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

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

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

1. Call to order

2. Pledge of Allegiance

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

4. Consent Agenda
   Approve the following special events post event reports and recommend approval to the Convention and Visitors Advisory Board:

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

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

   4.3. Consent to approve the Valley Haven post report.

5. Regular Agenda
   Discussion and action to approve the following funding requests for special events:

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

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

5.4. Discussion and action to approve the funding request for Ron Hoover Fishing Tournament.

5.5. Discussion and action to approve the funding request for Shallow Sport Fishing Tournament.

6. Adjourn

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

DATED ON THIS DATE NOVEMBER 1, 2019

Rosa Zapata, Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON NOVEMBER 1, 2019, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, Executive Services Specialist

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

Page 2 of 2
MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

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

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
POST EVENT REPORT

Today's Date: October 8, 2019

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

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

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

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

Organization Information

Name of Organization: Jaime Jorge Zapata Foundation
Address: P.O. Box 423
City, State, Zip: Port Isabel, TX 78578
Contact Name: Betty Wells
Contact Cell Phone Number: 956-661-1052
Contact email: fish@alpha5195.com

Event Information

Name of Event or Project: 3rd Annual Jaime J. Zapata Fishing Tournament
Date(s) of Event or Project: Sept. 13 & 14, 2019
Primary Location of Event or Project: South Padre Island, TX
Amount Requested: $5000.00
Amount Received: $5000.00
How many years have you held this Event or Program: 3
Event Funding Information

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

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 400
2. What was the actual attendance at the event? 190
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 100
4. How many room nights did you actually generated by attendees of this event? 65
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
   - This Year: 65
   - Last Year: 35
   - Two Years Ago: 30
   - Three Years Ago: 
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? Zip codes

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

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
   - [ ] Newspaper: $  
   - [ ] Radio: $  
   - [X] TV: $5000.00 In Kind  
   - [ ] Other Paid Advertising: $  
   - [ ] Social Media: $500.00  
   - [ ] Number of Press Releases to Media:  3  
   - [ ] Number emails to out-of-town recipients:  500  
   - [ ] Other Promotions: Facebook, Flyers, brochures, program book, social media, website  

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

3. Did you negotiate a special rate or hotel/event package to attract overnight stays?  No  

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
   Increased social media; expanded information to law enforcement agencies  

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

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

2. What was the weather like during the event?
   - Fair

3. Were there any other facts that may have affected on the event?
   - No

Signature

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com
Welcome to the 3rd Annual
Jaime J. Zapata Fishing Tournament

5 NEWS

Hilton Garden Inn
South Padre Island

Noble

La Copa Inn

Embassy Suites
by Hilton
McAllen Convention Center

Home2 Suites by Hilton
McAllen Convention Center

La Quinta Inn & Suites

Walmart

Ray Thomas

EGS

Brownsville Children's Clinic
Dr. Asim Zamar
M.D., FA.A.R
SO EPIC.

SO PADRE

ANGLER'S GUIDE TO SOUTH PADRE ISLAND
EXPERIENCES FOR YOUR NEXT BIG CATCH

OFF THE HOOK FISHING ON SOUTH PADRE ISLAND

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

SALTWATER FISHING

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

NEARSHORE (BAY)

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

OFFSHORE

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

DEEP SEA

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

THE JETTIES

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

COOK YOUR CATCH

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

SO MEMORABLE. SO PADRE.
Book a Guide & Plan Your Trip at sopadre.com
Jaime J. Zapata Fishing Tournament

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

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

For more information please contact Tournament Director Betty Wells at 956-561-1052 or visit:
https://alpha5195.com/... See More
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<tr>
<th>DESCRIPTION</th>
<th>TAXABLE(*)</th>
<th>AMOUNT</th>
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<tr>
<td>W.O.#219-06/PRODUCTION AND COORDINATION OF THE 3RD ANNUAL JAIME J. ZAPATA FISHING TOURNAMENT POSTER, BROCHURE WITH REGISTRATION FORM AND 36 PAGE PROGRAM BOOK/INCLUDES UPDATES ON ALL FORMS, UPDATES TO WEBSITE, T-SHIRT DESIGN AND BUSINESS CARD LAYOUT</td>
<td>3,475.00</td>
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<td>PRINTING/1,000 FULL COLOR, 36 PAGE PROGRAM BOOKS FOR THE 3RD ANNUAL JAIME J. ZAPATA FISHING TOURNAMENT</td>
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<td>PRINTING/2,500 8.5&quot; X 11&quot;, FULL COLOR, TRI-FOLD REGISTRATION BROCHURES WITH ENTRY FORM INSERT</td>
<td>591.75</td>
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**TOTAL THIS JOB:** 7,021.25

**TOTAL THIS INVOICE:** 7,021.25

**Terms:** NET 10 DAYS. 1.5% /MONTH LATE CHARGE AFTER 30 DAYS
Amount: -7021.25
Description: Check
Check Number: 75
Posted Date: 9/13/2019
Transaction Type: History
## 2019 Jaime J. Zapata Fishing Tournament Budget

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<td>Registration Fees</td>
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<td>Raffle, Pot Donations, etc.</td>
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<td><strong>Expenses:</strong></td>
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<td>Trophies</td>
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<td>Dues</td>
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<td>Scholarships</td>
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<td><strong>Estimated Net Profit</strong></td>
<td><strong>$6,875</strong></td>
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<td><strong>$14,611</strong></td>
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MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM
Consent to approve the SPI Pride post event report.

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

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

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
South Padre Island Convention & Visitors Bureau

Post Event Report
POST EVENT REPORT

Today's Date: 10/17/19

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

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

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

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

Organization Information

Name of Organization: SPI PRIDE
Address: 120 E Ato1 St
City, State, Zip: SPI, TX 78597
Contact Name: Jay Calser
Contact email: JeyCalser0999@gmail.com
Contact Cell Phone Number: 956-592-8619

Event Information

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

1. Actual percentage of funded event costs covered by hotel occupancy tax: 23.9%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): N/A
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): N/A
4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? No Profit - $62,770 Loss

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

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

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
   - [ ] Newspaper: $2,775.38
   - [ ] Radio:  
   - [ ] TV:  
   - [ ] Other Paid Advertising: Facebook $2,775.38
   - [ ] Number of Press Releases to Media: 50
   - [ ] Number emails to out-of-town recipients: Website $990
   - [ ] Other Promotions: Brochures, Flyers, Banners $2,499.28

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

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? No

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
   - Facebook, Flyers, Brochures, Road trips to all big cities in Texas

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

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

5. Please note any other success indicators of your event: Positive Reviews on Facebook
Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event?  
   N/A

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 
   N/A

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? 
   N/A

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   - Tousen Graphics
   - Upper Deck Hotel
   - Breakaway Cruises
   - Mangaritas on the beach
   - Clayton's

2. What was the weather like during the event?
   - Lost power on Thursday night.
   - Cold front & rain came in on Friday afternoon until Sunday.

3. Were there any other facts that may have affected on the event?
   - Loss of power Thursday night

Signature  

Date  10/17/19

Submit to complete applications to:

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

South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd, South Padre Island, TX 78597
(956) 761-3000 | (956) 761-3024 Fax | www.sopadre.com
### Recent Ads on SPI PRIDE
Ads activity is reported in the time zone of your ad account.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Title</th>
<th>Reach</th>
<th>Engagement</th>
<th>Spend</th>
<th>Notes</th>
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<tr>
<td><strong>Post Engagements</strong></td>
<td>South Padre Island PRIDE Festival &amp; Parade O...</td>
<td>2,230</td>
<td>207</td>
<td>$168.13</td>
<td><a href="#">View Results</a></td>
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<tr>
<td></td>
<td>Promoted by John Carlson on Sep 30, 2019</td>
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<td></td>
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<td><strong>Ticket Sales</strong></td>
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<td><strong>Post Engagements</strong></td>
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<tr>
<td><strong>Ticket Sales</strong></td>
<td>SPI Pride Festival and Parade</td>
<td>50,753</td>
<td>1,000</td>
<td>$497.40</td>
<td><a href="#">View Results</a></td>
</tr>
<tr>
<td></td>
<td>Promoted by John Carlson on Sep 27, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Completed</td>
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</tr>
<tr>
<td><strong>Post Engagements</strong></td>
<td>South Padre Island PRIDE &amp; PARADE - Special ...</td>
<td>45,536</td>
<td>2,576</td>
<td>$400.00</td>
<td><a href="#">View Results</a></td>
</tr>
<tr>
<td></td>
<td>Promoted by John Carlson on Sep 23, 2019</td>
<td></td>
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<tr>
<td></td>
<td>Completed</td>
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<td>1,507</td>
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<td><a href="#">View Results</a></td>
</tr>
<tr>
<td></td>
<td>Promoted by John Carlson on Sep 23, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Completed</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Post Engagements</strong></td>
<td>South Padre Island PRIDE &amp; PARADE Special ...</td>
<td>28,472</td>
<td>1,774</td>
<td>$612.83</td>
<td><a href="#">View Results</a></td>
</tr>
<tr>
<td></td>
<td>Promoted by John Carlson on Sep 15, 2019</td>
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<td></td>
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<tr>
<td><strong>Event Responses</strong></td>
<td>SPI Pride Festival and Parade</td>
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<td>1,509</td>
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</tr>
<tr>
<td></td>
<td>Promoted by John Carlson on Jul 11, 2019</td>
<td></td>
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<tr>
<td></td>
<td>Completed</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Show more details in Ads Manager

![Image of ad manager with $2,775.38](https://www.facebook.com/SPIPride/ad_center/?refSource=www_consolidated_promote_button&section=all_promotions)
Performance
You've spent $270.00 over 75 days.

Event Responses
People Reached 124,335
1,509

Cost per Event Response
$0.18

Activity
Activity on Facebook

Link Clicks
1,937

Event Responses
1,509

Comments
20

By clicking Add Budget, you agree to Facebook’s Terms & Conditions | Help Center
### View Results

#### Overview

**Performance**
You've spent $612.83 over 24 days.

- **Post Engagement**
  - People Reached: 28,472
  - 1,774
  - Cost per Post Engagement: $0.35

#### Activity

**Engagement on Facebook**

- Link Clicks: 4
- Photo Clicks: 212
- Comments: 177

**Reset Your Account Spending Limit**
This budget exceeds your account spend limit. Reset and we'll let you know when you reach your limit ag spent.

**Preview**
South Padre Island PRIDE & PARAD offer Limited time only! 50 percent of NOW until October 8th! Enter DISCC SIP-PARAD to receive this special offer.

**Are you satisfied with this ad?**

**Audience**

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

---

https://www.facebook.com/SPIprade/ad_center/?refSource=www_consolidated_promote_button&section=all_promotions

25
View Results

Performance
You've spent $399.95 over 10 days

Post Engagement
People Reached 20,516
Cost per Post Engagement $0.27

1,507

Activity

Engagement on Facebook

Link Clicks 71
Photo Clicks 128
Comments 150

Reset Your Account Spending Limit
This budget exceeds your account spend limit. Re- and we’ll let you know when you reach your limit ag spent.

Preview
South Padre Island Pride Parade Wi Carts, or come on a Float all are well best Float Contest and WIN a Troph agest www.spipride.com Tickets http

Highlighted Comment
Potential customers are commenting on your ac Conversation.

Dani Disonia Sooo cool hope I can make

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

https://www.facebook.com/SPIPride/ad_center/?refSource=www_consolidated_promote_button&section=all_promotions
### View Results

#### Overview

<table>
<thead>
<tr>
<th>Performance</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>You've spent $497.40 over 12 days</td>
<td></td>
</tr>
</tbody>
</table>

**Link Clicks**

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Cost per Link Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,753</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

1,000

**Activity**

**Activity on Facebook**

<table>
<thead>
<tr>
<th>Link Clicks</th>
<th>Page Like</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>1</td>
<td>88</td>
</tr>
</tbody>
</table>

**Reset Your Account Spending Limit**

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

**Preview**

SPI PRIDE is a NEW Gay Pride Festival on South Padre Island www.spiride.com

**Are you satisfied with this ad?**

**Audience**

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

---

https://www.facebook.com/SPIpride/ad_center/?refSource=www_consolidated_promote_button&section=all_promotions
<table>
<thead>
<tr>
<th>View Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
</tr>
<tr>
<td><strong>Performance</strong></td>
</tr>
<tr>
<td>You've spent $171.65 over 10 days</td>
</tr>
<tr>
<td>Purchases</td>
</tr>
<tr>
<td>0</td>
</tr>
<tr>
<td><strong>Activity</strong></td>
</tr>
<tr>
<td><strong>Activity on Facebook</strong></td>
</tr>
<tr>
<td>Link Clicks</td>
</tr>
<tr>
<td>Page Likes</td>
</tr>
<tr>
<td>Comments</td>
</tr>
</tbody>
</table>

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

Reset Your Account Spending Limit
This budget exceeds your account spend limit. Res and we'll let you know when you reach your limit ag spent.

SPI PRIDE is a NEW Gay Pride Fest: PARADE on South Padre Island for the community and friends October 9th. This event replaces the previous Sp

Are you satisfied with this ad?

https://www.facebook.com/SPIPride/ad_center/?refSource=www_consolidated_promote_button&section=all_promotions
View Results

Overview  Edit

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

Request Manual Review

Performance
You've spent $168.13 over 8 days.

<table>
<thead>
<tr>
<th>Post Engagement</th>
<th>People Reached</th>
<th>2,230</th>
</tr>
</thead>
<tbody>
<tr>
<td>267</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cost per Post Engagement $0.63

Activity

Engagement on Facebook

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

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

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

https://www.facebook.com/SPI Pride ad center?refSource=www_consolidated_promote_button&section=all_promotions
OCT 9  SPI Pride Festival and Parade
   Wednesday, October 9, 2019 at 8:00 PM

Event Performance

161.5K People Reached
2.5K Responses
157 Ticket Clicks

Audience
Ticket link clicks

Women 18-24
29% of tickets clicked

Brownsville, Texas
19% of tickets clicked

Thanks for hosting your event on Facebook

https://www.facebook.com/events/2291909507503558/insights/
### 5PI Pride Festival and Parade

<table>
<thead>
<tr>
<th>City</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterey, Nuevo Leon, Mexico</td>
<td>5.69%</td>
</tr>
<tr>
<td>Saltillo, Mexico</td>
<td>2.83%</td>
</tr>
<tr>
<td>Reynosa, Tamaulipas</td>
<td>4.83%</td>
</tr>
<tr>
<td>La Coste, Texas</td>
<td>2.8%</td>
</tr>
<tr>
<td>Beach Grove, Kentucky</td>
<td></td>
</tr>
</tbody>
</table>

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https://www.facebook.com/events/2291989507503558/insights/
South Padre Island Pride Fest

SPI PRIDE
South Padre Island Pride

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

Social offer Limited time only!

percent off your ticket until October 8th.

Use DISCOUNT CODE: SPIPRIDE to receive this special offer!

<table>
<thead>
<tr>
<th>At your tickets</th>
<th>Calendar</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social offer</td>
<td>When</td>
<td>The Inn</td>
</tr>
<tr>
<td>Limited time only!</td>
<td>Oct 9th to 13th</td>
<td>AT SOUTH PADRE</td>
</tr>
<tr>
<td>percent off your ticket until</td>
<td>on</td>
<td>1709 Padre Blvd</td>
</tr>
<tr>
<td>October 8th.</td>
<td>South Padre Island.</td>
<td>(956) 761-5658</td>
</tr>
<tr>
<td>Use DISCOUNT CODE: SPIPRIDE to receive this special offer!</td>
<td>Daily events</td>
<td>THEINNSOUTHPADRE.COM</td>
</tr>
<tr>
<td>&amp; entertainment.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Entertainers


https://www.spipride.com
Contact Info - Pride Headquarters

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

956-761-5953

info@spipride.com
Invoice for SPI Pride
Website
9/28/19

Design

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

Total amount due $750
### Recent Ads on SPI PRIDE

Ads activity is reported in the timezone of your ad account.

<table>
<thead>
<tr>
<th>Post Engagements</th>
<th>People Reached</th>
<th>Posts Engaged</th>
<th>Spend</th>
<th>View Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Padre Island PRIDE Festival &amp; Parade On...</td>
<td>2,230</td>
<td>267</td>
<td>$168.13</td>
<td>View Results</td>
</tr>
<tr>
<td>Promoted by John Carlsson on Sep 30, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>People Reached</td>
<td>Purchases</td>
<td></td>
<td>View Results</td>
</tr>
<tr>
<td>SPI Pride Festival and Parade</td>
<td>28,824</td>
<td>--</td>
<td>$171.65</td>
<td>View Results</td>
</tr>
<tr>
<td>Promoted by John Carlsson on Sep 29, 2019</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Engagements</td>
<td>People Reached</td>
<td>Post Engagement</td>
<td>$255.42</td>
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<tr>
<td><a href="http://www.spiride.com">www.spiride.com</a></td>
<td>7,836</td>
<td>620</td>
<td></td>
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<tr>
<td>Promoted by John Carlsson on Sep 27, 2019</td>
<td>Active</td>
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<td></td>
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</tr>
<tr>
<td>Ticket Sales</td>
<td>People Reached</td>
<td>Link Clicks</td>
<td>$497.40</td>
<td>View Results</td>
</tr>
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<td>SPI Pride Festival and Parade</td>
<td>50,753</td>
<td>1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoted by John Carlsson on Sep 27, 2019</td>
<td>Active</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Post Engagements</td>
<td>People Reached</td>
<td>Post Engagement</td>
<td>$400.00</td>
<td>View Results</td>
</tr>
<tr>
<td>South Padre Island PRIDE &amp; PARADE - Special ...</td>
<td>45,536</td>
<td>2,576</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoted by John Carlsson on Sep 12, 2019</td>
<td>Completed</td>
<td></td>
<td></td>
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</tbody>
</table>

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<td>$399.95</td>
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<td>South Padre Island PRIDE &amp; PARADE Special ...</td>
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<td>1,774</td>
<td>$612.83</td>
<td>View Results</td>
</tr>
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<td>Promoted by John Carlsson on Sep 12, 2019</td>
<td></td>
<td></td>
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<table>
<thead>
<tr>
<th>Event Responses</th>
<th>People Reached</th>
<th>Event Responses</th>
<th>Spend</th>
<th>View Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPI Pride Festival and Parade</td>
<td>124,335</td>
<td>1,508</td>
<td>$270.00</td>
<td>View Results</td>
</tr>
<tr>
<td>Promoted by John Carlsson on Jul 11, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Show more details in Ads Manager

Total Spent: $2,775.38

---

https://www.facebook.com/SPIDRide/ad_center?refSource=www_consolidated_promote_button&section=all_promotions
### Invoice

**BILL TO**
Jay Carlsen  
120 E. Atol  
South Padre Island, TX  
78597  
jaycar0499@gmail.com  
Attn: J., Carlsen

**INVOICE #** 27459  
**DATE** 08/06/2019  
**DUE DATE** 08/06/2019  
**TERMS** Due on receipt

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

**SUBTOTAL** 304.00  
**TAX (8.25%)** 25.08  
**TOTAL** 329.08  
**BALANCE DUE** $329.08

---

*Signature: 1829  
8/1/19*
TOUCAN GRAPHICS
Accounting Dept.
14725 S Padre Island Dr., Unit 4
Corpus Christi, TX 78418 US
(361)949-1400
accounting@toucangraphics.net

INVOICE

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

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

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>SUBTOTAL</td>
<td>1,878.00</td>
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<tr>
<td>TAX (8.25%)</td>
<td>154.94</td>
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<td>TOTAL</td>
<td>2,032.94</td>
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<td>BALANCE DUE</td>
<td>$2,032.94</td>
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</tbody>
</table>

# 1914
10/7/19
TOUCAN GRAPHICS
Accounting Dept.
14725 S Padre Island Dr., Unit 4
Corpus Christi, TX  78418 US
(361)949-1400
accounting@toucangraphics.net

INVOICE

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

INVOICE # 27794
DATE 10/02/2019
DUE DATE 10/02/2019
TERMS Due on receipt

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>QTY</th>
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</thead>
<tbody>
<tr>
<td>Signs</td>
<td>1</td>
<td>130.00</td>
<td>130.00T</td>
</tr>
<tr>
<td>10' x 3' Banner w/Pole Pocket and Grommets - SPI Pride</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td>1</td>
<td>110.00</td>
<td>110.00T</td>
</tr>
<tr>
<td>10' x 3' Banner w/Grommets Only - SPI Pride</td>
<td></td>
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</table>

SUBTOTAL 240.00
TAX (8.25%) 19.80
TOTAL 259.80
BALANCE DUE $259.80
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<td>Facebook</td>
<td>Professional Services</td>
<td>John C. ...2889</td>
<td>$600.00</td>
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<tr>
<td>Oct 01</td>
<td>Facebook</td>
<td>Professional Services</td>
<td>John C. ...2889</td>
<td>$355.67</td>
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<tr>
<td>Sep 30</td>
<td>Facebook</td>
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<td>John C. ...2889</td>
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<tr>
<td>Sep 28</td>
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<td>Gas/Automotive</td>
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<tr>
<td>Sep 27</td>
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<td>Utilities</td>
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<td>Sep 27</td>
<td></td>
<td>Merchandise</td>
<td></td>
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<tr>
<td>Sep 25</td>
<td></td>
<td>Gas/Automotive</td>
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<td></td>
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<td>Payment</td>
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<tr>
<td>Sep 21</td>
<td>Lawdep</td>
<td>Merchandise</td>
<td>John C. ...2889</td>
<td></td>
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<tr>
<td>Sep 21</td>
<td></td>
<td>Merchandise</td>
<td>John C. ...2889</td>
<td></td>
</tr>
<tr>
<td>Sep 20</td>
<td>Toucan Graphics</td>
<td>Other Services</td>
<td>John C. ...2889</td>
<td>$137.26</td>
</tr>
<tr>
<td>Date</td>
<td>Description</td>
<td>Category</td>
<td>Amount</td>
<td>Total</td>
</tr>
<tr>
<td>--------</td>
<td>---------------</td>
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<tr>
<td>Sep 18</td>
<td>Facebook</td>
<td>Professional Services</td>
<td>$250.00</td>
<td>$4,854.26</td>
</tr>
</tbody>
</table>
PAY TO THE ORDER OF: Tuscan Graphics

$259.80 DOLLARS

MEMO

Authorized Signature

Security Features Included

10/2/19

UPPER DECK HOTEL & BAR LLC
P.O. BOX 3799
SOUTH PADRE ISLAND, TX 78587

1915

AUTHORID SIGNATURE
upper deck hotel & bar llc
p.o. box 2769
south padre island, tx 78597

pay to the order of: toucan graphics

$2032.94
two thousand thirty-two dollars

memo:

00194
411132299407604857800

10/7/19
PAY TO THE ORDER OF Toucan Graphics $329.08

Three Hundred Twenty-Nine and 08/100

Toucan Graphics

MEMO Posters & Flyers

Authorized Signature

8/8/2019
Love is Love
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM

MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

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

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
South Padre Island Convention & Visitors Bureau

Post Event Report
POST EVENT REPORT

Today's Date: 10/18/2019

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

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

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

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

Organization Information

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

Event Information

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

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

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

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

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
   - Newspaper: $388.00
   - Radio: $
   - TV: $1,000
   - Other Paid Advertising: $1,200
   - Number of Press Releases to Media:
   - Number emails to out-of-town recipients:
   - Other Promotions: 1,000

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

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

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? Facebook, newspaper and TV Ads

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

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

5. Please note any other success indicators of your event: N/A
# Fundraising Event Budget for 5th Annual Fishing Tournament

## Income

<table>
<thead>
<tr>
<th>Event Attendees</th>
<th>Actual</th>
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## Sponsorships

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## Donations

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## Fundraising Event Budget

### Expenses

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<th>Facility</th>
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<tbody>
<tr>
<td>Venue rental</td>
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<tr>
<td>Table and chair rentals</td>
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<tr>
<td>Linens</td>
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<tr>
<td>Security</td>
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<tr>
<td>Sound system/Speakers/Mic.</td>
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<td>Other</td>
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<tr>
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<td>Lighting, candles, balloons</td>
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<td>Signs (Instructual)</td>
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<table>
<thead>
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<th>Publicity &amp; Marketing</th>
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<tbody>
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<td>DoJiggy event management website</td>
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<td>Add. participants - DoJiggy website</td>
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<tr>
<td>TV/radio commercials</td>
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<td>Press releases</td>
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<tr>
<td>Event planner/PR firm fees</td>
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<tr>
<td>Design Fees (promotional materials/ads)</td>
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<td>Other</td>
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<td>Event insurance</td>
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<tr>
<td>Telephone fees</td>
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<tr>
<td>Taxes, event permits</td>
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<td></td>
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<tr>
<td>Credit card fees</td>
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<tr>
<td>Raffle Items &amp; Supplies</td>
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<tr>
<td>Marketing (Donated)</td>
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<tr>
<td>Staff Gratuities</td>
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<tr>
<td>Bottled Water</td>
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<td>Other</td>
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<tr>
<td><strong>Totals</strong></td>
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<td>$2,322.00</td>
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<table>
<thead>
<tr>
<th>Program Details</th>
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<tbody>
<tr>
<td>Performers/celebrities</td>
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<tr>
<td>Auctioneer</td>
<td></td>
<td></td>
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<tr>
<td>Travel/hotel for performers</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Totals</strong></td>
<td>$0.00</td>
<td>$0.00</td>
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<table>
<thead>
<tr>
<th>Prizes &amp; Auction Items</th>
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<tbody>
<tr>
<td>Sponsors gifts</td>
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<td>Goody bags</td>
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<td>Volunteer gifts</td>
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<td>Gift certificates</td>
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<td>Auction/Raffle items that could not be donated</td>
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<tr>
<td>Plaques</td>
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<td>$561.00</td>
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<tr>
<td>Angler Shirts</td>
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<td>Prize Money</td>
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<td><strong>Totals</strong></td>
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<td>Event Programs</td>
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<td>Graphic design</td>
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'DOJIGGY COOL TOOLS FOR NON-PROFITS'
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<tr>
<th>Actual</th>
<th>Total income</th>
<th>Total expenses</th>
<th>Total profit (or loss)</th>
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<tbody>
<tr>
<td>$33,882.00</td>
<td>$15,698.06</td>
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<td>$18,183.94</td>
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</tbody>
</table>

**Fundraising Event Budget**

**Profit - Loss Summary**
Office DEPOT
OfficeMax

166137 Color SS Hinge 5 B 1.44
Coupon - 56106743 8.20
You Pay 9.65
16699 Color SS Hinge 1.49
Cost + - 56106743 0.28
You Pay 1.77
Coupon Number - 56106743 1.16

Subtotal 9.65
Sales Tax 0.41
Total 10.06
Debit Card 8609

TDS Chip Read
AID 00000000980840 us Data
TVR 8000048000
CVS PIN Verified

MARK TREVINO.1910139488
Please create your online rewards
account at officedepot.com/rewards.
You must complete your account to
claim your rewards and view your
status.
Total Savings $0.41
COMPANY: Valley Haven Inc.
ADDRESS: 5501 U. Bus 83 Hailey, TX 75552
PHONE: 482-466-2667

CLIENT NAME: Mark Travis
EMAIL: Mark.Travis@ValleyhavenInc.org

DATE: _____________ TIME: _____________ DUE DATE: _____________
☐ Pick up ☐ Delivery ☐ Order By: _____________

COMPANY: Valley Haven Inc.
ADDRESS: 5501 U. Bus 83 Hailey, TX 75552
PHONE: 482-466-2667

CLIENT NAME: Mark Travis
EMAIL: Mark.Travis@ValleyhavenInc.org

DATE: _____________ TIME: _____________ DUE DATE: _____________
☐ Pick up ☐ Delivery ☐ Order By: _____________

Size: H ______ W ______
Quantity: ______ Double Sided: ☐ Y ☐ N

ART WORK PROVIDED: ☐ Y ☐ N
FILE NAME: _____________

DESCRIPTION

for discounted reservation
call: 956-961-1160
use code 733662

VISA

Subtotal: _____________ Tax: _____________ Total: _____________

☐ Coroplast ☐ Banner ☐ Cut Vinyl ☐ Frosted ☐ Lamination ☐ Grommets ☐ ☐ ☐ ☐ ☐
☐ IN HOUSE ☐ ON SITE INSTALLATION

☐ Vehicle Wrap ☐ Window Perforated ☐ Magnetic ☐ Reflective

Special vinyls

Deposit $120

 THANK YOU

Merchant ID: 154848252
TRANSACTION DATE: 9/26/2013
TRANSACTION AMOUNT: 245.00
TRANSACTION TYPE: Sale
Entry Method: Manual
Batch: 0000000
Approval Code: 000000
Card Code: 000
Reason Code: 000
## VALLEY HAVEN

**Client:** direct  
**Advertiser:** VALLEY HAVEN  
**Product:** N/A

**Primary Demo:** Adults 18-34  
**Office:** KGBT-TV Channel 4  
**1212 W. Expressway 83**  
**Pharr, Texas 78577**  
**Flight Dates:** 8/26/2019 to 9/22/2019

**Contact:** Ralph DeAnda  
**Phone:** 956-739-3772  
**Fax:** 956-782-0949  
**Email:** radeanda@sbgtv.com

### Daypart Dpt Cost Au Se Total Spots

<table>
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<tr>
<th>Daypart</th>
<th>Dur</th>
<th>Dpt Code</th>
<th>COST</th>
<th>Au</th>
<th>Se</th>
<th>Total Spots</th>
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<tbody>
<tr>
<td>Harlingen-Wsico-Brnsvl-McA Jun19 DMA Rentrek Live Only KGBT-TV</td>
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<td></td>
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<td>M-F 7a-9a</td>
<td>15</td>
<td>EM</td>
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<td>EM</td>
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<td>EM</td>
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<td>FULL MEASURE WITH SHARYL ATKISSON</td>
<td>Jun19 Rentrek Live Only</td>
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<td>M-Su 5a-12m</td>
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</tr>
<tr>
<td>Total CPP/CPM:</td>
<td>57.4</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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

---

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

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

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

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

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Dpt Code</th>
<th>COST</th>
<th>Au</th>
<th>Se</th>
<th>Total Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGBT-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>25</td>
<td>2</td>
<td>9 16 A 18-34</td>
</tr>
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COST

Sep 19 $1,000

Signature: ____________________________

Disclaimer:
## Insertion Order

**Topic:** Internet  
**Product:** MM Digital AIM  
**Rate Card:** Targeted Display  
**Layout Note:** Valley Haven Targeted Display

<table>
<thead>
<tr>
<th>Run Date:</th>
<th>End Date:</th>
<th>Billing Note</th>
<th>Topic:</th>
<th>Size:</th>
<th>Colors:</th>
<th>Quantity:</th>
<th>Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/20/19</td>
<td>09/20/19</td>
<td></td>
<td>Internet</td>
<td>RON</td>
<td></td>
<td>96,000</td>
<td>$1,200.00</td>
</tr>
</tbody>
</table>

**Notes:**

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

**Signature:**  
**Name:**  
**Date:**  

**Solution Std. Cost:** $1,200.00  
**ASK Savings:** $0.00  
**Solution Investment:** $1,200.00  

**Reach:** 96,000  
**CPM:** $12.50
TOUCAN GRAPHICS
Accounting Dept.
14725 S Padre Island Dr., Unit 4
Corpus Christi, TX 78418 US
(361)949-1400
accounting@toucangraphics.net

INVOICE

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

INVOICE # 27697
DATE 09/18/2019
DUE DATE 09/18/2019
TERMS Due on receipt

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>QTY</th>
<th>RATE</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>Design</td>
<td>1</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>Art Services: Set-up sponsors banner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td>1</td>
<td>196.00</td>
<td>196.00</td>
</tr>
<tr>
<td>7' x 7' Step and Repeat Banner</td>
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<tr>
<td>Signs</td>
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<td>128.00</td>
<td>128.00</td>
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<td>8' x 4' General Banner</td>
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<td>96.00</td>
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<tr>
<td>6' x 4' Sponsors Banner</td>
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<td></td>
<td></td>
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BALANCE DUE $445.00
### Proposal

**Topic:** Special Tab  
**Product:** CC ROP  
**Rate Card:** CC ROP Color

<table>
<thead>
<tr>
<th>Run Date:</th>
<th>End Date:</th>
<th>Billing Note</th>
<th>Topic:</th>
<th>Size:</th>
<th>Colors:</th>
<th>Quantity</th>
<th>Order #:</th>
<th>Product Cost:</th>
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</thead>
<tbody>
<tr>
<td>09/20/19</td>
<td></td>
<td></td>
<td>Special Tab</td>
<td>Full Pg CC 4 x 10</td>
<td>3 Colors</td>
<td>1</td>
<td></td>
<td>$38</td>
</tr>
</tbody>
</table>

**Notes:**

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

**Solution Std. Cost:** $388.00  
**ASK Savings:** $0.00

**Solution Investment:** $388.00
Promote Event

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

Status: Completed

Start Date: August 18, 2019 at 5:29 PM

End Date: September 20, 2019 3:03 PM

Amount Spent: $800 / $800

Audience: Male, female, 18-65

Boosted By: Kristen Galbreath Millon

Increase Budget
Create New Ad

Reach More People

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

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

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

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

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

Results From Your Ad

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Message Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>26,968</td>
<td>4</td>
</tr>
</tbody>
</table>

View Detailed Results

Feedback

Are you satisfied with this ad?

- No
- Yes

Overview

- Status: Completed
- Start Date: September 17, 2019 at 5:27 PM
- End Date: September 22, 2019 at 12:04 AM
- Amount Spent: $200 / $200
- Audience: Male/Female, 18–55+
  - 1 location
- Boosted By: Mark Trevino
MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget

FY 18/19 – $5,000 was approved.
FY 18/19 – Convention Centre In-Kind $9,100 was given.

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Approve funding request and recommend to CVAB for approval.
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application
Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today's Date: 10/15/19

ORGANIZATION INFORMATION

Name of Organization: South Padre Island Chamber of Commerce
Address: 610 Padre Blvd.
City, State, Zip: South Padre Island, TX 78597
Contact Name: Roxanne M. Ray Contact Email: roxanne@spichamber.com
Contact Office Phone Number: 956 761 4412
Contact Cell Phone Number: 956 545 4379
Website Address for Event or Sponsoring Entity: spichamber.com
Non-Profit or For-Profit status: 501 (c) 6 Tax ID #: 742572775
Entity’s Creation Date: February 1989
Purpose of your organization:

Promote business and tourism on South Padre Island.

EVENT INFORMATION

Name of Event: 39th Annual Ladies Kingfish Tournament
Date(s) of Event: August 7, 8, 9, 2020
Primary Location of Event: South Padre Island Convention Centre
Amount Requested: $5000.00 for marketing
Primary Purpose of Funded Activity/Facility:

To promote South Padre Island as a fishing and leisure travel destination.
How will the hotel tax funds be used? (please attach a list of the hotel tax funded expenditures?)

Marketing for our tournament.

Percentage of Hotel Tax Support of Related Costs

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

65% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

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

Thursday setup, Friday registration, Sunday awards lunch.

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

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

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

c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 5000.00 

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

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

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

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

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

______________________________________________

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

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

______________________________________________

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

______________________________________________

What percentage of the ridership will be local citizens? ______________________________

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

What tourist attractions will be the subject of the signs?

______________________________________________

______________________________________________

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 38 years


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

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

Will you reserve a room block for this Event at an area hotel(s)? No

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

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>$5000 (marketing)</td>
<td></td>
</tr>
<tr>
<td>August 2018</td>
<td>$5000 (marketing)</td>
<td></td>
</tr>
<tr>
<td>August 2017</td>
<td>$2000 (marketing)</td>
<td></td>
</tr>
</tbody>
</table>

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?
Our event registration form includes a lodging survey. Completed survey forms are gathered and provided to the CVB Staff.

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

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

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?
Estimate $30,000 net profit which goes into the SPI Chamber operational budget and provides the resources to sustain our operations and to carry out our fishing tournament as well as other programs and events for our business community.

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

- Newspaper: $1000.00
- Radio: $500.00
- TV: $100.00
- Website, Social Media: $3000.00
- Other Paid Advertising: $1000.00

Anticipated Number of Press Releases to Media: 5-10 May, June, July
Anticipated Number Direct Emails to out-of-town recipients: 1200

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

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

Will you negotiate a special rate or hotel/event package to attract overnight stays? No.

[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event?
Event listing on CVB website events page, SPI Chamber website, Facebook, Chamber emails.

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

What geographic region(s) are you marketing to?
Rio Grande Valley, Coastal Texas and throughout Texas using Facebook fishing sites and some Texas fishing related publication and websites.

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

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

What amount of event insurance do you have for your event and who is the carrier:
$1,000,000 general liability, Accord through Brisky & Perez.

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

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

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

Submit to complete applications to:

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

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Ladies Kingfish Tournament

Name of Event

10/15/19

Date Submitted

☐ Received and understood the separate Special Events Policy
☐ Received and understood the separate HOT Funding Guidelines
☐ Completed the South Padre Island Hotel Tax Funding Application form
☐ Enclosed a description of all planned activities or schedule of events (REQUIRED)
☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
☐ Enclosed an event map
☐ Enclosed security/safety plans
☐ Enclosed a complete detailed budget (REQUIRED)
☐ Enclosed an advertising/marketing and promotion plan (REQUIRED)
☐ Enclosed copies of promotional materials (if available)
☐ Enclosed a summary of previous special event experience of organizer(s)
☐ Enclosed a history of event (if previously produced)
☐ Indicated the type(s) of assistance requested
☐ In Room night projections, with back-up, for the Funded Event (REQUIRED)
☐ Indicated the amount of financial support (if requested)

Roxanne M. Ray

Print Name

10/15/19

Date
2020 Ladies Kingfish Tournament

Activities Overview

Wednesday – at the SPI Convention Centre

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

Thursday – at the SPI Convention Centre

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

Friday – at the SPI Convention Centre

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

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

Saturday – at the South Point Marina in Port Isabel

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

Sunday – at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with tickets can enjoy lunch starting at 11:00. There are cash bars for refreshments. Vendors are open and our event merchandise booth volunteers are selling items. Our raffle crew is selling tickets for the raffle until 12:00 noon. Trophies are on display. An announcer does the appropriate thank you to sponsors, donors, various dignitaries and guests. Winners are announced and awarded trophies. Raffle drawings are held. Angler’s challenge announces winners.
South Padre Island Chamber of Commerce  
2020 Ladies Kingfish Tournament  
October 2019 through September 2020

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Oct '19 - Sep</th>
<th>Budget</th>
<th>$ Over Budget</th>
<th>% of B...</th>
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<tbody>
<tr>
<td>Income</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>450000 - Ladies Kingfish Tournament -</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>411050 - Reg. Fees</td>
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<td>412050 - Sponsorship</td>
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<tr>
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<td>Gross Profit</td>
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<tr>
<td>Expense</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>620000 - Ladies Kingfish Tournament</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500050 - Promotion</td>
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<td>5,000.00</td>
<td>-5,000.00</td>
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<tr>
<td>502050 - Awards/Prizes/Trophies</td>
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<td>5,000.00</td>
<td>-5,000.00</td>
<td>0.0%</td>
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<tr>
<td>522050 - Food/Drink</td>
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<td>-4,500.00</td>
<td>0.0%</td>
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<td>562050 - Misc.</td>
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<td>290.00</td>
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<td>618050 - T-Shirts/Logo Items</td>
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<td>-3,390.00</td>
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<tr>
<td>619050 - Event Bags</td>
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<td>-26,150.00</td>
<td>0.0%</td>
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<tr>
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<tr>
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<tr>
<td>Net Income</td>
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<td>31,350.00</td>
<td>-31,350.00</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
2020 Ladies Kingfish Tournament Media Plan - Proposed

Lone Star Outdoors
Ad on website homepage – June and July

Texas Saltwater Fishing Magazine
¼ page full-color ad in July printed magazine
Large banner ad on website homepage – June and July

PI/SPI Guides Association Website
Ad on website homepage that links to event page for one year

Texas Sportsman Magazine
Full page color ad in June/July online magazine
Videos during event and while fishing and features on Texas Sportsman Show on Fox Channel 2

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

Saltwater Angler Magazine
Banner ad on website homepage in June and July

South Padre Island Street Banner
In median on Padre Blvd. two weeks prior to event

Parade
Three ¼ page color ads (every other week and alternated with Coastal Current)
We paid for two and Parade paid for one
Full page color thank you ad in August

Coastal Current
Three ¼ page color ads (every other week and alternated with Parade)
Full page color thank you ad in August

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

<table>
<thead>
<tr>
<th>Fishing Group</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>361 Fishing</td>
<td>39,000 members</td>
</tr>
<tr>
<td>Fishing Texas</td>
<td>19,000 members</td>
</tr>
<tr>
<td>RGV Fishing Fanatics</td>
<td>2,700 members</td>
</tr>
<tr>
<td>Texas Fishing</td>
<td>1,200 members</td>
</tr>
<tr>
<td>210 Fishing</td>
<td>38,000 members</td>
</tr>
<tr>
<td>Fishing Tournaments: SPI</td>
<td>68 members</td>
</tr>
<tr>
<td>Texas Fishing Group</td>
<td>7,500 members</td>
</tr>
<tr>
<td>SPI Fishing: The Jetties</td>
<td>452 members</td>
</tr>
<tr>
<td>Texas Flats Fishing</td>
<td>1,900 members</td>
</tr>
</tbody>
</table>

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

Registration forms and posters are also distributed during Port Mansfield and TIFT tournaments.
Ladies Kingfish Tournament – Room night estimate

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

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

Conservatively estimating 2 persons per room that would result in 45 one room nights. We would expect most to stay two nights for a total of 90 room nights.
MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget

FY 18/19 – $25,000 was approved.

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Approve funding request and recommend to CVAB for approval.
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application
Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today's Date: 09/30/19

ORGANIZATON INFORMATION

Name of Organization: Storm Science Network Inc.
Address: 19118 Nature Oaks
City, State, Zip: San Antonio, Texas, 78258
Contact Name: Alex Garcia
Contact Email: alex@wxguide.com
Contact Office Phone Number: 2105084454
Contact Cell Phone Number: 2105084454
Website Address for Event or Sponsoring Entity: www.hurricanecenterlive.com
Non-Profit or For-Profit status: ACTIVE
Entity’s Creation Date: 2001
Tax ID #: 20-5256421

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

EVENT INFORMATION

Name of Event: National Tropical Weather Conference
Date(s) of Event: April 1-5, 2010
Primary Location of Event: Marriott Courtyard, SPI
Amount Requested: $20,000

Primary Purpose of Funded Activity/Facility:
to educate broadcast meteorologist/emergency managers and others who manage disaster safety programs so that they in turn can educate the public, employees, and others
How will the hotel tax funds be used? (please attach a list of the hotel tax funded expenditures?  
The hotel tax funds will be used to secure hotel space and services for the National Tropical Weather Conference

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

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

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

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

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

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

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

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

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

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

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

What percentage of the ridership will be local citizens? ___________________________

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

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

__________________________________________________________________________

__________________________________________________________________________

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? Eight ______________________

Expected Attendance: 130 ______________________

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

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

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

Where and how many rooms will be blocked? Marriott Courtyard - 75 room minimum ______________________
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:

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2019</td>
<td>$20,000</td>
<td>244</td>
</tr>
<tr>
<td>April 2018</td>
<td>$20,000</td>
<td>280</td>
</tr>
<tr>
<td>April 2017</td>
<td>$15,000</td>
<td>241</td>
</tr>
</tbody>
</table>

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

Room block usage information

USAA, Walmart, WSI

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

Will the event charge admission? Registration Fee: Yes $250

Do you anticipate a net profit from the event? No

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

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

- Newspaper: $_____  
- Radio: $_____  
- TV: $_____  
- Website, Social Media: $2,000  
- Other Paid Advertising: $_____  

Anticipated Number of Press Releases to Media: 3  
Anticipated Number Direct Emails to out-of-town recipients: 500  

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  

Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes  
All states and countries that are directly impacted by tropical systems.

[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event?

- direct email and social media

Who is your target audience?

- broadcast meteorologists and emergency managers

What geographic region(s) are you marketing to?

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

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

- Expected Visitation by Tourists Monthly/Annually: ____________________________

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

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

- $1,000,000 Acord

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

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

- Yes [ ]
- No [ ]

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

Submit to complete applications to:

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

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

National Tropical Weather Conference 09/30/19
Name of Event Date Submitted

- Received and understood the separate Special Events Policy
- Received and understood the separate HOT Funding Guidelines
- Completed the South Padre Island Hotel Tax Funding Application form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a sponsor list (categorized by “confirmed” and “pending”)
- Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- **In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- Indicated the amount of financial support (if requested)

Alex Garcia
Authorized Signature

Date: 2019.10.04 10:20:04 -05'00'

Digitally signed by Alex Garcia

10-4-19

Date

Print Name
Schedule 2020

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

Ken Graham, Director-National Hurricane Center  
Jamie Rhome, Storm Surge Lead - National Hurricane Center  
Dr. Philip Klotzbach, Research Scientist - Tropical Meteorology Project  
Dr. Neil Frank, former Director - National Hurricane Center  
Bill Read, former Director - National Hurricane Center  
Mark Suddler - HurricaneTrack  
Dr. Brian K. Haus - University of Miami  
Dr. Hal Neeham - Marine Weather & Climate  
Josh Morgerman - “Hurricane Man” - hurricane chaser
## SITE
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Rooms</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Site staff</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Equipment Rental</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>$12,000.00</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>$19,100.00</strong></td>
</tr>
</tbody>
</table>

## PROMOTION
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISC.</td>
<td>$200.00</td>
</tr>
<tr>
<td>Conference Shirts</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$200.00</td>
</tr>
<tr>
<td>Conference Badges</td>
<td>$550.00</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>$2,950.00</strong></td>
</tr>
</tbody>
</table>

## MEDIA
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Streaming</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Photocopying/Printing</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Satellite Truck</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Live U</td>
<td>$1,200.00</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>$14,200.00</strong></td>
</tr>
</tbody>
</table>

## Miscellaneous
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceirge</td>
<td>$350.00</td>
</tr>
<tr>
<td>Transportation Airport Shuttle</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Buses to Brownsville</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>Dine Around Taxis</td>
<td>$521.00</td>
</tr>
<tr>
<td>Gratuity - Dine Around</td>
<td>$700.00</td>
</tr>
<tr>
<td>Steve Smith</td>
<td>$300.00</td>
</tr>
<tr>
<td>Jerry Latham</td>
<td>$75.00</td>
</tr>
<tr>
<td>Awards</td>
<td>$500.00</td>
</tr>
<tr>
<td>Rentals -</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Production rental</td>
<td>$1,200.00</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>$7,346.00</strong></td>
</tr>
</tbody>
</table>
# Working Budget 2020

## FOOD AND BEVERAGE

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$18,000.00</td>
</tr>
<tr>
<td>Wifes lunch</td>
<td>$150.00</td>
</tr>
<tr>
<td>Hurricane Hunter lunch</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**Sub-total** $18,300.00

## PROGRAM AND SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment Friday</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Entertainment Wednesday</td>
<td>$500.00</td>
</tr>
<tr>
<td>Speaker Flights</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>Misc - Gratuity</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

**Sub-total** $10,900.00

**Total** $72,796.00
Promotion and Marketing Plan

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

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

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

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

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

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

We project 2020 room nights will be between 245 and 280.
MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget

FY 18/19 – $25,000 was approved.

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Approve funding request and recommend to CVAB for approval.
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application
Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today's Date: 10/21/2019

ORGANIZATON INFORMATION

Name of Organization: Splash South Padre

Address: 120 E. Atol St.

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

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

Contact Office Phone Number: (404) 545-6264

Contact Cell Phone Number: (404) 545-6264

Website Address for Event or Sponsoring Entity: splashsouthpadre.com

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

Entity’s Creation Date: April 1999

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

EVENT INFORMATION

Name of Event: Splash South Padre

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

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

Amount Requested: $15,000

Primary Purpose of Funded Activity/Facility:
$15,000 budget to be used strictly for Event Marketing & Promotion of Splash South Padre 2020
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?)

Creation and launch of new splashsouthpadre.com 2020 website, activate Social Media Marketing Agency for continuous social media management, content creation, paid digital advertising (google ad words, social, youtube)

Engage LGBTQ social media influencers to expand reach across Texas.

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

- 25% Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- 0% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- 0% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $ 0

b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $ 0

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: $ 50%

d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: $ 50%

e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 0

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $ 0
How many attendees are expected to come to the sporting related event? n/a
How many of the attendees are expected to be from more than 75 miles away? n/a
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?


funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: $ _______________________
What sites or attractions will tourists be taken to by this transportation?
Will members of the general public (non-tourists) be riding on this transportation?
What percentage of the ridership will be local citizens? _______________________

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: $ _______________________
What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 20 Years
Expected Attendance: 2,500 - 3,000
How many people attending the Event will use South Padre Island lodging establishments? 90%
How many nights do you anticipate the majority of the tourists will stay? 2-4
Will you reserve a room block for this Event at an area hotel(s)? Yes
Where and how many rooms will be blocked?

TBD
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:

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

Do you anticipate a net profit from the event? Yes

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

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

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

- Newspaper: $ ________
- Radio: $ ________
- TV: $ 15%
- Website, Social Media: $ 70%
- Other Paid Advertising: $ 15%

Anticipated Number of Press Releases to Media: 3
Anticipated Number Direct Emails to out-of-town recipients: 5,000

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

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

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

[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event?
Activate out of town LGBTQ social media influencers to help expose and draw visitors to Splash South Padre Island

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

What geographic region(s) are you marketing to?
Primarily in South Texas, with initiative to engage surrounding major markets like San Antonio, Houston, Corpus Christi, Dallas, Austin.

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

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

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

$1,000,000 - General Event Insurance - TBD

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

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

☐ Yes ☐ No

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

Submit to complete applications to:

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

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Splash South Padre

Name of Event

10/24/2019

Date Submitted

✓ Received and understood the separate Special Events Policy
✓ Received and understood the separate HOT Funding Guidelines
✓ Completed the South Padre Island Hotel Tax Funding Application form
✓ Enclosed a description of all planned activities or schedule of events (REQUIRED)
✓ Enclosed a sponsor list (categorized by “confirmed” and “pending”)
✓ Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
✓ Enclosed an event map
✓ Enclosed security/safety plans
✓ Enclosed a complete detailed budget (REQUIRED)
✓ Enclosed an advertising/marketing and promotion plan (REQUIRED)
✓ Enclosed copies of promotional materials (if available)
✓ Enclosed a summary of previous special event experience of organizer(s)
✓ Enclosed a history of event (if previously produced)
✓ Indicated the type(s) of assistance requested
✓ In Room night projections, with back-up, for the Funded Event (REQUIRED)
✓ Indicated the amount of financial support (if requested)

Paul Magee

Authorized Signature

10/24/2019

Date

Paul Magee

Print Name
SPLASH
SOUTH PADRE ISLAND
APRIL 25-28
Celebrating 20 years of SPLASH

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

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

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

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

The first PRIDE beach parade was introduced at Splash in April 2017. It is the only PRIDE beach parade in the U.S. and received with huge success and positive front page story on The Monitor.
This year, SPLASH will once again thrive and come alive for a weekend celebration filled with celebrity guests, including special performer, Brian Justin Crum from America’s Got Talent performing a special tribute to Freddie Mercury.

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

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

Brian Justin Crum was a finalist on America’s Got Talent and blew everyone away with his rendition of “Somebody to Love.”
Giving Back to the LGBTQ Community

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

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

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

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

Former N’SYNC superstar and LGBTQ advocate Lance Bass has hosted and performed at SPLASH with the help of CVB marketing and our promotional partners and sponsors.
Become a SPLASH partner!

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

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

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

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

Our target demographic is 21-50, a group driven by the millennial generation and gen z.
ITEM No. 5.4

CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM

MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Approve a funding request and recommend to CVAB for approval.
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application
Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today’s Date: 10/01/2019

ORGANIZATION INFORMATION

Name of Organization: Ron Hoover RV & Marina
Address: 101 Expressway 83
City, State, Zip: Donna, TX 78537
Contact Name: Omar Fuentes/Dustin Hoover  Contact Email: dustin@ronhoover.com
Contact Office Phone Number: 95-464-4403
Contact Cell Phone Number: 393-8051 (Omar)/361-548-5194 (Dustin)
Website Address for Event or Sponsoring Entity: ronhoover.com (one will be created for tournament)
Non-Profit or For-Profit status: Non-Profit (tournament)  Tax ID #: 74-268-1818-7
Entity’s Creation Date: in creation
Purpose of your organization:
Sell & service boats, RVs, golf carts and ATVs

EVENT INFORMATION

Name of Event: TBD
Date(s) of Event: August 28, Captain’s Meeting & August 29, Weigh in @ Jim’s Pier
Primary Location of Event: SPI Convention Centre
Amount Requested: $20,000, SPI Convention Centre
Primary Purpose of Funded Activity/Facility:
Ron Hoover RV & Marine owners fishing tournament - 1st annual
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?)

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

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

- 5% Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- 2.5% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- 2.5% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

**Use of SPI Convention Centre**

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

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

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

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: $ 10,000

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

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

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $ 10,000
How many attendees are expected to come to the sporting related event? 500-2,500
How many of the attendees are expected to be from more than 75 miles away? 20-50%

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

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

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? 1st year event

Expected Attendance: 500-2,000

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

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

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

Where and how many rooms will be blocked?
Will work with staff to provide a block of room at different hotels.
List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

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<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
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How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Multiple manufacturer suppliers, vendors and banks

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

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

Do you anticipate a net profit from the event?  No

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

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

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

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

Anticipated Number of Press Releases to Media:  50,000

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

Other Promotions:  

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

Will you negotiate a special rate or hotel/event package to attract overnight stays?  
Yes, we will work with the SPI CVB staff to negotiate a package.

[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event? 
All registration forms, social media, banners, etc.

Who is your target audience?  fishing/boating community

What geographic region(s) are you marketing to? 
RGV, south & central Texas, Houston region (all of our Ron Hoover customer base.

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:

Full-coverage

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

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

☐ Yes  ☐ No

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

Submit to complete applications to:

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Ron Hoover RV & Marine Fishing Tournament 10/01/2019
Name of Event Date Submitted

- Received and understood the separate Special Events Policy
- Received and understood the separate HOT Funding Guidelines
- Completed the South Padre Island Hotel Tax Funding Application form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a sponsor list (categorized by “confirmed” and “pending”)
- Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- Indicated the amount of financial support (if requested)

Authorized Signature 10/01/2019

Dustin Hoover
Print Name
MEETING DATE: November 5, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

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

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

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget

FY 18/19 – $5,250 was approved.

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Approve funding request and recommend to CVAB for approval.
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today’s Date: 10/31/19

ORGANIZATION INFORMATION

Name of Organization: SHALLOW SPORT BOATS FISHING TOURNAMENT AND SCHOLARSHIP
Address: 41146 SCHAFER RD
City, State, Zip: LOS FRESNOS TX 78566
Contact Name: KYRA HUDSON Contact Office Phone Number: 233-9489
Contact Cell Phone Number: 434-9895

Web Site Address for Event or Sponsoring Entity: WWW.SHALLOWSPORTBOATS.COM/OWNERS-TOURNAMENT
Non-Profit or For-Profit status: 509 (a) (2) *attached Tax ID #: 82-0749460 & 74-2838354
Entity’s Creation Date: 509a2 (2016) SS (1983)

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

EVENT INFORMATION

Name of Events or Project: Shallow Sport Tournament
Date of Event or Project: May 15-17, 2020
Primary Location of Event or Project: Louie’s Backyard, SPI
Amount Requested: $10,000.00

The Shallow Sport Scholarship was created to raise money through our annual fishing
tournament to provide as many $2000 college scholarships as possible for students
who love the outdoors and fishing and display conservation and good stewardship
of our bays. The tournament is also a means of advertising the products of our
business partners as well as providing a fun weekend of fishing and family friendly
activities on South Padre Island.
Primary Purpose of Funded Activity/Facility:
We would like to place the Median Banner welcome sign again, and will continue our ads in the local papers and boosted social media posts. We have enough prep work done this year to include ads in state-wide publications such as Tide, Coastal Angler and Texas Saltwater Mag. We would like to print additional brochures this year to hand out at all Boat Shows in Texas. Brochure printing (attached) and tournament merch (including event shirt/attached) are a large portion of our expenses and both prominently feature South Padre Island and the SPI logo. For an increase in funding amount we would offer to use the SPI logo as the exclusive sponsor logo on the tournament coozies (attached)

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

Percentage of Hotel Tax Support of Related Costs
<5  Percentage of Total Event Costs Covered by Hotel Occupancy Tax
0  Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
0  Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:
-N/A-
Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

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

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

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 5000.00

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

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

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

Amount requested under this category: $ 5000.00

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

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

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

Including sponsor activities, the tournament is a 3-day event that requires 2-3 night stays for most of the participants. Many people will come 1-2 days early to “pre-fish” as well. Additionally, the VIP pre-party held on Thursday is attended by hundreds of marine industry professionals, and the new live broadcast weigh in and family activities should garner more rooms.
g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.

Amount requested under this category: $0

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

-N/A-

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

What percentage of the ridership will be local citizens? ____________________________

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

Amount requested under this category: $200.00 (in kind)

What tourist attractions will be the subject of the signs?

The Entertainment District and Louie’s Backyard (for median banner)
Posters at event advertising business partners with discounted tickets for event participants (Sandcastle lessons.com, The Birding & Nature Center, sea Turtle Inc, The Beach Park at Isla Blanca).
QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

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

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

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

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Previous years we reserve blocks at Isla Grand, The Inn, and Schlitterbahn. This year we intend to procure unique discount codes at many other properties including Hilton Garden Inn and the new Best Western. Many participants rent homes on the bay side of the island.

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

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<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
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<tr>
<td>May 2019</td>
<td>5200.00</td>
<td>“all blocks fully booked/ several hundred</td>
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How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? We will gather the block info as well as we hope to have unique codes at up to 20 hotels that can track booking. We also have a survey on our online registration and a printed survey on each registrant’s authorization forms.

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

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

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

If there is a net profit, what is the anticipated amount and how will it be used? Excess funds go towards the Scholarship Fund, where we give between 10-20 awards each year. Other funds go to other local educational programs such as the Junior Leadership Program and to the award of a new boat/motor/trailer grand prize. This year we awarded $24,000.00 in scholarships
All marketing and promotions will be coordinated through the CVA’s agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: $1500.00
- Radio: $__________
- TV: $__________
- Website, Social Media: $2000.00
- Other Paid Advertising: $1500.00+

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

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

Other Promotions: Display at boat and trade shows.

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

Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes. Wish Sandcastlelessons.com/Isla Grand, Beach Park waterpark, Nature Center and Sea Turtle Inc

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

What other marketing initiatives are you planning to promote hotel and convention activity for this event? We allow sponsors (SPI CVB included) to set up booths and display products and services throughout the events to participants and bystanders. This can lead to the major marine companies desiring to hold corporate events in our area. Many other tournaments have copied our format.

What geographic areas does your event reach? All of Texas, heavy participation from the Houston area, Louisiana and parts of Florida

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

- Expected Visitation by Tourists Monthly/Annually: ____________________________
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)
What amount of event insurance do you have for your event and who is the carrier:
We have MULTIPLE insurance policies with different companies. We have liability insurance with
Markel Commercial Liability Insurance with coverage of $2.655 million. Louie's Insurance covers
events at their location and there is a Release of Liability Waiver signed by all participants.

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

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

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:
Along with the application, please submit the following:

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

Submit to complete applications to:

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

Phone: (956) 761-3834
Email: marisa@sopadre.com
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<th>ANGLER NAME</th>
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Online socials 101
Registered socials 83
Registered Anglers 933
Youth Anglers 23
Sponsors in attendance 107
Volunteers 54

TOTAL ATTENDANCE 1301
Once again, we are going to raffle a BRAND NEW Shallow Sport at the end of the Awards Banquet. All registered anglers are automatically entered and trophy winners will have additional entries. Raffle tickets may also be purchased at the event or with the form provided.

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

Schedule of Events

Friday 5-17-19

5:30-8:30 PM - Registration
Sign in, pick up team numbers, gift bags & door prizes. This is a time for people to relax and get to know one another at the laid-back water front deck of Louie’s Backyard.

7:30 PM - Captains Meeting
Team Captains attend a mandatory rules meeting (Full tournament rules can be found on our website).

6:00-9:00 PM - Social
Watch the sunset over the bay as you enjoy live music, appetizers and beverages and participate in the “Boating Pool” if you wish.

Saturday 5-18-19

5:30-6:30 AM - Check In
Every boat must be checked in by the water!

6:30 AM - Cannon Take Off
200+ Shallow Sport Boats race off at the sound of the blast in the island’s oldest and biggest cannon take-off.

1:00-3:00 PM - Weigh In
Whether you’re going for the trophies, bragging rights, or just want to watch the fish come in, head over to Louie’s dock. Must be at the end of the line by 3 pm!

Awards Banquet:

5:30-7:30 - Dinner
6:30-? - Awards (Pending Calculations)
Relax after your long day of fishing with live music, a cold drink & great food. During the banquet we will present this year’s scholarships, and award over $25,000 worth of door prizes! 36 framed trophies will be awarded.

Feeling Lucky?!

2019 RAFFLE BOAT
20’ CLASSIC SHALLOW SPORT WITH EVINRUDE C150
AND MCCLAIN TRAILER: MSRP: $58,900

PLATINUM SPONSORS:

GARMIN
GAMEGUARD OUTDOORS

GOLD SPONSORS:

JL AUDIO
Beach House
YETI

SILVER TECH!
Castaway Outdoors

JÖRGENSEN
Plush Lights

LAGUNA SALT

MINN KOTA
Lone Star Insurance Services
2019 TOURNY MERCH

(*Included free for every registration/ $54 value!)

LONGSLEEVE DRI-FIT PERFORMANCE SHIRT

NEOPRENE KOLDER HOLDER

12 PACK INSULATED COOLER BAG