Request for Assistance to Promote a Special Event (requiring direct funding)

The SPI Special Events Committee (SEC) 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 number 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 SPI Special Events Committee (SEC) shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the SEC shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board (CVAB). The CVAB may accept or amend the SEC's recommendations by a majority vote of the CVAB.

All applicants 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 CVAB, SEC, Staff or expert 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.

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.

Any and all consideration for advertising mediums will be evaluated based on the overall economic impact produced by an event, as well as the media value as it directly impacts the destination.

Following the SEC's review and recommendations, any advertising and marketing assistance will require the following provisions:

1. All promotion and advertising materials and budget must be approved in advance by the SPICVB Director.

All special events requesting indirect funding assistance will be required to supply full details as described in the "REQUEST FOR ASSISTANCE" section (above). In addition, the amount of funding assistance requested must be provided.

BLACKOUT PERIODS FOR HOTEL TAX FUNDING

Due to high hotel occupancy during certain time periods, grants may be given additional review and limited consideration for operational costs for events/projects in the following months:

- **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 DEADLINE

Deadline for applications: Applications may be submitted at any time but will be reviewed by the Special Event Committee at its discretion. The applicant must be prepared to demonstrate to the SEC and CVAB how the project will be beneficial to the tourism industry in South Padre Island, and may be requested to appear before the Board to answer questions.



The SPICVB reserves the right to fund all or in-part or to decline the request of the organizer based on the projected economic impact to the tourism industry of South Padre Island, Texas. Special event funding recommendations are not final until the request has been reviewed and receive voted approval by the Convention & Visitors Advisory Board of the SPICVB.

GENERAL PROVISIONS FOR SPECIAL EVENT ASSISTANCE

Funding Limitations

The SPICVB reserves the right to approve, restrict or deny funding based on the performance projections of all special events. All funding provided to an approved special event will be in accordance with all state and local regulations regarding the proper use of tourist development tax collections.

Consideration for funds will not exceed one current budget year and will require a detailed special event summary and a new application for the next fiscal budget year.

Permits

Organizers must secure and maintain at their cost all licenses, permits and/or other authorizations necessary to conduct the special event. Organizers must provide the SPICVB with copies of all such required licenses, permits, and/or authorizations at least thirty (30) days prior to the beginning of the special event.

Compliance with Laws

Organizers agree to comply with all laws, regulations and ordinances applicable to the special event. All special events must meet the public safety criteria of the City of South Padre Island, Cameron County, and City of South Padre Island Fire and Police Departments. All police, security, fire protection, emergency medical required by the special event permit(s) or required by the above-named agencies must be paid for by the organizer a minimum of thirty (30) days in advance of the special event.

Sanitation and Clean-Up

Organizers are responsible for sanitation and clean-up related to the special event. Organizers are responsible for coordinating with the City of South Padre Island to ensure that toilet facilities are provided as required by the County Health Department. All organizers are responsible for providing the required number of trash containers and the disposal thereof. All costs for clean-up during and after the special event are the responsibility of the organizer. The SPICVB will require proof of advance payment of toilet, sanitation and clean-up services a minimum of ten (10) days in advance of the special event. Recycling is encouraged.

Vendors, Exhibitors & Sponsors

The organizer must provide to the SPICVB lists of all vendors, exhibitors and sponsors participating in the event. The SPICVB reserves the right to approve, decline or dismiss (in advance or on site) any vendor, exhibitor or sponsor whose conduct, merchandise, services, displays advertising, promotional materials and/ or activities may be inconsistent with the policies and goals of the SPICVB.

The lists of vendors, exhibitors and sponsors must be provided to the SPICVB at the time of application, and monthly updates must also be provided. Updated lists must be provided ten (10) days prior to the event; thereafter, organizer must notify the SPICVB of any additions on a daily basis.

Temporary Signage for Special Events

All content for temporary signage to be installed for a special event must complete an application and artwork must be approved by SPICVB and TXDOT prior to placing median banner order. Temporary signage must be scheduled (by application) a minimum of three (3) weeks in advance in order to process permits and confirm



availability. The SPICVB is not responsible for any damage to temporary signage caused by wind, vandalism or other sources. Any change from above standards will result in a cancellation of temporary signage.

Advertising and Promotion

All advertising and promotional material including (but not limited to) internet, radio, television, flyers, brochures and newspaper ads must be approved by the SPICVB a minimum of thirty (30) days prior to publicizing the special event.

Request to utilize SPICVB official logo, photography, video (including b-roll) in all marketing/promotion efforts must adhere to specified guidelines. The SPICVB reserves the right in its sole discretion to terminate or modify permission to use the Logo, and may request that third parties modify or delete any use of the Logo that, in South Padre Island's sole judgment, does not comply with these guidelines, or might otherwise impair South Padre Island's rights in the Logo. South Padre Island further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Conduct at Special Events

Offensive language, gestures, reckless driving or unruly conduct will not be tolerated at any event approved for assistance by the SPICVB. Organizers are responsible for the behavior of all spectators, visitors, guests, participants or invitees to a special event. Improper conduct or the inability to control conduct may result in the loss of future funding for the event or organizer.

Insurance and Indemnification

Organizers must obtain and maintain at their own expense, for the specified dates of the special event (including setup and takedown), general and public liability insurance naming the City of South Padre Island as additional insured.

Comprehensive liability insurance must be obtained from an insurance carrier approved by the SPICVB in the amount of at least \$1,000,000.00 per occurrence for personal injury, bodily injury and property damage. Such policy must be in a form acceptable to the SPICVB and must require the insurer to give the SPICVB written notice of any modification or cancellation. Organizers must provide SPICVB with a copy of the certificate of insurance at least fourteen (14) days prior to the special event.

Organizers must indemnify, and hold the City of South Padre Island, SPICVB, their officers, directors, elected officials, agents, representatives, employees and volunteers harmless from and against any and all claims, suits, expenses, damages or other liabilities, including reasonable attorney fees and court costs, arising out of bodily injury or property damages resulting from or in connection with the special event.

Cancellation

The SPICVB reserves the right to demand repayment of all funding allocated to an applicant and/or special event as a result of event cancellation. It will be the responsibility of the organizer to insure the successful completion of the special event. If the organizer elects to cancel the proposed event, the organizer will be responsible for all funds spent or obligated at the time of cancellation.



South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application Guidelines

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 goal of all events should be the execution of having a permanent, successful, self-funding event in place by the end of a 3-5 year period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event.

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 (CVAB) will review the application as needed.

APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. The Special Events Committee (SEC) will review the applications and 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 in a timely fashion as to the meeting presentation for the time and place of the review.

An applicant may apply to the CVAB for a variance from any of the above 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 CVAB 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. Coordinate all marketing, public relations and media through the SPI-CVA marketing Contractor; and
3. 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 SPI Special Events committee (SEC) shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the committee shall make a recommended determination as to eligibility and on any recommended funding to the CVAB. The CVAB may accept or amend the SEC's recommendations by a majority vote of the CVAB.

Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, SEC, Staff or expert committee on their applicant'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.

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 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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding updated special events application.

ITEM BACKGROUND

In order to comply with the required uses of HOT resources and provide an efficient operational landscape for vendors, City staff and all stakeholders, the special events application should be discussed.

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

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

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:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:



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

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: _____

Expected Attendance: _____

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

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

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 overnightstays?

[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 additionally insured]

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

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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

Submit to complete applications to:

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



South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted

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

Authorized Signature

Date

Print Name



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

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding updated post event report.

ITEM BACKGROUND

In order to comply with the required uses of HOT resources and provide an efficient operational landscape for vendors, City staff and all stakeholders, the special events post event report should be discussed.

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

South Padre Island Convention & Visitors Bureau

Post Event Report



Post Event Report Form

Today's Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact email: _____

Contact Cell Phone Number: _____

Event Information

Name of Event or Project: _____

Date(s) of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

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

Attached list of hotel tax funded expenses and receipts showing payment

Event Funding Information

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

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? _____
4. How many room nights do you estimate were actually generated by attendees of this event? _____
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year: _____
Last Year: _____
Two Years Ago: _____
Three Years Ago: _____



6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code Information, etc.)?
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? _____ If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
 - Newspaper: \$ _____
 - Radio: \$ _____
 - TV: \$ _____
 - Other Paid Advertising: \$ _____
 - Number of Press Releases to Media _____
 - Number Direct Mailings to out-of-town recipients
 - Other Promotions
2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? _____
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

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

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

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

Sporting Related Events

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

Additional Event Information

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

Submit to complete applications to:

Marisa Amaya
 Event Development 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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 29, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding welcome letter for special events.

ITEM BACKGROUND

In order to provide a welcoming and positive experience for all event staff, volunteers and the tourism public, a digital deployment for special events can be considered at this time.

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



Date:

Dear:

The South Padre Island CVB Special Events Team has processed your application for sports event assistance for the **EVENT** taking place **DATE**. We are pleased to inform you that the Special Events Committee (SEC) and Convention and Visitor's Advisory Board (CVAB) has recommended funding up to **AMOUNT** for this event. This funding is for reimbursement of **DETAIL EXPENSES**, based on your **AMOUNT** estimated room nights.

This letter details the post event funding requirements. The city funded Special Events are funded exclusively by the Hotel Occupancy Tax. These funds are designed to help promote events and programs that result in overnight visitation to South Padre Island.

The South Padre Island CVB logo and wording indicating Hotel Occupancy Tax funds were used to support the event must be included on all publicity and advertising materials and websites. Please contact this office for an electronic copy of the *SPI Logo* and include examples of all promotional materials with your Post Event Report.

To qualify for reimbursement, you must provide the following **15 days post event**:

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

Please provide the following within **30 days post event**:

3. An original invoice made out to:
The City of South Padre Island
Attn: Marisa Amaya
7355 Padre Blvd.
South Padre Island, TX. 78597
4. Copies of vendor invoices that support expenses you have paid for which you are requesting reimbursement.
5. Proof that these invoices have been paid, to include a copy of the front and back of a cleared check(s) or credit card receipt(s).
6. Copies of marketing or advertising materials, websites showing South Padre Island logo.

Upon receipt of your completed Post Event Report, the request for reimbursement will be reviewed by the Special Events Committee and the Convention and Visitor's Advisory Board. Once approved, it will be forwarded to finance to be processed for payment. Back up documentation for reimbursement received later than 30 days of the event and will lose the opportunity to be reimbursed.

Thank you for your cooperation. Please keep us updated as to the status of your event and let us know how we may provide further assistance. If you have questions, please call our office at (956) 761-3834.

Special Events Team,
South Padre Island CVB