

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

**TUESDAY, OCTOBER 20, 2020**  
2:00 PM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to order

2. Pledge of Allegiance

3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Special Events Committee relating to agenda or non-agenda items. Speakers are required to address the Special Events 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. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the October 12, 2020 special meeting. (Till)
- 4.2. Approve the meeting minutes for the September 22, 2020 workshop. (Till)
- 4.3. Approve the meeting minutes for the July 21, 2020 regular meeting. (Till)
- 4.4. Approve the excused absences for Committee Members Sean Slovisky and Christian Hasbun for the October 12, 2020 special meeting. (Till)
- 4.5. Approve the excused absences for Committee Members Sean Slovisky and Lisa Graves for the July 21, 2020 regular meeting. (Till)
- 4.6. Approve the excused absences for Committee Members Sean Slovisky and Tomas Saenz for the June 16, 2020 regular meeting. (Till)
- 4.7. Approve the excused absence for Committee Member Cody Pace for the May 11, 2020 regular meeting. (Till)
- 4.8. Approve the excused absence for Committee Member Tomas Saenz or the February 13, 2020 regular meeting. (Till)



## 5. Regular Agenda

- 5.1. Discussion and action to approve the funding request for SPI Triathlon in March 2021. (Amaya)
- 5.2. Discussion and action to approve the funding request for the JJ Zapata Fishing Tournament in September 2021. (Amaya)
- 5.3. Discussion and action to approve the funding request for the Ladies Kingfish Tournament (LKT) in August 2021. (Amaya)
- 5.4. Discussion and action to approve the funding request for Fiesta Padre in April/May 2021. (Amaya)
- 5.5. Discussion and possible action concerning new meeting date for November 2020. (Till)

## 6. Adjourn

### NOTE:

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

DATED THIS DAY THE 14TH OF OCTOBER



Linette Hernandez, CVB Administrative Assistant

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 WEDNESDAY, OCTOBER 14, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.



Agenda: OCTOBER 20, 2020 - SPECIAL EVENTS COMMITTEE REGULAR MEETING Special Events Committee

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the October 12, 2020 special meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MONDAY, OCTOBER 12, 2020**

2:00 PM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a special meeting on Monday, October 12, 2020, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00 pm. A quorum was present: Vice Chairman Doyle Wells, Committee Members Lisa Graves, Tomas Saenz, and Cody Pace. Absent were Committee Members Sean Slovisky and Christian Hasbun.

City officials present were City Manager Randy Smith, Council Members Ken Medders and Kerry Schwartz.

CVB staff members present were CVB Director Ed Caum, Event Development and Packaging Manager Marisa Amaya, and Administrative Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

Chairman Sean Till led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS.**

There were no public comments or announcements.

**IV. REGULAR AGENDA**

- 4.1. Discussion and action to approve the funding request for the Holiday Sandcastle Village 2020. Special Events and Packaging Manager Marisa Amaya spoke at the podium and briefed the committee on the event. Chairman Sean Till informed the committee that the amount being requested is a budgeted item and that the actual expenses could be less than the approved amount. CVB Director Ed Caum provided background information on the artists who will be participating in this event, and explained the event had been tentative due to COVID-19 restrictions but is now able to move forward and will allow for social distancing. CVB Director Ed Caum stated that the contract will address the requirement of having the sandcastles that are displayed remain current with the seasons. Lisa Graves asked for clarification on the amount that was budgeted for the 2019 event and Marisa Amaya informed her that \$32,000 was budgeted for the prior year. Ed Caum explained that an island partner donated a tent for the 2020 event which reduced some of the expenses. After a brief discussion, Committee Member Tomas Saenz made a motion to approve the funding for Holiday Sandcastle Village for Oct 2020-Feb 2021 in the amount of \$35,000,

seconded by Committee Member Lisa Graves. There was further discussion on the event. Vice Chairman Doyle Wells had questions on some of the expenses budgeted for the tent, fencing, and security issues, which were addressed. He also recommended that other island partners have the option of hosting the event on their property in the following year. Sean Till also suggested looking at the option to have visitors make donations to the event in the following year. There was no further discussion. Motion carried unanimously.

## **V. ADJOURN**

There being no further business, Chairman Sean Till adjourned the meeting at 2:08pm.

---

Linette Hernandez, CVB Administrative Assistant

Approved by:

---

Sean Till, Special Events Committee Chairman

DRAFT

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the September 22, 2020 workshop. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

**MEETING MINUTES  
SPECIAL EVENTS COMMITTEE WORKSHOP  
CITY OF SOUTH PADRE ISLAND**

**TUESDAY, SEPTEMBER 22, 2020**

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a workshop on Tuesday, September 22, 2020, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 10:03 am. A quorum was present: Vice Chairman Doyle Wells, Committee Members Lisa Graves, Tomas Saenz, and Sean Slovisky. Absent were Committee Members Cody Pace and Christian Hasbun.

City officials present were City Manager Randy Smith.

CVB staff members present were CVB Director Ed Caum, Office Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Event Assistant April Romero and CVB Administrative Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

Chairman Sean Till led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Andy Hancock, the owner of Sand Castle Lessons, spoke at the podium and addressed questions and concerns he had about the special events funding process. He raised questions regarding marketing and guidance goals for special events, funding requirements and expectations, CVB and City cost, ROI, co-funding and match funding expectations, social media effectiveness for special events, using code specials for analytics, health and safety concerns for future events, and the use of effective communication tools for event planning.

**IV. REGULAR AGENDA**

- 4.1. Discussion regarding special events that were funded in FY 2019/2020. Event Development and Packaging Manager Marisa Amaya presented at the podium and went over all events that received funding for FY 2019/2020 and explained which events had postponed their dates to 2021. CVB Director Ed Caum explained that events that received their funding for FY 2019/2020, would carry over the funding already received to FY 2020/2021.

Discussion regarding special events in FY 2020/2021.

- \*Budget
- \*Postponed Events
- \*Upcoming Events

Event Development and Packaging Manager Marisa Amaya presented at the podium and shared the Special Events Budget Tracker for 2020/2021. She explained that the listed events received 75% of their approved funding and that the remaining 25% of funding would require SEC approval, after post-event reports have been received.

Marisa Amaya informed the committee that the remaining funding would need to be included in the budget for FY 2020/2021.

Chairman Sean Till had a question regarding the current status of Kite Fest. Marisa Amaya explained that Kite Fest is tentatively scheduled for February 2021 and that both the CVB and event promoters are planning for different social distancing scenarios and are following guidelines. There was a brief discussion on Food Truck Festival, which has postponed their event to FY 2020/2021 and who offered to schedule their event according to when the City and SEC thinks would be a good time to do so. The committee recommended inviting the local food trucks that are already permitted on the island to participate in the festival.

A monthly calendar of all events for 2021, and an internal calendar of remaining 2020 and 2021 events was provided to the Committee for their review. Marisa Amaya explained that the calendar is used to track and schedule media banners, marketing, and social media. CVB Director explained that social media has been a great tool for promoting the island but that the CVB social media posts follow an algorithm and that it is more beneficial to not over post to reach the target audience. It is recommended that event promoters promote their own events on Social Media and make their post shareable, which promotes the island. Andy Hancock made a comment at the podium, stating that he would like to see the CVB social media pages be more proactive for events. He suggested having a list of upcoming events on social media platforms to allow a quick visual of all events, making the information more accessible.

Event Development and Packaging Manager Marisa Amaya shared a presentation for Defi Wind, a wind sports event, that is interested in possibly hosting an event in South Padre Island in the near future. Committee Member Tomas Saenz suggested the month of April as a good time of year for the event, being that April is usually a windy month. Pro-Am Beach Soccer is another event that has been communicating with the CVB and is interested in hosting a tournament on South Padre Island. There was a brief discussion about ideas for new outdoor events that will allow social distancing.

- 4.3. Presentation of post-Covid-19 protocols for special events. Event Development and Packaging Manager Marisa Amaya shared a slide which summarized the SPI Reopening Guidelines in a pre-event checklist format. Marisa Amaya explained that the guidelines are changing on a day to day basis and that the CVB staff is updating their guidelines and keeping them current. CVB Director Ed Caum informed the committee that the

Convention Centre is taking precautions by checking temperatures, providing masks, and sanitizing the building. Social distancing labels have been placed on the floors of the building, as well as hand sanitizer stations. Disinfecting spray backpacks have been purchased for the use of sanitizing the building before and after events.

- 4.4. Update on the Art Trails on South Padre Island. Sales and Events Assistant April Romero and Event Development and Packaging Manager Marisa Amaya presented at the podium. April Romero informed the committee that a new updated Arts Trails map had been completed and explained that there are 9 new sea turtle locations, 25 sandcastles, and 14 art galleries within the map. The back of the trail map provides pet-friendly destination information. The maps will be distributed at the Visitors Center and the Art Business Incubator. There was a brief discussion on the cost, placement and distribution of the maps and suggestions to make a rack card versus a brochure map. April Romero explained that the CVB has been scheduling ‘hatchings’ of each turtle on a weekly basis on ‘Turtle Tuesdays.’ Marisa Amaya and April Romero explained that each turtle will have a sign mounted near the turtle that will provide the turtle’s name and a QR code that will provide visitors with more details on the turtle, the artists, and a fun fact. The CVB will be able to track visitors that used the QR code by their area code, which will assist with visitor analytics. The committee tested the QR codes with their camera phones. Participation instructions will be provided on the turtle sign and the homepage. Activity books and t-shirts will be handed out to visitors who complete the arts trail, as an incentive for doing so. The participants will have to take a picture with a turtle and post on social media and use the hashtag #spiturtletrail, in order to claim their item at the Visitors Center.

## **V. ADJOURN**

There being no further business, Chairman Sean Till adjourned the meeting at 11:17am.

---

Linette Hernandez, CVB Administrative Assistant

Approved by:

---

Seal Till, Special Events Committee Chairman

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the July 21, 2020 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

**MEETING MINUTES  
SPECIAL EVENTS COMMITTEE REGULAR MEETING  
CITY OF SOUTH PADRE ISLAND**

**TUESDAY, JULY 21, 2020**

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Tuesday, July 21, 2020 at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00 p.m. A quorum was present: Vice Chairman Doyle Wells, Christian Hasbun, Tomas Saenz, and Cody Pace. Absent were Committee Members Sean Slovisky and Lisa Graves.

City officials present were City Manager Randy Smith and Mayor Patrick McNulty.

CVB staff members present were CVB Director Ed Caum, Office Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Event Assistant April Romero, and CVB Administrative Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

Chairman Sean Till led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Daryl Price with the Faerwater Festival-Renaissance Fair introduced himself at the podium and gave a PowerPoint presentation regarding the festival and proposed his ideas for a Fall 2021 event in South Padre Island, TX.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the February 12, 2020 special meeting. Committee member Christian Hasbun made the motion to approve the meeting minutes, seconded by Committee Member Tomas Saenz. Motion Carried.
  
- 4.2. Approve the meeting minutes for the June 16, 2020 regular meeting. Committee member Christian Hasbun made the motion to approve the meeting minutes, seconded by Committee Member Tomas Saenz. Motion Carried.

**V. REGULAR AGENDA**

- 5.1. Discussion and recommendation to the CVA Board to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. Event Development and Packaging Manager Marisa Amaya spoke at the

podium. She explained that this event had been presented to the SEC committee in a previous meeting, but was returning to the committee for an approval request due to the date of the event falling in a different fiscal year. CVB Director Ed Caum informed the committee members that the event promoters agreed to be flexible with the dates and are aware of the contingency in funding to be paid due to uncertain times and the impact of COVID-19. After a brief discussion, Committee Member Christian Hasbun made the motion to approve the funding request for Spartan-City Series in February 2021, contingent upon the hotel occupancy tax collection and to include a retainer fee, with flexibility on the dates of the event. Vice-Chairman Doyle Wells seconded the motion. Motion carried unanimously.

- 5.2. Discussion and recommendation to the CVA Board to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. Event Development and Packaging Manager Marisa Amaya and CVB Director Ed Caum explained the concept of the event to the committee. They informed them that competitors from across the US will compete for the championship at this event, drawing visitors to the island that may have never been to the island before. After a brief discussion, Committee Member Christian Hasbun made the motion to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection and to include a retainer fee, with flexibility on the dates of the event. Committee Member Cody Pace seconded the motion. Motion carried unanimously.
- 5.3. Presentation and discussion regarding special events. Event Development & Packaging Manager Marisa Amaya and Sales and Events Assistant April Romero presented a PowerPoint presentation and updated the committee on the following special event topics.
- \* Postponed Events
  - \* 2020 Scheduled Events
  - \* 2021 Scheduled Events
  - \* Sea Turtle Arts Trail
  - \* New Event Leads
- 5.4. Discussion and possible action concerning new meeting date for August 2020. Next meeting date was set for August 18, 2020.

## **VI.ADJOURN**

There being no further business, Chairman Sean Till adjourned the meeting at 2:31pm.

---

Linette Hernandez, CVB Administrative Assistant

Approved:

---

Sean Till, Special Events Committee Chairman

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Committee Members Sean Slovisky and Christian Hasbun for the October 12, 2020 special meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Committee Members Sean Slovisky and Lisa Graves for the July 21, 2020 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Committee Members Sean Slovisky and Tomas Saenz for the June 16, 2020 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absence for Committee Member Cody Pace for the May 11, 2020 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absence for Committee Member Tomas Saenz or the February 13, 2020 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Marisa Amaya, Events Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for SPI Triathlon in March 2021. (Amaya)

**ITEM BACKGROUND**

2019-SPI Triathlon was approved for \$3,500

2018-SPI Triathlon was approved for \$3,500

2017-SPI Triathlon was approved for \$3,500

**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:**

# APPLICATION FOR INITIAL FUNDING

Today's Date: October 1, 2020

## ORGANIZATION INFORMATION

Name of Organization: PowerWatt Coaching, LLC

Address: 258 Beach Blvd

City, State, Zip: Laguna Vista, Texas 78578

Contact Name: Karen M. Watt Contact Email: docwatt@powerwattcoaching.com

Contact Office Phone Number: 956-778-5997

Contact Cell Phone Number: 956-778-5997

Website Address for Event or Sponsoring Entity: www.powerwattcoaching.com

Non-Profit or For-Profit status: Tax Exempt Tax ID #: 821767576

Entity's Creation Date: 06-06-2017

### Purpose of your organization:

PowerWatt Coaching LLC provides triathlon coaching, master's swimming instruction and events and clinics related to multisports such as triathlon, duathlon, aquathlon, and aquabike. More importantly, PowerWatt Coaching LLC strives to create a more healthy and fit community through education, events, and training.

## EVENT INFORMATION

Name of Event: SPI Sprint Triathlon and NCAA Regional Race

Date(s) of Event: Saturday, March 27 (registration on March 26, 2021)

Primary Location of Event: Parrot Eyes Watersports and Restaurant

Amount Requested: \$10,000

### Primary Purpose of Funded Activity/Facility:

The primary purpose of the funded activity is to hold a spectator friendly triathlon (swim, bike, run) for age group triathletes and NCAA collegiate competitors from across the state, nation, and from Northern Mexico. This will be a first annual competition for the collegiate teams.

The event also allows athletes to participate in a triathlon of an "open-water" nature, offered nowhere else in South Texas.

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

Hotel tax funds will be used directly in helping promote participation in the event. Monies will be expended to help improve marketing for the event to increase the number of participants, including the collegiate athletes, and spectators. Additional safety equipment and signage will also be purchased.

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

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

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 75 %

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

We ask for the city to help provide an EMS unit in case of an emergency as well as police officers to help with traffic control for the duration of the event. We will also need lifeguards as this is a requirement for the USA Triathlon event. It is required that we have 1 lifeguard for every 35 swimmers in open water.

**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: \$ 3,500.00
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 6,500.00

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

How many of the attendees are expected to be from more than 75 miles away? 175

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

The triathlon will help bring business to hotels and restaurants in the area from the athletes and their families spending time there throughout the weekend.

In 2019, of the 193 participants, 17% were from Mexico or from other states. Fifty-eight percent were from McAllen, Brownsville or Ednburg and

35% were from Texas cities outside of the Rio Grande Valley. We anticipate attracting more out-of-town participants in 2021 because colleges will send their teams.

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

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: \$** n/a

What tourist attractions will be the subject of the signs?

\_\_\_\_\_

\_\_\_\_\_

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 8 Years

Expected Attendance: 250

How many people attending the Event will use South Padre Island lodging establishments? 100-150

How many nights do you anticipate the majority of the tourists will stay? 1.5

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

Where and how many rooms will be blocked?

We had a room block at Schlitterbahn Beach Resort in 2019. We plan to use this venue again and block 50 rooms.

\_\_\_\_\_

\_\_\_\_\_

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
September/2017	\$3,500	35
September/2018	\$3,500	35
September/2019	\$3,500	35

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 use survey data collected from athletes upon their arrival at our event packet-pickup as well as occupant data collected from the host hotel.

Please list other organization, government entities, and grants that have offered financial support to your project: collected from the host hotel.

Will the event charge admission? Yes. If so, what is the cost per person? \$90

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?

Because I am unaware of the net profit from previous years, I am anticipating a net profit of \$2,000. In 2019, we donated \$1,000 of proceeds to Sea Turtle, Inc. We plan to do the same in 2020, with either Sea Turtle, Inc. or other non-profit. Other proceeds will go back into the event for 2022.

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

- Newspaper: \$ 1,000
- Radio: \$ 500
- TV: \$ 500
- Website, Social Media: \$ 1,200.00
- Other Paid Advertising: \$ 300

Anticipated Number of Press Releases to Media: 1

Anticipated Number Direct Emails to out-of-town recipients: 275

Other Promotions: Will e-mail all past participants.

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?**

We will post the hotel link on our online registration platform, on social media, and in our e-mails to participants.

**Who is your target audience?** Adult and collegiate triathletes ages 18-75.

**What geographic region(s) are you marketing to?**

We market to triathletes in Texas and Mexico, as well as in other states. The event will have a collegiate division so we will market to the NCAA teams across the nation.

**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:**

The United States of America Triathlon organization offers insurance for all athletes participating in our event. The carrier is

Insurance Office of America and the amount is \$10,000,000 each occurrence.

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

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

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Triathlon

January 21, 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

10/5/2020

Date

Karen M. Watt

Print Name

## SPI Sprint Triathlon Schedule of Activities

Spring 2021

### **PACKET PICKUP** [\[EDIT\]](#)

**Friday, March 26, 2021** : 5:00 PM - 7:00 PM; Parrot Eyes Restaurant, SPI

**Saturday, March 27, 2021** : 6:00-6:30 AM; Parrot Eyes Restaurant, SPI  
5801 Padre Blvd, South Padre Island, TX 78597

### **COURSE** [\[EDIT\]](#)

Sprint Distance  
750m Swim/ 20k Bike / 5k Run

### **RACE DAY SCHEDULE** [\[EDIT\]](#)

06:15 AM - Transition Opens  
07:00 AM - transition closes  
07:00 AM – Athlete Meeting  
07:15 AM - Wave starts by division  
10:00 AM - Awards

### **ENTRY FEES** [\[EDIT\]](#)

Early Bird Special (Until February 15)  
\$75 - Sprint

February 16-March 15 pricing  
\$90 - Sprint

March 16 – March 25 at noon  
\$100 - Sprint

Cash Only Pricing on March 26 at late registration and packet pick up  
\$115 - Sprint

There are NO refunds or transfers.

### **AWARD CATEGORIES** [\[EDIT\]](#)

Sprint Individual

Overall Male/Female

Top 3 Male/Female in age groups:

1-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-99

### **CONTACT INFO** [\[EDIT\]](#)

Karen Watt, [Docwatt@powerwattcoaching.com](mailto:Docwatt@powerwattcoaching.com)

## **Budget**

### **South Padre Sprint Triathlon 2021**

Tentative budget for our event.

<b>Poster, Banners, Flyers:</b>	<b>\$1250</b>
<b>Magazine and Television:</b>	<b>\$1500</b>
<b>Social Media</b>	<b>\$250</b>
<b>Event Shirts with logos</b>	<b>\$2000</b>
<b>Venue Rental</b>	<b>\$1000</b>
<b>Food and Drinks:</b>	<b>\$1500</b>
<b>Awards</b>	<b>\$750</b>
<b>Medals</b>	<b>\$750</b>
<b>Goody Bags with fillers:</b>	<b>\$250</b>
<b>Water for water stations (donated)</b>	
<b>Volunteer shirts (donated)</b>	
<b>Transition area barricades</b>	<b>\$3000</b>
<b>Swim buoys</b>	<b>\$250</b>
<b>Lifeguards</b>	
<b>EMS</b>	
<b>Police/Fire</b>	
<b>Cups for water stations (donated)</b>	
<b>Spray paint for course marking (donated)</b>	

# **Marketing Plan**

**2021 South Padre Sprint Triathlon  
Benefiting Sea Turtle Inc**

As in past years, we plan on creating posters, banners, and flyers we can place at local businesses to promote our event. We also use social media blasts (and ad boosts) on Facebook and Instagram to reach athletes all over Texas, Mexico and even beyond. Every year we purchase event shirts and Goody Bags to give to all participants which will not only have event information but also the South Padre Island logo. We provide food and beverages at our registration events along with the event itself. The event also gives out door prizes and trophies to winners and everyone receives a finisher medal. This past year we marketed the participant shirts, medals and awards with sponsor logos on them via social media.



To business owners and all community investors we are happy to announce the First Annual South Padre Sprint Triathlon on March 27, 2021. This event will also serve as an NCAA regional championship. A portion of the proceeds will benefit Sea Turtle Inc. on South Padre Island.

In saying that, we're excited to offer you 3 new sponsorship levels.

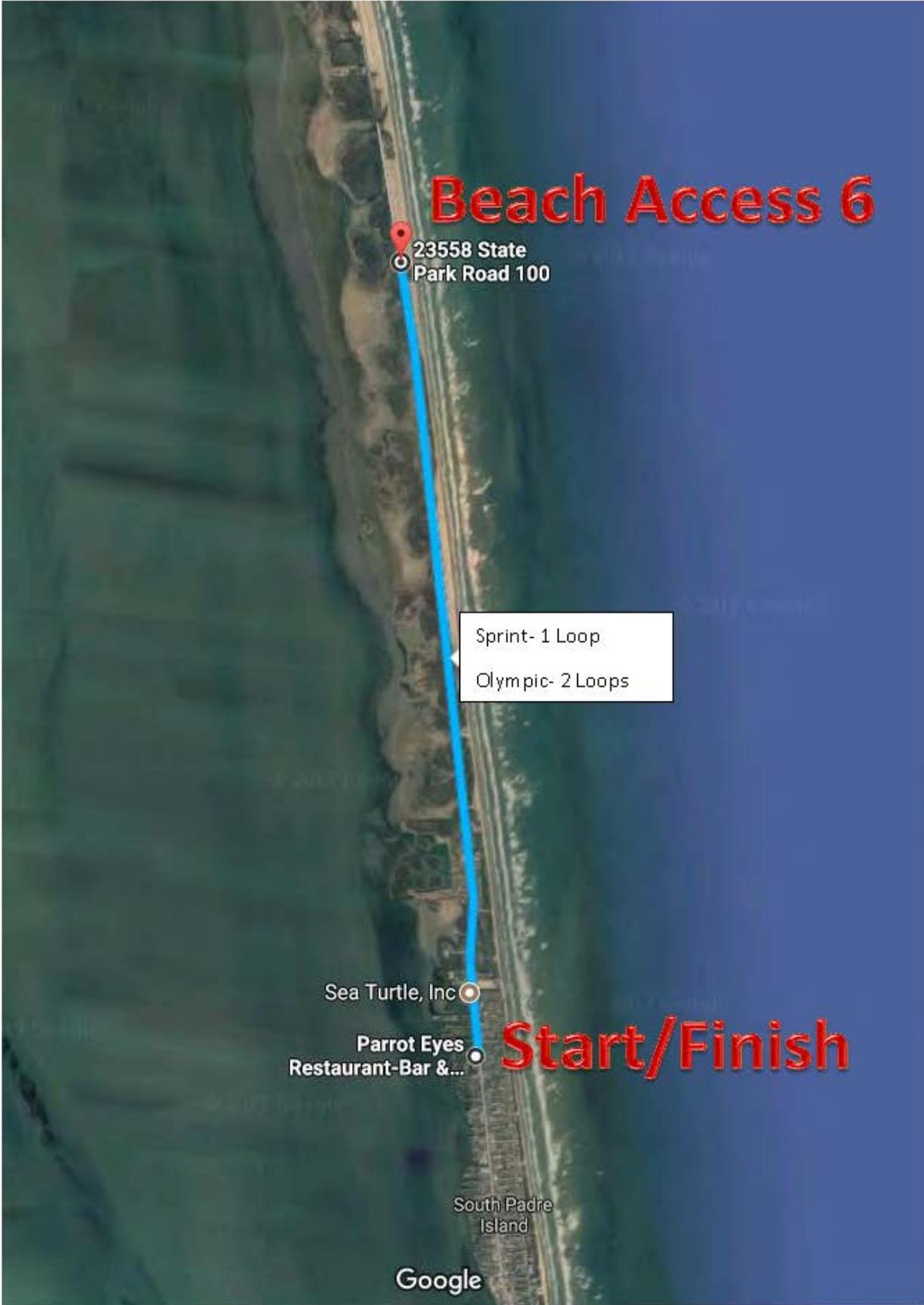
- Finish Line Sponsor- your company banner (provided by your company) will be displayed at finish line, and you will be one of only 5 sponsors allowed on this year's new SPI TRI Top. You will also receive prominent display on event shirt, materials allowed in swag bag.  
**\$2,500.00 (One Spot available only)**
- Swim Course Sponsor- your company logo will go on all participant swim caps and you will be one of only 5 sponsors allowed on this year's new SPI TRI top. You will also receive prominent display on event shirt.  
**\$1,500.00 (One Spot available only)**
- Bike Course Sponsor- same as above except swim cap is replaced with water bottle.  
**\$1,500.00 (One Spot available only)**
- Run Course Sponsor- same as above except swim cap is replaced with towel.  
**\$1,500.00 (One Spot available only)**
- T-Shirt Sponsor- you will receive prominent display on event shirt  
**\$500.00**

**Please sign and designate which sponsorship level you would like and please email or call me. Make checks payable to PowerWatt Coaching LLC.**

**Sponsorship Level Desired** \_\_\_\_\_

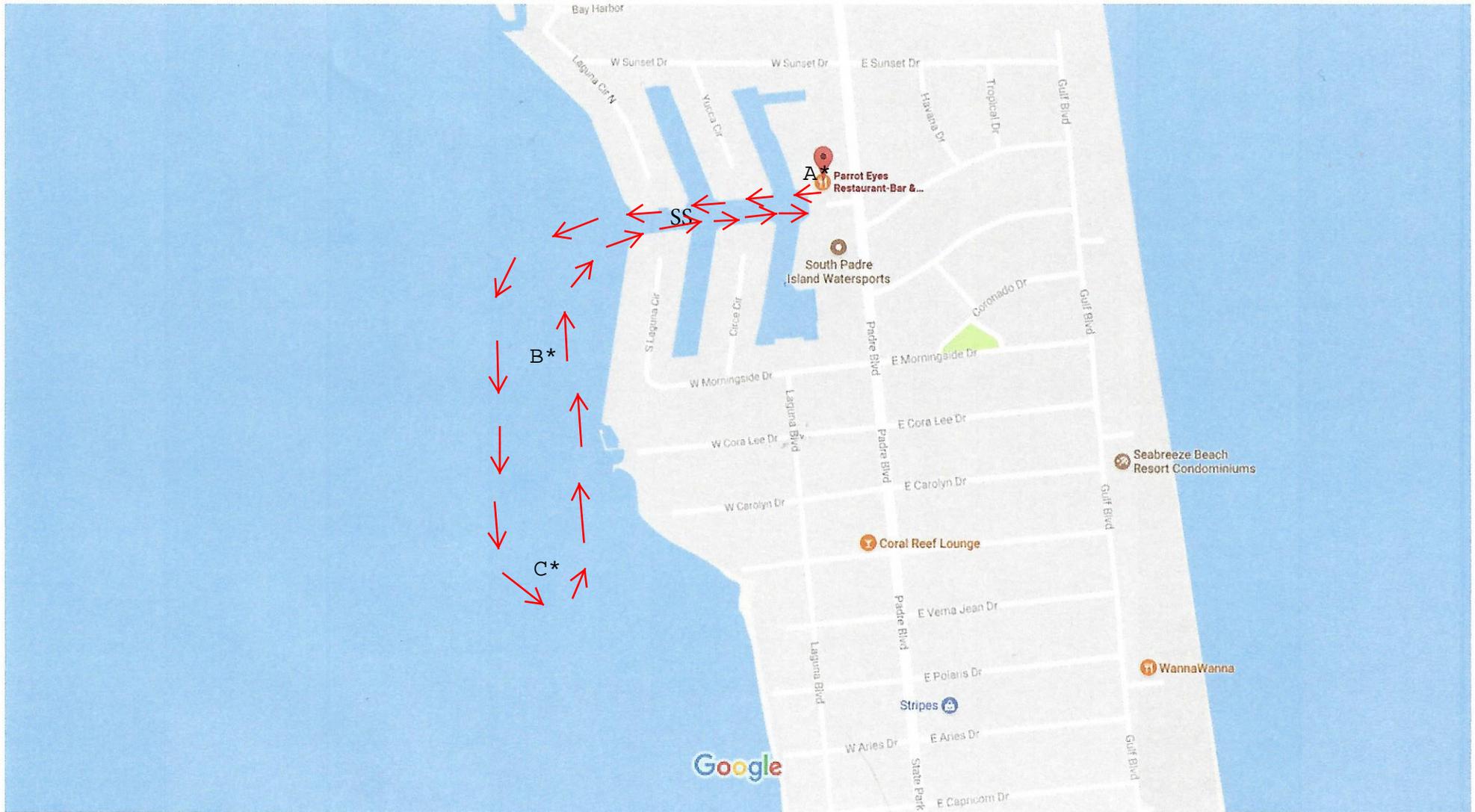
**Signature** \_\_\_\_\_

# BIKE COURSE





Google Maps Parrot Eyes Restaurant-Bar & Water Sports  
5801 Padre Blvd, South Padre Island, Tx 78597



Swim Course

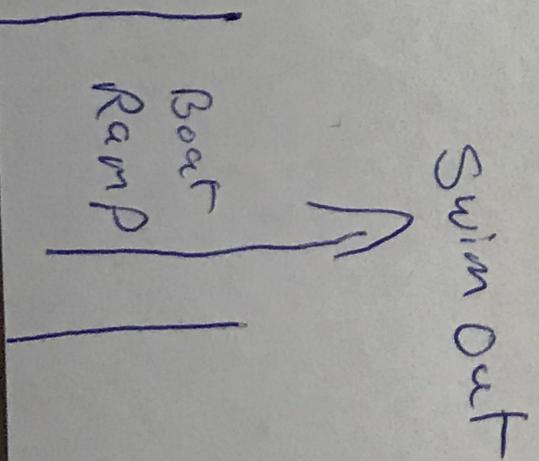
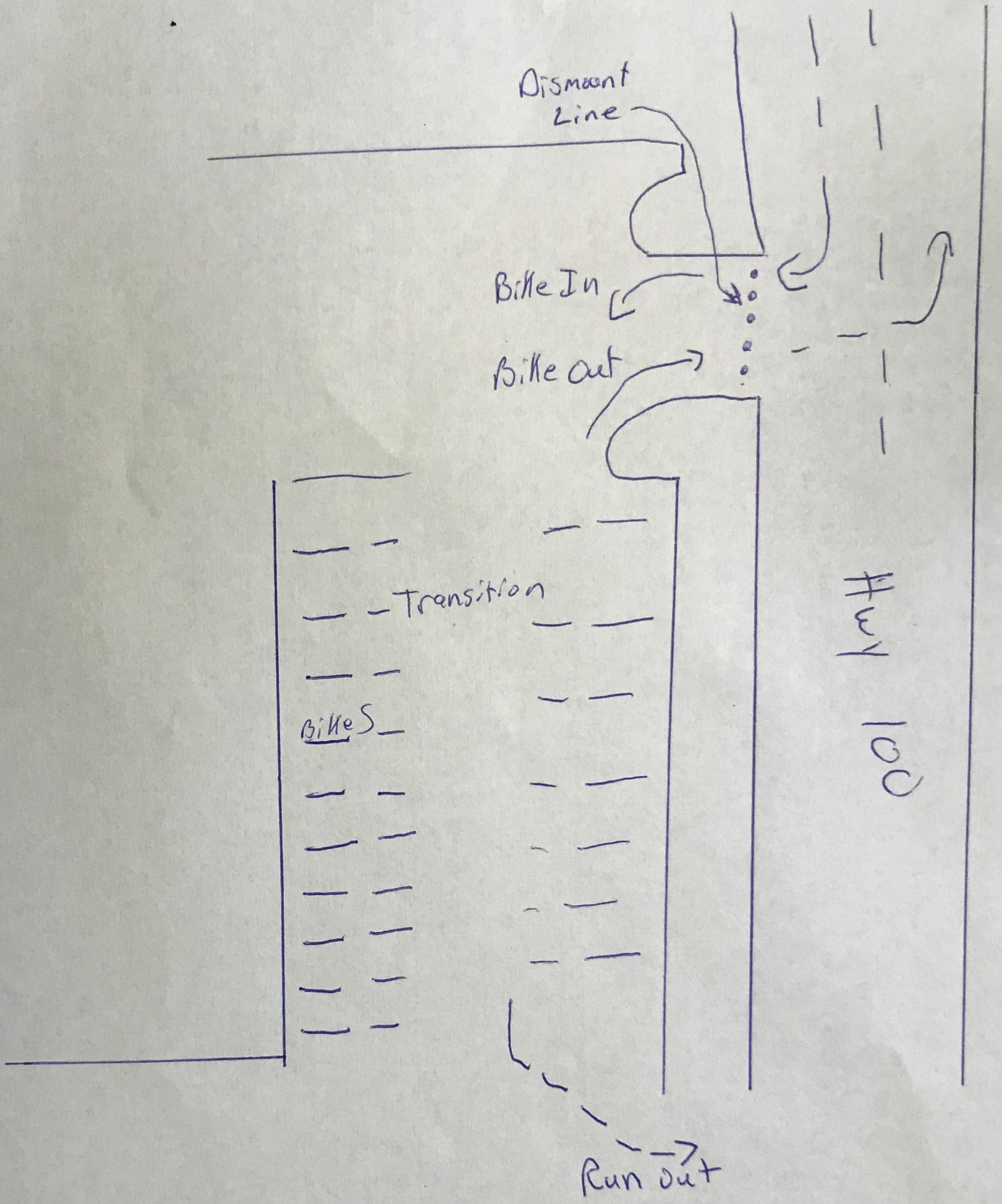
Map data ©2017 Google, INEGI United States 200 ft

- A. Start & Finish @ Parrot Eyes
- B. Sprint Turn Around
- C. Olympic Turn Around

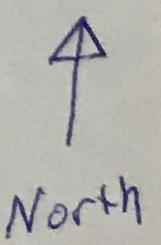
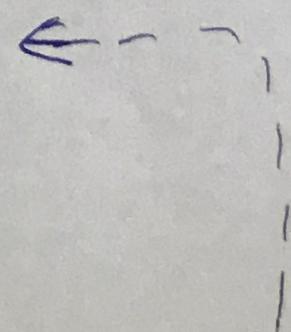
# SPI TRI

## TRANSITION AREA





Finish Line





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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Marisa Amaya, Events Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for the JJ Zapata Fishing Tournament in September 2021.  
(Amaya)

**ITEM BACKGROUND**

2019- The JJ Zapata Fishing Tournament was approved for \$5,000  
2018- The JJ Zapata Fishing Tournament was approved for \$5,000  
2017- The JJ Zapata Fishing Tournament was approved for \$5,000

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No  
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

## APPLICATION FOR INITIAL FUNDING

Today's Date: September 1, 2020

### 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 Email: fish@alpha5195.com

Contact Office Phone Number: 956.561.1052

Contact Cell Phone Number: 956.561.1052

Website Address for Event or Sponsoring Entity: www.alpha5195.com

Non-Profit or For-Profit status: Non-Profit

Tax ID #: 45-2018488

Entity's Creation Date: April 26, 2011

Purpose of your organization:

To develop and distribute resources to be used to further law enforcement and public justice careers, especially among underprivileged youth, through scholarships and other support.

### EVENT INFORMATION

Name of Event: Jaime Jorge Zapata Fishing Tournament

Date(s) of Event: September 10-11, 2021

Primary Location of Event: Louie's Backyard, South Padre Island

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

To host a one-day fishing tournament with proceeds to be utilized for scholarship awards.

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

Advertising & Marketing for the event & gold level sponsorship for the CVB.

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

10 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

No

**Which Category or Categories Apply to Funding Request & 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: \$ 5,000
- 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: \$ 0
- 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? 400+

How many of the attendees are expected to be from more than 75 miles away? 50%

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

---

### Create room nights and consumer activity during the slow season.

---

- 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: \$** N/A

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? 3

Expected Attendance: 400

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

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)? Yes

Where and how many rooms will be blocked?

50 rooms. The CVB will assist in setting up a courtesy block for the anglers at participating sponsor hotels.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
September 2017	\$5,000	20+
September 2018	\$5,000	30+
September 2019	\$5,000	65

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

Please see attached 2019 Sponsor List

Please list other organization, government entities, and grants that have offered financial support to your project: Please see attached 2019 Sponsor List

Will the event charge admission? yes If so, what is the cost per person? \$100/pp; \$400/team

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?

\$5-10,000 to be used for scholarships & planning next years event.

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

- Newspaper: \$ 1,400- In kind
- Radio: \$ 1,500- In kind
- TV: \$ 5,000- In-kind
- Website, Social Media: \$ 5,000
- Other Paid Advertising: \$ 5,000

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2

Other Promotions: Posters, brochures, full color programs, Facebook

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, Courtesy Rate

*[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?

\_\_\_\_\_  
Emails, website links, networking with law enforcement agencies

Who is your target audience? Anglers of all ages

What geographic region(s) are you marketing to?

\_\_\_\_\_  
Houston, San Antonio, Laredo, Corpus Christi and the Rio Grande Valley

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

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

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

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

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

Yes     No

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

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](mailto:marisa@sopadre.com)

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

THIS FORM MUST BE COMPLETED BY APPLICANT

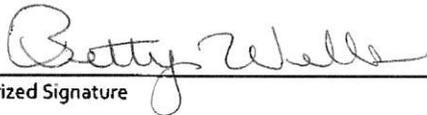
Jaime Jorge Zapata Fishing Tournament

9/1/2020

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

September 1, 2020

Date

Betty Wells

Print Name



3RD ANNUAL  
**ALPHA 5195**  
 FISHING TOURNAMENT  
 ★★☆☆★  
 JAIMIE J. ZAPATA  
 SEPT. 13TH - 14TH, 2019



P. O. Box 423  
 Port Isabel, Tx 78578

**SPONSORED IN PART BY:**

**GOLD SPONSORS**

**5 NEWS** South Padre ISLAND

**SILVER SPONSORS**

**IBC BANK** Hilton Garden Inn **NOBLE**

**La Casa Inn** **LAQUINTA INN & SUITES** **EMBASSY SUITES BY HYATT**

**HOME2**

**BRONZE SPONSORS**

**Walmart** Save money. Live better. **Urban Production Services** **Kathy Cunningham** Attorney at Law

**LOUIE'S** **GRANDVILLE** **ASIM ZAMAR** M.D., F.A.C.P.

**RAY THOMAS** **BENIGNO (TERRY) MARTINEZ**

## YOU'RE INVITED:

Join us for the 3rd Annual Jaime J. Zapata Fishing Tournament, scheduled to be held Sept. 13-14 on South Padre Island.

The tournament is a tribute to fallen Special ICE Agent Jaime J. Zapata, who was killed in the line of duty while on special assignment to the Embassy in Mexico City in 2011. It celebrates the brotherhood that exists between those who protect and serve and the brotherhood of fishermen around the country. The tournament is sponsored by the Jaime Jorge Zapata Foundation, a 501 (c) (3) corporation. Proceeds from the tournament are used to award scholarships.

## TOURNAMENT DETAILS

This one-day open bay fishing tournament is a boat/team tournament which strives to bring anglers and their friends together. It will be held at Louie's Backyard on South Padre Island with late registration on Friday, Sept. 13. Fishing starts at 6:30 am on Saturday with weigh in at Louie's followed by an evening awards dinner.

Boat/teams will be restricted to weighing in the single heaviest redfish, trout and flounder per boat. Teams will consist of a maximum of four anglers. Teams may hire guides, but the guides will not be eligible to fish. Custom awards by renowned artist Don Breeden will be presented Saturday night at the awards dinner.

For more information or to download the registration form, visit our website at [www.alpha5195.com](http://www.alpha5195.com) or contact Tournament Director Betty Wells at (956) 561-1052

P. O. Box 423 / Port Isabel, Tx 78578  
(956) 561-1052 / FAX: (956) 943-4001

Email: [fish@alpha5195.com](mailto:fish@alpha5195.com)  
[www.alpha5195.com](http://www.alpha5195.com)



## SCHEDULE OF EVENTS



### REGISTRATION FEES

\$400 per Boat/Team\* Maximum of four Anglers  
\$100 Discount for Any Team with a Law Enforcement Member

**Social Only: \$50 per person**

\*Registration and social fees include tournament Hat, T-shirt, Tournament Goodie Bags and Meals.

### SCHEDULE OF EVENTS

Friday, Sept. 13, 5 pm,  
Louie's Backyard, Upstairs

Late Registration, 5-8 pm  
Mandatory Captains' Meeting, 7:00 pm  
Optional Boat Pots, 5-9 pm  
Complimentary hors d'oeuvres, Cash bar

### Saturday, Sept. 14, Louie's Backyard

Fishing starts at 6:30 am  
Weigh Dock Open, 1-3 pm  
Awards Ceremony & Prime Rib & Seafood  
Buffet Dinner, 6 pm at Louie's Backyard



# Entry Form

The 3<sup>rd</sup> annual Jaime J. Zapata Fishing Tournament benefiting the Jaime Jorge Zapata Foundation will be held on September 13-14, 2019 at Louie's Backyard on South Padre Island.



Entry Fees/Registration	Cost	QTY	Total
Boat/Team <i>*Maximum 4 Anglers</i>	\$400.00		
Boat/Team* <i>*Maximum 4 Anglers</i>	\$300.00 <small>With at least one law enforcement member (ID Required)</small>		
Social <small>* For Guides and Non-Anglers</small>	\$50.00		
Donation Only <small>* For those who cannot attend</small>		Grand Total--	

Team Name: \_\_\_\_\_

Method of Payment: \_\_\_\_\_

\* Includes T-shirt, hat, goodie bag, & all meals.

Angler 1: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 2: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 3: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 4: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

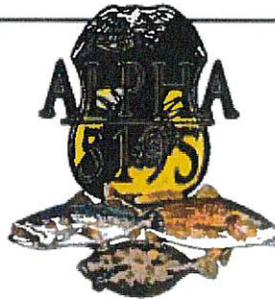
Mail payment and registration form to:  
**Jaime J. Zapata Fishing Tournament**  
 P.O. Box 423  
 Port Isabel, TX 78578

For any questions contact:  
**Betty Wells**  
 Tournament Director at  
 956-561-1052 or email [fish@alpha5195.com](mailto:fish@alpha5195.com)  
 Fax completed forms to 956-943-4001

\*By signing, all participants acknowledge reading, understanding, and agreeing to abide by all tournament rules. All anglers must sign the entry form to be eligible to compete. Guides will not be eligible to fish. Jaime J. Zapata Fishing Tournament is a 501(c)3 non-profit organization and all donations are tax-deductible. Federal EIN#45-2018488

# JAIME J. ZAPATA FISHING TOURNAMENT

---



## ACKNOWLEDGEMENT, HOLD HARMLESS AGREEMENT AND GENERAL RELEASE OF ANGLER

As with any recreational activity, participation in the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament presents a certain degree of risk of personal injury. By electing to participate in the tournament, each participant agrees to assume such risk. In consideration of being permitted to participate in the tournament, and by so participating, each participant additionally agrees, individually and for such participant's heirs, executors, administrators, successors and assignees, that he/she shall hold harmless and indemnify fully, and does thereby release, acquit and forever discharge the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament committee, employees and sponsors from any and all claims, causes of action, demands, rights, damages and losses which may accrue on account of, or in any way arise from, his/her participation in said tournament, even if caused by the acts or omissions of others. By signing, I attest and agree that I have read all the rules and regulations, hold harmless and acknowledgement form. General release form must be signed by each member of each team. Anglers under the age of 18 must have a parent also sign and consent.

**Team Name:** \_\_\_\_\_

**Angler 1 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 2 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 3 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 4 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Marisa Amaya, Events Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for the Ladies Kingfish Tournament (LKT) in August 2021.  
(Amaya)

**ITEM BACKGROUND**

2020- LKT was approved for \$3,500

2019- LKT was approved for \$5,000

2018- LKT was approved for \$5,000

**BUDGET/FINANCIAL SUMMARY**

02-593-099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

## APPLICATION FOR INITIAL FUNDING

Today's Date: October 6, 2020

### ORGANIZATON 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 #: 74-2572775

Entity's Creation Date: February 1989

Purpose of your organization:

Promote business and Tourism on South Padre Island

### EVENT INFORMATION

Name of Event: 40th Annual Ladies Kingfish Tournament (LKT)

Date(s) of Event: August 6,7,8 2021

Primary Location of Event: South Padre Island Convention Centre

Amount Requested: \$5,000.00

Primary Purpose of Funded Activity/Facility:

Marketing and promotion of South Padre Island as a premier fishing and leisure travel destination.

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

Promotion and marketing for our tournament. See media plan.

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:

Facility contract has been signed with the Convention Centre.

In-kind - \$9,100

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: \$ 5,000
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: \$ 0
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? \_\_\_\_\_

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: \$ N/A

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? 2021 = 40th Anniversary

Expected Attendance: 475 Friday, 550 Saturday, 230 Sunday

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, however see below.

Where and how many rooms will be blocked?

---

We will work with the CVB to obtain courtesy rate discount information from Hotels & VRMs. If the information is received in advance we will announce on LKT Social media.

---

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
August 2020	\$3,750	
August 2019	\$5,000	
August 2018	\$5,000	

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 form.

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

Will the event charge admission? yes, registration 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 for ongoing operations & support our ability to host future events.

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: \$ Trade
- TV: \$ Trade
- Website, Social Media: \$ 4,000
- Other Paid Advertising: \$ 1,000

Anticipated Number of Press Releases to Media: 10+ ea. month May-Aug.

Anticipated Number Direct Emails to out-of-town recipients: None

Other Promotions: Social media, fishing groups, emails, posters, banner, internet

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, Courtesy Rate

*[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 event page, SPI Chamber website, Facebook & other Social media

Who is your target audience? Female anglers, fishing captains, charter boat operators

What geographic region(s) are you marketing to?

RGV, Coastal Texas, entire State of Texas using FB fishing groups & fishing publications 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](mailto:marisa@sopadre.com)

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

THIS FORM MUST BE COMPLETED BY APPLICANT

SPI Chamber of Commerce Ladies Kingfish Tournament

10/6/2020

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)

Roxanne M. Ray  
Authorized Signature

October 6, 2020

Date

Roxanne M. Ray

Print Name

## 2021 Ladies Kingfish Tournament – Activities Overview

### Wednesday – at SPI Convention Centre

Move in our tournament related supplies, trophies, merchandise, raffle items, angler bags. Deliver sponsor banners to CVB staff for hanging. Check final layout and arrangements.

### Thursday – at SPI Convention Centre

Setup merchandise booth; trophy displays, stage decorations, raffle display, bring in boat/car check vendor booth layout, review banner placements; setup easels/signage

### Friday – at SPI Convention Centre

Final setup registration, bag pickup, onsite registration, raffle, merchandise, vendors arrive to setup 9 to 3, bars setup, volunteers arrive 3:30 to 4:00.

Event opens at 4 p.m. and registration ends at 7:00 p.m. Guests may enjoy a drink from the bar while completing their registration, shopping our merchandise and vendors booths, viewing trophy displays, purchasing raffle tickets, entering angler challenge, visiting with friends, old and new. Event is open to the public. The room is wrapped in sponsor banners, we usually have some sort of music. We purposely do not serve food as we like to encourage people to eat at local restaurants.

### Saturday – at South Point Marina in Port Isabel

Registrants are out fishing in the Laguna Madre Bay and in the Gulf of Mexico. Weigh in is from 2:00 p.m. to 7:00 p.m. There is covered seating for spectators. Lots of photo ops during an exciting weigh in! From 7:00 to 10:00 results are audited and final winners determined.

### Sunday – at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with luncheon tickets can enjoy a buffet lunch. There is a cash bar for refreshments. Guests may shop our merchandise, vendor booths and purchase raffle tickets. Trophies are on display. Winners are announced and awarded trophies, their photos are taken. Our announcer does all of the expected and appropriate sponsor and donor announcements. Dignitaries and special guests are recognized. Raffle drawings are completed and the Angler's Challenge winners announced. Event ends by 1:00 p.m. Break down takes an additional one to two hours.

**South Padre Island Chamber of Commerce  
 2021 Ladies Kingfish Tournament  
 Actual/Budget**

	<u>Oct '20 - Sep 21</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>450000 · Ladies Kingfish Tournament -</b>		
411050 · Reg. Fees	0.00	21,000.00
412050 · Sponsorship	3,600.00	30,000.00
413050 · Event promo items	0.00	2,500.00
429050 · Miscellaneous	0.00	4,000.00
<b>Total 450000 · Ladies Kingfish Tournament -</b>	<u>3,600.00</u>	<u>57,500.00</u>
<b>Total Income</b>	<u>3,600.00</u>	<u>57,500.00</u>
<b>Gross Profit</b>	3,600.00	57,500.00
<b>Expense</b>		
<b>620000 · Ladies Kingfish Tournament</b>		
500050 · Promotion	0.00	5,000.00
502050 · Awards/Prizes/Tropies	0.00	1,200.00
522050 · Food/Drink	0.00	4,300.00
562050 · Misc.	0.00	4,500.00
576050 · Printing	0.00	250.00
606050 · Supplies	0.00	200.00
618050 · T-Shirts/logo items	0.00	1,700.00
619050 · Event Bags	0.00	1,200.00
<b>Total 620000 · Ladies Kingfish Tournament</b>	<u>0.00</u>	<u>18,350.00</u>
<b>Total Expense</b>	<u>0.00</u>	<u>18,350.00</u>
<b>Net Ordinary Income</b>	<u>3,600.00</u>	<u>39,150.00</u>
<b>Net Income</b>	<u><u>3,600.00</u></u>	<u><u>39,150.00</u></u>

## **2021 Ladies Kingfish Tournament Media Plan**

**Lone Star Outdoors: - \$500 (online)**

\$250 per month - ad on website homepage in June and July

**Texas Saltwater Fishing Magazine - \$1,005 (print and online)**

\$645 - ½ page full-color ad in July printed magazine

\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

**Saltwater Angler Magazine - \$1,400 (print and online)**

\$250 per month - banner on website homepage in June and July

\$225 per issue - ¼ page ad in print and online magazine (4 issues)

**Street Banner - \$220**

**Sponsor Pop-up Banner - \$200**

**Texas Sportsman Magazine – FREE (Print)**

Full page ad in June/July magazine in exchange for filming previous tournament and comp angler/captain fees

**Facebook Ads - \$1,675 (May 1 – August 6 | Targeted to Texas)**

<b>Marketing Budget -</b>	<b>\$5,000.00</b>
<b>Digital and Print Above -</b>	<b>\$2,905.00</b>
<b>Facebook Ads -</b>	<b>\$ 1,675.00</b>
<b>Banners -</b>	<b>\$ 420.00</b>

**Minimum of two social posts are made to the LKT and SPI Chamber social media pages and then shared with the following groups.**

**SOCIAL MEDIA – FISHING GROUPS JOINED (167,538+ total members)**

361 Fishing – 42,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 76 members
Fishing Texas – 28,000 members	Texas Fishing Group – 8,300 members
RGV Fishing Fanatics – 3,100 members	SPI Fishing: The Jetties – 662 members
Texas Fishing – 1,600 members	Texas Flats Fishing – 2,200 members
210 Fishing – 41,000 members	South Texas Fish’Aholics – 37,000
South Texas Bay Fishing – 3,600	

**SOCIAL MEDIA – OTHER GROUPS JOINED (63,255+ total members)**

The Buzz: South Padre Island, TX – 308 members	WOW South Padre Island – 2,405 members
Classifieds: South Padre Island, TX – 899 member	Post It: South Padre Island – 248 members
South Padre Island Concierge – 42,363 members	Market Place: South Padre Island – 355 members
South Padre Island Concierge II – 9,625 members	South Texas-RGV-Calendar of Events – 4,170 members
Community Connection: SPI – 606 members	Events: SPI – 515 members
Brownsville Concierge – 881 members	Brownsville Concierge - 881

## 2021 Ladies Kingfish Tournament – Room night estimate

Based on our 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. Assuming each angler comes with her husband or children, let's double the 90 to 180 persons, 2 per room, 90 room nights/one night. We would expect most to stay two night for 180 room nights.



610 Padre Blvd.  
South Padre Island, TX  
956.761.4412  
info@spichamber.com  
www.spichamber.com

July 13, 2020

Ed Caum, Executive Director  
South Padre Island Convention and Visitors Bureau  
Special Events Committee

Re: Ladies Kingfish Tournament 2020 – Post Event Report

Dear Ed, Special Events Committee and CVB Staff,

Thank you for your support of our 2020 Ladies Kingfish Tournament. While we worked hard to adapt and adjust, and feel we had pulled together a tournament that followed CDC guidelines and all government mandates to ensure the safety of our staff, volunteers, anglers, captains and crew, circumstances beyond our control required us to cancel our 39<sup>th</sup> annual tournament.

At the time of cancellation, all media placements had occurred, with the exception of a few Facebook ad boosts. We had a fabulous media plan in place, utilizing the financial support (\$3750) we received from the CVA for promotional activities. Included with this letter is our completed media plan and our Quickbooks documentation of expenditures. If you need additional information please let me know.

We look forward to our 2021 Ladies Kingfish Tournament. It will be our 40<sup>th</sup> Anniversary event! (NO we will not repeat 39!). Thank you again!!

Sincere regards,

A handwritten signature in black ink that reads 'Roxanne M. Ray'.

Roxanne M. Ray  
President/CEO

## 2020 Ladies Kingfish Tournament Media Plan

**Lone Star Outdoors: - \$500 (online) – contract w/payment and artwork emailed 5/2/20**  
\$250 per month - ad on website homepage in June and July

**Texas Saltwater Fishing Magazine - \$1,005 (print and online) – Emailed Contract 5/12/20 – Emailed Artwork 5/13/20**  
\$645 - ½ page full-color ad in July printed magazine  
\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

**Saltwater Angler Magazine - \$1,400 (print and online) – Emailed Contract and Artwork 5/13/20**  
\$250 per month - banner on website homepage in June and July  
\$225 per issue - ¼ page ad in print and online magazine June 12, June 26, July 10 and July 24

**Street Banner - \$220 – Proofed and ordered from Adrian at Toucan on 5/12/20**

**Parade Ad - \$150 (print) – Emailed Artwork 6/1/20**  
1/8 page ad in July issue

**Texas Sportsman Magazine – FREE (Print) – Emailed Artwork 6/2/20**  
Full page ad in June/July magazine in exchange for filming last year's tournament and comp angler/captain fees

**Facebook Ads - \$450 in automated ads at \$7.00 per day for 65 days (thru end of July) – Directed to Texas only.**

Marketing Budget -	\$3,750.00
Digital and Print Above -	\$3,275.00
Facebook Ads (Actual) -	\$ 297.14 (stopped ads when event cancelled)
Sponsor Pop-up Banner -	\$ 86.59
Remaining -	\$ 91.27

**NOTE: Gulf Coast Martner Magazine – closed down January 1, 2020. Kelly Groce now with Saltwater Angler Magazine.**

### SOCIAL MEDIA – FISHING GROUPS JOINED (167,538 total members)

361 Fishing – 42,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 76 members
Fishing Texas – 28,000 members	Texas Fishing Group – 8,300 members
RGV Fishing Fanatics – 3,100 members	SPI Fishing: The Jetties – 662 members
Texas Fishing – 1,600 members	Texas Flats Fishing – 2,200 members
210 Fishing – 41,000 members	South Texas Fish'Aholics – 37,000
South Texas Bay Fishing – 3,600	

### SOCIAL MEDIA – OTHER GROUPS JOINED (63,255 total members)

The Buzz: South Padre Island, TX – 308 members	WOW South Padre Island – 2,405 members
Classifieds: South Padre Island, TX – 899 member	Post It: South Padre Island – 248 members
South Padre Island Concierge – 42,363 members	Market Place: South Padre Island – 355 members
South Padre Island Concierge II – 9,625 members	South Texas-RGV-Calendar of Events – 4,170 members
Community Connection: SPI – 606 members	Events: SPI – 515 members
Brownsville Concierge – 881 members	Brownsville Concierge - 881

10:55 AM

## South Padre Island Chamber of Commerce

## Transaction Detail By Account

October 2019 through September 2020

08/11/20

Cash Basis

Type	Date	Num	Name	Memo	Paid Amo...	Balance
<b>620000 · Ladies Kingfish Tournament</b>						
<b>500050 · Promotion</b>						
Check	05/19/2020	14304	Toucan Graphics	Street Banner	220.00	220.00
Check	06/03/2020	14312	Lonestar Coastal ...	half page horizontal July 2...	645.00	865.00
Check	06/03/2020	14313	Lone Star Coasta...	Website ad 1300w x 160h ...	360.00	1,225.00
Check	06/08/2020	14316	Saltwater Angler ...	Saltwater Angler Mag Jun...	900.00	2,125.00
Check	06/08/2020	14316	Saltwater Angler ...	Saltwater Angler Online b...	500.00	2,625.00
Check	07/06/2020	14340	Port Isabel Press	LKT ad in Parade Magazine	150.00	2,775.00
Check	07/09/2020	14342	Card Services	FB ad boost LKT	102.54	2,877.54
Check	07/09/2020	14342	Card Services	Lone Star Outdoors LKT	250.00	3,127.54
Check	07/31/2020	14390	Dianna S. Harvill	Pop up banner for LKT lob...	86.59	3,214.13
Check	08/05/2020	14392	Card Services	Lone Star Outdoor	250.00	3,464.13
Check	08/05/2020	14392	Card Services	FB ad boost LKT	149.06	3,613.19
Total 500050 · Promotion					3,613.19	3,613.19
Total 620000 · Ladies Kingfish Tournament					3,613.19	3,613.19
<b>TOTAL</b>					<b>3,613.19</b>	<b>3,613.19</b>

*Outstanding / Payable  
(see attached)*

<i>+ 24.31</i>	<i>+ 24.31</i>
<hr/>	<hr/>
<i>3637.50</i>	<i>3637.50</i>

# Receipt for Dianna Stewart Harvill

Account ID: 109851889



Invoice/Payment Date  
Aug 4, 2020, 12:00 AM

Payment Method  
MasterCard\*0005  
Reference Number: KY2NNVJYU2

Transaction ID  
3192091427574393-6154582

Product Type  
Facebook

Paid

## \$45.54 USD

Ad spend since Jul 19, 2020.

### Campaigns

<b>Ongoing Website Promotion <a href="https://www.spichamber.com/ladies-kingfish-tournament/">https://www.spichamber.com/ladies-kingfish-tournament/</a></b>	<b>\$21.23</b>
From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM	
<hr/>	
Ongoing Website Promotion <a href="https://www.spichamber.com/ladies-kingfish-to...">https://www.spichamber.com/ladies-kingfish-to...</a> 7,560 Impressions	\$21.23
<hr/>	
<b>[07/20/2020] Promoting <a href="https://www.spichamber.com/ladies-kingfish-tournament/">https://www.spichamber.com/ladies-kingfish-tournament/</a></b>	<b>\$24.31</b>
From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM	
<hr/>	
[07/20/2020] Promoting <a href="https://www.spichamber.com/ladies-kingfish-touma...">https://www.spichamber.com/ladies-kingfish-touma...</a> 7,343 Impressions	\$24.31

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Marisa Amaya, Events Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Fiesta Padre in April/May 2021. (Amaya)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

# APPLICATION FOR INITIAL FUNDING

Today's Date: Sept 14th 2020

## ORGANIZATON INFORMATION

Name of Organization: Family Sandcastle World Championship - Fiesta Padre

Address: P.O.Box 3066

City, State, Zip: SPI, TX 78566

Contact Name: Andy Hancock Contact Email: sandcastlelessons@gmail.com

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

Contact Cell Phone Number: 956 433 9948

Website Address for Event or Sponsoring Entity: www.fiestapadre.com

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

Entity's Creation Date: 2013

Purpose of your organization:

Encourage and Expand Family Tourism opportunities on South Padre Island.

## EVENT INFORMATION

Name of Event: Family Sandcastle World Championship - Fiesta Padre

Date(s) of Event: Various dates over 2 months - April & May 2021

Primary Location of Event: South Padre Island Open Beach

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

To hold an Amateur, Family Friendly, Open Beach Sandcastle Competition.

Use live social media to highlight South Padre island across the USA. Take advantage of changing trends / vacation travel / work.

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

Physical Marketing - Banners, flags, signs, cards Koozies & event materials, equipment & giveaways etc. Development of an event promotion database and style of campaign adjusted for the current situation. Developing a sustainable event that can highlight Safe Family activity while creating room night and island wide business opportunities

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

50 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:**

City permit for beach event - as per current guidelines. No structures just event permit only.

Current city services are unaffected by event as Private functions are on Hotel properties.

**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: \$ 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: \$ 10,000
- 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: \$ 5,000

How many attendees are expected to come to the sporting related event? 500+

How many of the attendees are expected to be from more than 75 miles away? 500+

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

Hotel room night stay of 3+ nights to qualify to enter event and receive event package. It will show the whole Island and not just one property through live social media interaction. Development of a Event marketing list will involve hotel co-operation as databases/websites will be used to promote and measure the event.

- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ 0

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: \$** TBC

What tourist attractions will be the subject of the signs?

The Best Beach in Texas - Family event promotional materials to ensure everyone knows where, when, and Online

Participating businesses can choose to display materials and we will provide them to ensure continuity of message.

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? since 2013 - various times

Expected Attendance: 500+

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)? Will collaborate with hotels to create packages.

Where and how many rooms will be blocked?

Projected range of initial event is from Sea Vista to Isla Grand  
Over 900 rooms available - estimated people WANT to be on the beach

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2013	0	25
2015	0	78 with 500+ attending event
2016	0RF	

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

Event will have a long pre promotion period to allow people to plan and book effectively. Advanced bookings to be 1 of 510. Booking code promotions on Hotel or VRM webpages. Collection of the info beachside.

Please list other organization, government entities, and grants that have offered financial support to your project: sandcastlelessons.com, Island hotels, and businesses

Will the event charge admission? yes If so, what is the cost per person? 3+ room nights confirms entry

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?

Any donations to the event will be used for maintenance and sustainability.

Will also improve equipment services and event.

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: \$ \_\_\_\_\_ Discussion with CVB about boost potentials
- Radio: \$ \_\_\_\_\_ across Social Media channels.
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Emails to out-of-town recipients: Lodging e-blast list

Other Promotions: CoC membership, Use of other coherent relevant databases

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 coordinate hotel packages directly as they will be supporting the event.

*[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?

Email blasts. Will rework current resources to highlight events. Sopadre.com  
Facebook. (CVAB Worksop)

---

Who is your target audience? Every family who loves Texas beaches & new visitors to SPI

---

What geographic region(s) are you marketing to?

Texas (30 M) people. Reach of Social media platforms

---

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:

---

Open Public Beach will be used/ Hotels have current insurance

---

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

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Fiesta Padre

9/14/2020

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)

Sept 14 2020

Authorized Signature

Date

Andy Hancock

Print Name

# Fiesta Padre 2021 – Family Sandcastle World Championship

## Additional Information

### Description

Fiesta Padre will be an “**OPEN BEACH**” based, “safe” family sandcastle Competition. This event will take place between Sea Vista and Isla Grand since these areas are the widest parts of our beach, and will easily and safely accommodate everyone. For 2021, we will focus on physically distanced spots and target families that would like to spend true family time together.

### Event Overview

- Event will run about 2 months - April and May Running
  - 4 competition weekends - will be live online FB/ISTGM/YT and on CVB media
  - Weekday Free Lessons, special events, and media opportunities to involve other island participants/partners
- Free comprehensive Lessons including a Cheat sheet! There will be guidance run by pros and experienced builders.
- Online judging with top three announcement for each category
  - People’s choice VOTE title champions
  - Overall points champions

All participants will receive a medal to feel welcome and chosen. Hotels will provide prizes – family vacations and such! We will also schedule special hotel based events (Speed Carve) and evenings for participants only (PP). Let’s cement our reputation as the **Sandcastle Capital of the World!**

## Marketing and Promotion Plan

There are approximately 900 rooms available on this part of the beach to promote. We plan to:

- Use Current media to promote directly to 20,000 sandcastle lesson online followers on Youtube, FB, IG and Pinterest
- Use existing 100K+ email list of people who want further information on South Padre Island – The eblast list could be used to inform people of new lodging opportunities and promotions for the event using existing hotel booking systems to produce accurate analytics – all bookings could then be accurately correlated with cooperating hotels and VRMs
- Use FB/Instagram event page sticker promotion to attract some of SPI 600K followers
- Use hotel information databases to ask customers if they wish to come back (warm)(e-blast list)
- Use existing Beach and sandcastle building followers (2K) if they wish to compete
- Use physical marketing for a planned run up and continued strategy over the month of competition
- Ask all properties via FB Concierge pages whether they wish to be involved – it’s their choice
- Coordinate Press Releases with City and CVB
- Hotels and condo rental agencies will be invited to participate – **MUST** engage correct analytical set up

## Budget

Please see separate attached budget.

### **Matched In-kind funding**

Will be provided by:

- SandcastleLessons.com: Free lessons, event staff, media production, beach info collection.
- Participating hotels – Hosting, food and Prize packages
- Participating restaurants – food deals and prizes

### **Room night Projections**

Room nights will be measured through every attendee within the two month timeframe. If the attendee shows proof of a 3-night stay, they will be allowed to enter for FREE.

### **Previous Event History**

First, this is NOT the same format, model or delivery as Sand Castle Days. This is a stand alone event that runs over the course of two months. In 2013, this started as a small local event. It proved very popular with visitors who came across it for the weekend, had fun, bought a t-shirt and went home. In 2015, we saw the first ever gated event move to the Pearl South Padre. This is where the largest ever beach sculpture in Texas was created “The Alamo”.

This provided opportunities for school groups, visitors and people staying at the non-event hotels. We know that 500+ room nights were in attendance and 78 room nights were generated by the hotel's limited event. The event was only limited by the 2nd largest inland storm in Texas history!

We have 25 years of promotion and marketing experience dealing with tourists and beach visitors. Beach based ideas and events include:

- North American Championships in Ft Myers Winner, and peoples choice, and Crew!
- Crew on Siesta Key beach event as well as participant (2yrs) in Sandbash
- Ft Myers beach event crew
- Sandcastle Days sandcastle lessons provider & People's choice winner
- Sandfest Port Aransas, Crew and participant,
- Crystal Beach, Texas: First ever Sandcastles for a day – lesson provider,
- Mid Wales – First ever month long Lessons on the beach – held in Welshpool small market town
- 18 yrs beach time experience on South Padre Island.

We know how Beach events work. We have run them every day working alongside Island Partners and hotels for the past 15 years including Spring break, promotional events, TV shows, bloggers, schools, colleges, corporate groups, churches, CVB travel writers, international visitors and, of course, many thousands of families. I meet visitors every day and hear directly what they think. People ask these questions:

- “What else is there to do here? – what would you do?”
- “Where is the best place to eat?” Usually Seafood is the request
- “Which is the best Bar to get a cocktail?”

When everyone shares information – things go a lot more smoothly

## Event Synopsis

This will be a safe, family Open Beach amateur event – suiting current conditions and unknown future. Event entry will be directly linked to room night production. Properties committed to marketing the event so far include:

1. Isla Grand
2. Pearl South Padre
3. P.I. Rentals
4. SPI Rentals
5. Island Services
6. Holiday Inn
7. The Inn at South Padre

Long event publicity “Run Up” – Digital and Hard Copy

## Marketing to include:

1. Lodging eblast: list information to be used by Participating Hotels and Condo Rental Companies to encourage easier vacation planning and fast start for event
2. Event page link for Facebook, Instagram, Tripadvisor and SoPadre.com. This will link directly to lodging partners who wish to participate
3. Targeting Families with more vacation opportunities & more disposable income using current Sandcastle customer databases directly
4. Links to Other Island Highlights – Turtle Art Trail, Sandcastle Village, Sandcastle Trail, Sea Turtle, Fishing, Birding Center
5. Foot traffic tracking via wristbands for discounts at participating Venues/Businesses only
6. City Support means easier sell to Sponsors – If we don’t invest, Why would they? But we have Sponsors – the very hotels who want to fill rooms, restaurants that want to bring people through their doors and local businesses who want to show South Padre island at its best.

## **Value for Money – Initial hard costs covered year 1 so decreasing city support**

### **Event hooks**

1. Hotel and condo rental packages specific to the event designed to make this event a success
2. Free Sandcastle lessons for your whole stay - #1 thing to do on a Texas beach with your family! Trip Advisor
3. Prize packages worth winning – Hotel vacations, Mini stays, restaurant gift certificates, etc
4. Competitors being welcomed by participating local businesses with discounts – value for money to spend extra nights on the island!
5. An Excuse to come to Padre – how many of us have heard over the last couple of years “we’ve never been here before and thought we’d try it”...?

# Fiesta Padre

2021 EVENT

Description		Budget Total:
<b>OPERATIONAL</b>		<b>\$11,210.00</b>
Gallon Buckets	2,5,10,20,55	
Shovels	Mini, Long handle	
Full Toolkits		
Water buckets	5 gallon	
Beach Carts		
Storage Beach Boxes		
City Permits		
<b>Marketing and Advertising</b>		<b>\$13,790</b>
Content Creation		
Banners	Hotel, Lobby, Beach	
Barrel Wraps		
Eblasts		
Social media marketing	Facebook, Instagram, Pinterest, Trip advisor, Google	
<b>Total:</b>		<b>\$25,000.00</b>

# Fiesta Padre SWOT

## ANALYSIS

S



### Strengths

- Location
- Experience & Reputation
- Multi-Event weekends
- Sustainable
- Entire Island benefits
- SPI Database of existing clients & followers
- Hotel marketing power

W



### Weaknesses

- Weather
- Ongoing database support
- Lack of City support staff
- Tradition
- Want

O



### Opportunities

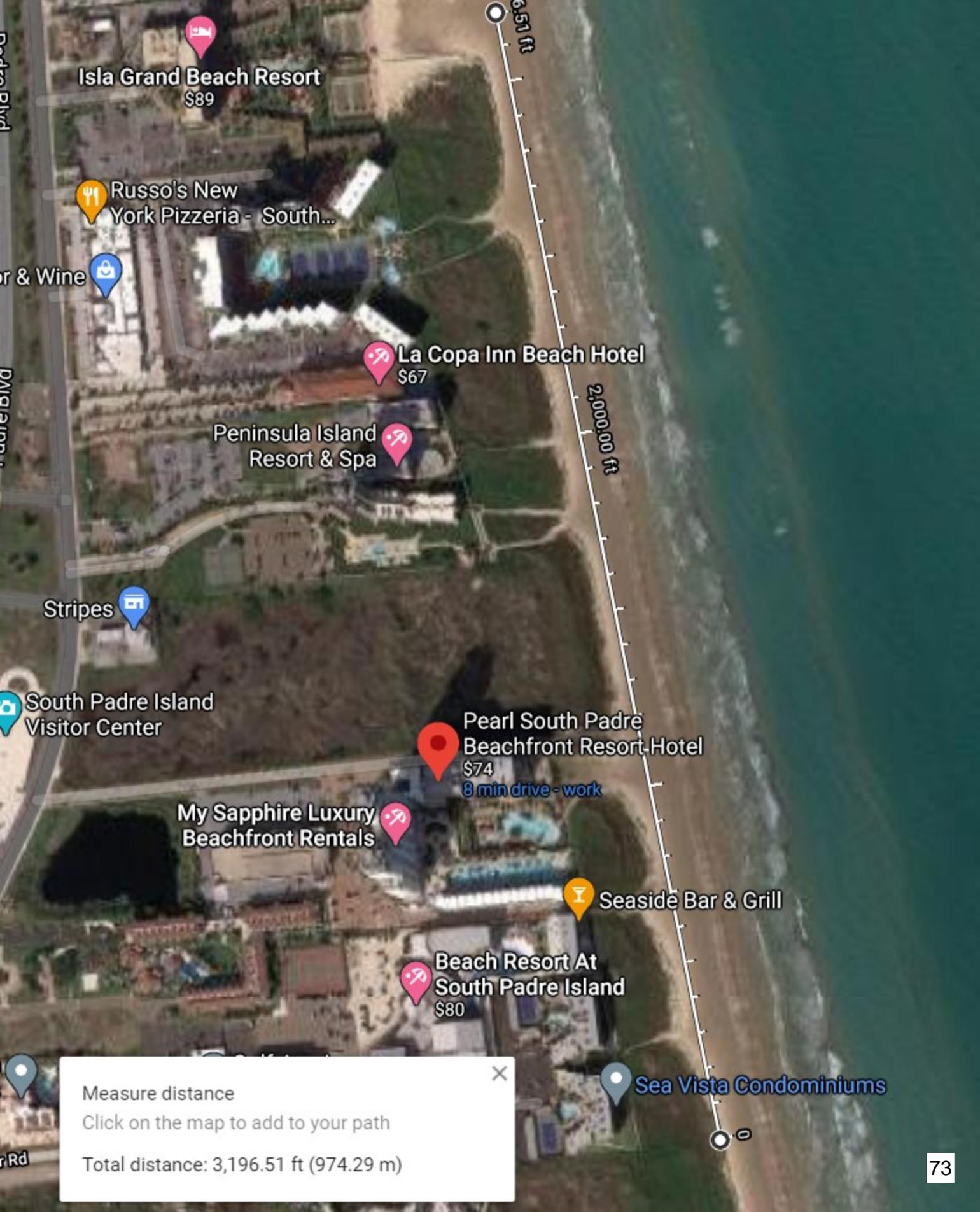
- Room nights
- New Family exposure
- Early hotel bookings
- Employment
- Opens up Sponsorship pool
- Change event model for better analytics
- Communication
- Need

T



### Threats

- Other beachside locations
- Event timing
- Pandemic



Isla Grand Beach Resort  
\$89

Russo's New  
York Pizzeria - South...

La Copa Inn Beach Hotel  
\$67

Peninsula Island  
Resort & Spa

Stripes

South Padre Island  
Visitor Center

Pearl South Padre  
Beachfront Resort-Hotel  
\$74  
8 min drive - work

My Sapphire Luxury  
Beachfront Rentals

Seaside Bar & Grill

Beach Resort At  
South Padre Island  
\$80

Sea Vista Condominiums



Measure distance ✕

Click on the map to add to your path

Total distance: 3,196.51 ft (974.29 m)

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

**MEETING DATE:** October 20, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action concerning new meeting date for November 2020. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**