



To: Seabrook City Council
From: LeaAnn Dearman, CPC / Amanda Alvarado
CC: Gayle Cook, Robin Hicks
Date: June 13, 2019

2019/20 Hotel Occupancy Tax Event/Program Funding Requests

Council, within this document is a summary of all 2019/20 Event/Program HOT Sponsorship Requests. Each year we require all events/programs who wish to seek funding, complete an online application detailing:

- General Event/Program Information
- Event/Program Attendance
- Previous Funding
- Additional Funding Received
- Marketing Plans
- Event/Program Budget
- Sample Advertisements and Press
- Impact to Seabrook Hotel
- Funding Amount Request

Sponsorship funds are taken from the City's Hotel Occupancy Tax (HOT) account. Funds from this account must meet a number of criteria as required by the state. Most events/programs who apply for funding qualify for these funds by using the funds received on advertising and/or art related programs.

Please refer to the chart on page 2 of this document to review the recommended amounts. Complete event/program applications are attached and made a part of your agenda. The requested amount from these events/programs would increase the HOT Budget by nearly 19%.

For your consideration, the current HOT fund has seen a decrease of taxes received from Seabrook hotels. The overall decrease to the HOT fund is forecasted to be approximately \$50,000. With the possibility of this trend continuing into next year, it is the recommendation of staff to revert back to the 2017/18 funding allocations for events/programs.

Based on Council recommendations for HOT Fund Sponsorships, the rest of the HOT Budget will be reviewed and presented to Council during the Council Budget Workshops in July. An overall 10-12% HOT budget cut will need to be considered during the Council Budget Workshops in addition to the recommended event/sponsorship program cuts.

Hotel Occupancy Tax Event/Program Funding 2016-2020

HOT Fund Trends & Expense on Events/Programs					
Event/Program	2016/17	2017/18	2018/19	2019/20 Requested	2019/20 Recommended
Bay Access Sailing	\$25,000	\$25,000	\$25,000	\$40,000	\$25,000
BA Ballet & Theater	\$5,000	\$6,000	\$8,000	\$8,000	\$6,000
Christmas Boat Parade	n/a	\$2,000	\$2,000	\$2,000	\$2,000
GB Songwriters Festival	\$20,000	\$10,000	0	0	0
Gulf Coast Film Festival	\$2,500	\$5,000	\$5,000	\$5,500	\$5,000
JFest Southwest	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Keels & Wheels	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Lucky Trail	\$25,000	\$25,000	\$25,000	\$30,000	\$25,000
Saltwater Derby	\$10,000	\$10,000	\$10,000	\$12,000	\$10,000
TX Outlaw Challenge	\$30,000	\$30,000	\$40,000	\$50,000	\$30,000
Yachty Gras	\$5,000	\$10,000	\$12,500	\$20,000	\$10,000
TOTAL	\$187,500	\$188,000	\$192,500	\$232,500	\$178,000
Percent Difference		+0.27%	+2.37%	+18.82%	-7.87%
Based on forecasted revenues we will not be requesting a contingency this year. If a new or event/program request funding it will be considered from reserves.				CONTINGENCY	0
Recommended Total for FY 19/20 Fiscal Year					\$178,000

Bay Access Sailing Programs

Bay Access is an educational charity promoting youth and amateur sailing in the Clear Lake and Galveston Bay area. Our charter allows, and the volunteers desire, to further develop, involvement with preservation of the water environs we sail in.

Amount Requested	\$40,000
Amount Received FY 2018/19	\$25,000
Amount Received FY 2017/18	\$25,000
Amount Received FY 2016/17	\$25,000
Event Location	Lakewood Yacht Club
Event Attendance/Participation	3,200
Utilization of Funds	\$25,000 for an exclusive Platinum city sponsorship and \$15,000 to defray expense of hosting a national team trials. Funds will be used for 1) advertising, web presence development, promotional materials, trophies & awards, entertainment, and event upgrades to attract out-of-town participants; 2) race committee support and training required to attract national & regional events; 3) travel and hotel expenses for out-of-town umpires and judges; and 4) crane and tent rental for national level events.
Estimated Impact on Seabrook Tourism	Moderate
Event Program Website(st)	Harvestmoonregatta.com ; lakewoodyachtclub.com ; bay-access.org
2019/20 Event Date	October 1, 2019
Funding received from other municipalities (FY 2018/19)	N/A - Additional funding is provided via sponsorships from various businesses in the Bay Area.
Budget documents and supplemental support are attached.	

Next Giant Leap (Bay Area Houston Ballet & Theatre)

Bay Area Houston Ballet & Theatre strives to enhance cultural awareness through performing arts and develop aspiring performers in the diverse populations of the Bay Area Houston area. Dedicated to expanding the company's audience and making the performing arts reachable to the widest and most diverse community possible, the mission is achieved through educational programs, collaborative projects and interactive experiences.

Amount Requested	\$8,000
Amount Received FY 2018/19	\$8,000
Amount Received FY 2017/18	\$5,000
Amount Received FY 2016/17	\$5,000
Event Location	BAHBT Black Box Theatre
Event Attendance/Participation	21,000+
Utilization of Funds	To assist with General Operating Support and with advertising and promotion of the year.
Estimated Impact on Seabrook Tourism	Minimal
Event Program Website(st)	bahbt.org
2019/20 Event Date	October 1, 2019
Funding received from other municipalities (FY 2018/19)	City of Kemah: Pending City of Nassau Bay: \$1,500 City of League City: \$12,500 City of Houston: \$54,765 Private Funding: \$20,000+

Budget documents and supplemental support are attached.

Christmas Boat Lane Parade

Champions for business success and quality of life in our community

Amount Requested	\$2,000
Amount Received FY 2018/19	\$2,000
Amount Received FY 2017/18	\$2,000
Amount Received FY 2016/17	\$0
Event Location	Clear Creek Channel
Event Attendance/Participation	Thousands
Utilization of Funds	Help with promotions to bring visitors to the city to watch the boat parade and stay overnight in Seabrook hotels and those of the other sponsoring cities.
Estimated Impact on Seabrook Tourism	Minimal
Event Program Website(st)	clearlakearea.com
2019/20 Event Date	December 14, 2019
Funding received from other municipalities (FY 2018/19)	City of Kemah - \$7,500 City of Nassau Bay - \$7,500 City of League City - \$4,000 City of Clear Lake Shores - \$2,000

Budget documents and supplemental support were not uploaded or provided.

Gulf Coast Film Festival

To promote the Art of Filmmaking and give awards at gala, show film screenings, promote Seabrook's heads and beds, restaurants and attractions resulting in Seabrook Tourism. We also showcase Seabrook for films to directors and film locations scouts.

Amount Requested**\$5,500**

Amount Received FY 2018/19

\$5,000

Amount Received FY 2017/18

\$5,000

Amount Received FY 2016/17

\$5,000

Event Location

Lakewood Yacht Club & Nassau Bay Hilton

Event Attendance/Participation

2,000

Utilization of Funds

To promote the film festival and events, the celebrity guests, publicity and advertising of events and program book that will be inserted in local papers and signage.

Estimated Impact on Seabrook Tourism

Moderate

Event Program Website(st)

<http://gulfcoastfilmfest.com>

2019/20 Event Date

September 25, 2020

Funding received from other municipalities (FY 2018/19)

City of Nassau Bay - \$500
City of Houston - \$500

Budget documents and supplemental support were not uploaded or provided.

J/Fest Southwest

Foster and conduct amateur sports competition as 501 (c)(3), Sponsor/conduct/participate in educational and conservation programs for boating, promote youth boating, and grant educational scholarships

Amount Requested	\$15,000
Amount Received FY 2018/19	\$15,000
Amount Received FY 2017/18	\$15,000
Amount Received FY 2016/17	\$15,000
Event Location	Lakewood Yacht Club / Galveston Bay
Event Attendance/Participation	445
Utilization of Funds	\$6000 - Advertising(signage, yers, web site, live streaming, event promo video, promotional merchandise, Seabrook Business promotions, Seabrook branded awards). \$6000 - Entertainment, Event Party *\$3000 - Regatta Logistics, Support incl. out-of-town participants)
Estimated Impact on Seabrook Tourism	Moderate
Event Program Website(st)	jfestsouthwest.com
2019/20 Event Date	October 25, 2019
Funding received from other municipalities (FY 2018/19)	\$6,650 of industry and member support, some in-kind services).

Budget documents and supplemental support are attached.

Keels and Wheels Concours D'Elegance

Conduct the Nation's largest and most prestigious Classic car and vintage boat concours event. This benefits a local charity. The event draws people from the U.S., Canada and Europe to Seabrook.

Amount Requested	\$50,000
Amount Received FY 2018/19	\$50,000
Amount Received FY 2017/18	\$50,000
Amount Received FY 2016/17	\$50,000
Event Location	Lakewood Yacht Club
Event Attendance/Participation	12,000
Utilization of Funds	Advertising, PR and marketing with print(local & national), radio locally, TV locally, internet, social media and direct mail nationally.
Estimated Impact on Seabrook Tourism	High
Event Program Website(st)	jfestsouthwest.com
2019/20 Event Date	May 2, 2020
Funding received from other municipalities (FY 2018/19)	City of Nassau Bay: \$10,000 Other (not specified): \$315,000

Budget documents and supplemental support are attached.

Seabrook Lucky Trails

Lucky Trail is a 3 day event for runners to come visit the Seabrook trail system and run a Marathon, Half Marathon, 1/4 marathon, a 5K or a two person or a 4 person relay. Running Sports Alliance is a charitable organization whose purpose is to put on quality running events.

Amount Requested	\$30,000
Amount Received FY 2018/19	\$25,000
Amount Received FY 2017/18	\$25,000
Amount Received FY 2016/17	\$25,000
Event Location	Seabrook Trails (Rex L. Meador Park)
Event Attendance/Participation	2,500
Utilization of Funds	Advertising, Solicitation, and Promotions: advertising and promotional programs to attract tourists registrants to the Seabrook area.
Estimated Impact on Seabrook Tourism	High
Event Program Website(st)	jfestsouthwest.com
2019/20 Event Date	March 14-16, 2020
Funding received from other municipalities (FY 2018/19)	\$1,000 from other sponsors. \$0 from other municipalities.
Budget documents and supplemental support are attached.	

Additional Information: Running Alliance Sport will be providing a \$20/day incentive to stay in Seabrook Hotels during the race weekend and Robby believes this will entice more runners to come stay for the weekend.

Seabrook Saltwater Derby

Seabrook Saltwater Derby Mission and Vision Mission: The mission of the Annual Seabrook Saltwater Derby is to capitalize on Seabrook's resources while promoting local tourism, thus generating additional tax revenue while participants shop, dine, and stay in Seabrook. Vision: To share Seabrook's cultural heritage and resources while supporting the Seabrook Association's Scholarship Fund and Shriners Hospitals for Children.

Amount Requested	\$12,000
Amount Received FY 2018/19	\$10,000
Amount Received FY 2017/18	\$10,000
Amount Received FY 2016/17	\$5,000
Event Location	Marine Max / Cabo Bar & Grill
Event Attendance/Participation	400
Utilization of Funds	Website, Newspaper and Magazine Ads and Press Releases, Facebook Promotions, Radio Advertisement and On Air Interviews, Ceroplastic Waterproof Signage, Billboards, Promotional Highway Banners, Business Cards, Booth at Houston Hunting & Fishing Show at the George R. Brown Convention Center, and Promotional Sponsorship/Booth at Celebration Seabrook.
Estimated Impact on Seabrook Tourism	Minimal to Moderate
Event Program Website(st)	seabrooksaltwaterderby.com
2019/20 Event Date	September 27, 2019
Funding received from other municipalities (FY 2018/19)	N/A
Budget documents and supplemental support are attached.	

Texas Outlaw Challenge

Seabrook Saltwater Derby Mission and Vision Mission: The mission of the Annual Seabrook Saltwater Derby is to capitalize on Seabrook's resources while promoting local tourism, thus generating additional tax revenue while participants shop, dine, and stay in Seabrook. Vision: To share Seabrook's cultural heritage and resources while supporting the Seabrook Association's Scholarship Fund and Shriners Hospitals for Children.

Amount Requested	\$50,000
Amount Received FY 2018/19	\$40,000
Amount Received FY 2017/18	\$30,000
Amount Received FY 2016/17	\$25,000
Event Location	Endeavor Marina
Event Attendance/Participation	15,000
Utilization of Funds	International advertising, media publications, and marketing resources.
Estimated Impact on Seabrook Tourism	High
Event Program Website(st)	texasoutlawchallenge.com
2019/20 Event Date	June 20, 2020
Funding received from other municipalities (FY 2018/19)	City of Kemah: \$7,500 City of Nassau Bay: \$5,000 Sponsors: \$25,000

Budget documents and supplemental support are attached.

Yachty Gras Grand Night Boat Parade

Yachty Gras is a positive thinking goal oriented organization formed to bring recognition and tourism to the Bay Area Houston communities. Our events promote the boating community and area businesses while helping other local non-profit organizations.

Amount Requested	\$20,000
Amount Received FY 2018/19	\$12,500
Amount Received FY 2017/18	\$10,000
Amount Received FY 2016/17	\$5,000
Event Location	Lakewood Yacht Club & Nassau Bay Hilton
Event Attendance/Participation	20,000
Utilization of Funds	Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
Estimated Impact on Seabrook Tourism	Minimal
Event Program Website(st)	yachtygras.com
2019/20 Event Date	February 15, 2020
Funding received from other municipalities (FY 2018/19)	City of Kemah - \$2,500 City of La Porte - \$1,000 Other (Sponsorships & In-Kind Donations): \$14,000

Budget documents and supplemental support are attached.