

## Yachty Gras Boat Parade FY23 Hotel Occupancy Tax Funding Request

|  |             |  |             |  |                                |
|--|-------------|--|-------------|--|--------------------------------|
| This annual boat parade is held on the Kemah Boardwalk each year around Mardi-Gras. The event promotes the boating community and the organization is a non-profit which helps to fund charities in the region. |             |  |             |  |                                |
| <b>FY23 Date:</b> Feb. 11, 2023  |             | <b>Location(s):</b> Kemah Boardwalk and Clear Creek Channel  |             | <b>Est. Attendance:</b> 20,000               |                                |
| <b>Historical Funding</b>  |             |  |             |  |                                |
| <b>FY18</b>  | <b>FY19</b> | <b>FY20</b>  | <b>FY21</b> | <b>FY22</b>                                  | <b>FY23</b> <i>(requested)</i> |
| \$10,000   | \$12,500    | \$10,000   | \$10,000    | \$15,000                                     | \$15,000                       |
| <b>Council Discussion</b>  |             |  |             |  |                                |
| Does this event/program put heads and beds and use funds in accordance with state law?   |             | <b>YES</b> , This program holder actively promotes and advertises Seabrook hotels and has provided hotel data that indicates rooms are booked as a result of this program. |             |  |                                |
| What is the direct impact on Seabrook hotels?  |             | <b>MINIMAL</b> , While this program may result in overnight stays, only a minimal amount of those stays are located in Seabrook hotels.                                    |             |  |                                |
| Is this event/program solely located in Seabrook? If not, where is this event program held?  |             | <b>NO</b> , While some events leading up to and after the event have been held at Lakewood Yacht Club, the primary event, judging and awards are held in Kemah.            |             |  |                                |
| Does this event/program align with Seabrook goals and strategic priorities?  |             | <b>YES</b> , This program actively promotes family-friendly events which is a strategic priority that has been identified by Council.                                      |             |  |                                |
| <b>Options to Consider</b>   |             |  |             |  |                                |
| <b>Option No. 1</b> <i>(no change)</i>   |             | <b>Option No. 2</b> <i>(15% reduction)</i>   |             | <b>Option No. 3</b> <i>(balanced budget)</i> |                                |
| \$15,000   |             | \$12,750   |             | 12,000                                       |                                |
| <b>Kemah Funding</b>   |             |  |             |  |                                |
| <b>FY18</b>  | <b>FY19</b> | <b>FY20</b>  | <b>FY21</b> | <b>FY22</b>                                  | <b>FY23</b>                    |
| \$7,000  | \$2,500     | \$2,500  | n/a         | \$5,000                                      | TBD                            |
| <b>League City Funding</b>   |             |  |             |  |                                |
| <b>FY18</b>  | <b>FY19</b> | <b>FY20</b>  | <b>FY21</b> | <b>FY22</b>                                  | <b>FY23</b>                    |
| n/a  | n/a         | \$1,500  | n/a         | n/a  | n/a                            |
| <b>Nassau Bay Funding</b>  |             |  |             |  |                                |
| <b>FY18</b>  | <b>FY19</b> | <b>FY20</b>  | <b>FY21</b> | <b>FY22</b>                                  | <b>FY23</b>                    |
| \$2,500  | n/a         | n/a  | n/a         | n/a  | n/a                            |
| Notes:   |             |  |             |  |                                |

#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, July 06, 2022 2:35:51 PM  
**Last Modified:** Wednesday, July 06, 2022 2:57:43 PM  
**Time Spent:** 00:21:51  
**IP Address:** 47.160.154.9

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Page 1

**Q1**

Does your event/program qualify for funding?

**Yes, my event/program meets at least one of the criteria listed above and results in overnight stays at City of Seabrook lodging facilities.**

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Page 2

**Q2**

Contact Information

|                         |                               |
|-------------------------|-------------------------------|
| Primary Contact Name    | <b>Dr. Maurine Howard</b>     |
| Organization/Group Name | <b>Yachty Gras Foundation</b> |
| Address                 | <b>P.O. Box 905</b>           |
| City/Town               | <b>Kemah</b>                  |
| State/Province          | <b>TX</b>                     |
| ZIP/Postal Code         | <b>77565</b>                  |
| Email Address           | <b>yachtygras@aol.com</b>     |
| Phone Number            | <b>713-882-4040</b>           |

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**Q3**

Did your event/program receive a Hotel Occupancy Tax Sponsorship for the Fiscal Year FY22 (October 2021-September 2022)?

**Yes, my event/program received a HOT Sponsorship.**

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Page 3: Post Event Report

**Q4**

Please upload your FY22 Post Event Report for review.

**YGF Profit & Loss 2021-2022 Kemah.pdf (56.5KB)**

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Page 4

**Q5**

Has your event/program received a HOT Sponsorship in the past?

**Yes, my event/program has received HOT funds in the past.**

**Q6**

If your event/program received funds in a prior year, please indicate why you did not receive funds in FY22.

**Respondent skipped this question**

**Q7**

If your event has never received HOT funds please describe your event in detail and the impact your event/program will have on Seabrook hotels.

**Respondent skipped this question**

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Page 5: Event/Program Information

**Q8**

Name of event/program

Yachty Gras Grand Night Boat Parade & Events

**Q9**

Funding Requested (please identify the amount of sponsorship funds you are seeking).

\$15,000.00

**Q10**

Event locations (select all that apply)

**City of Seabrook,  
City of Kemah,  
City of Nassau Bay,  
City of Webster,  
City of La Porte,  
City of League City,  
City of Houston**

**Q11**

Event/Program Date(s)

Date must fall between **02/11/2023**  
October 1, 2022 to  
September 30, 2023

**Q12**

Expected Total Attendance

20,000

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**Q13**

Please identify the amount of funds received from the organizations listed below.

|   |        |
|---|--------|
| City of Kemah   | 5,000  |
| City of League City   | 10,000 |
| City of Nassau Bay  | -0-    |
| Other municipal organizations (ex. City of Webster, City of La Porte, etc.) | -0-    |

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Page 6: Acknowledgement

**Q14** **Yes**

Is the information provided in this application true and correct?

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**Q15** **Yes**

Do you understand that funds received from the City of Seabrook's Hotel Occupancy Tax Fund must be used in compliance with Texas State Law as outlined on Page 1 of this application?

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Yachty Gras Foundation  
Profit & Loss Statement  
2021- 2022 Season

| Grants/Events Income:         | Grant/Events         | Received    | Not Received |
|-------------------------------|----------------------|-------------|--------------|
| 1. City of Seabrook           | \$15,000.00          | \$7,500.00  | \$ 7,500.00  |
| 2. City of Kemah              | \$ 5,000.00          | \$5,000.00  |              |
| 3. City of League City        | \$10,000.00 In Kind. | -0-         |              |
| 4. Kemah Boardwalk            | \$10,000.00 In-Kind  | -0-         |              |
| 5. Ms. Terry Turion           | \$ 2,500.00          | \$2,500.00  |              |
| 6. Mr. Henry Pine             | \$ 1,000.00          | \$1,000.00  |              |
| 7. Mr. Henry Pine             | \$ 500.00            | \$ 500.00   |              |
| 8. Mr. David Widner           | \$ 1,200.00          | \$1,200.00  |              |
| 9. Gordon Johnson             | \$ 2,500.00          | \$2,500.00  |              |
| 10. Kipp Rose                 | \$. 750.00           | \$ 750.00   |              |
| 11. T-Bone Tom's              | \$ 300.00            | \$ 300.00   |              |
| 12. Truist Bank               | \$ 1,500.00          | -0-         | \$ 1,500.00  |
| 13. Boat Parade Entries/Items | \$ 2,578.96          | \$2,578.96  |              |
| 14. Party Tickets/Auction     | \$ 4,030.00          | \$4,030.00  |              |
| 15. Misc. Donations           | \$ 800.00            | \$ 800.00   |              |
|                               |                      | \$28,658.96 | \$37,658.96  |

**\*Note:**

The City of Kemah provided a \$5,000.00 grant to The Yachty Gras Foundation. The City was given \$10,000.00 plus in media funds, for advertising by Yachty Gras. In the future the City of Kemah needs to meet the \$15,000.00 Grant given by the City of Seabrook. The City of Kemah receives 98 percent of all the tourist business provided by The Yachty Gras Events which last for six months. This year the hotels, shops and restaurants told The Yachty Gras Foundation Board, this was the most money they had made since Covid started. All hotels were booked 99 percent, restaurants and shops were full of tourist. Next year we need to provide more TV, Radio and Billboard advertising for the Yachty Gras Events. This can only be done with the City of Kemah matching the \$15,000.00 grant from the City of Seabrook. Going forward can we please take the following steps. The Mission Statement for The Yachty Gras Foundation is to bring recognition and tourism to the Bay Area Houston Communities. The City of Kemah gets almost all of the benefits rather than the other cities around the lake. Our events promote the boating community, area businesses and give a positive image of recognition to the City of Kemah! Consider all of the work that goes into the Yachty Gras Foundation to put six month's worth of events on, that benefit the City of Kemah.

The Post Event Forms will be submitted to all Cities following Keels & Wheels on May 1<sup>st</sup>, 2022, which will end out 2021-2022 Event Season.