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Collector: Web Link 1 (Web Link)
Started: Wednesday, June 05, 2019 5:24:27 AM
Last Modified: Wednesday, June 05, 2019 6:21:50 AM
Time Spent: 00:57:22
IP Address: 76.238.190.84

Page 1: State of Texas Requirements for Hotel Occupancy Tax

Q1 Does your event/program qualify for funding? **Yes, my event/program meets at least one of the criteria listed above.**

Page 2: Organization/Group Information

Q2 Organization/Group Contact Information

Primary Contact Name	Robby Sabban
Organization/Group Name	Running Alliance Sport
Address	P O Box 1482
City/Town	Friendswood
State/Province	TX
ZIP/Postal Code	77549
Email	rasabban@gmail.com
Phone Number	8327299900

Q3 Website Address for Event/Program

<http://www.seabrookmarathon.org/>

Q4 Does your organization/group operate as a non-profit? **Yes**

Q5 Organization's Incorporation/Creation Date

July 7, 2011

Q6 Purpose or Mission of Organization/Group

Produce quality running events, to promote a healthy lifestyle. Donate proceeds to local charities

Page 3: Event/Program Information

Q7 Name of event/program

Seabrook Lucky Trail

Q8 Event Locations (select all that apply)

**Within Seabrook City
Limits**

Q9 Event/Program Date (date must fall between October 1, 2019 to September 30, 2020)

Date

03/14/2020

Q10 Expected Total Attendance

2500

Q11 How many times has this event/program been held?

**16-20
years**

Q12 Please complete the following regarding previous events/programs. (Dates fall between October 1 to September 30 - if new event/program type n/a)

2017/18 Event/Program Attendance

2500

2016/17 Event/Program Attendance

2500

2015/16 Event/Program Attendance

2500

Q13 Which HOT funding category does this event/program fall? (select all the apply)

Advertising, Solicitation, and Promotions: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Page 4: Funding Information

Q14 Funds Requested for 2019/2020 Event

30,000.00

Q15 How will the funds be used?

Advertising, Solicitation, and Promotions: advertising and promotional programs to attract tourists registrants to the Seabrook

FY 2019/2020 HOT Funding Request

Q16 Total Event/Program Budget This number represents your event/program's entire budget including but not limited to advertising, promotional products, rentals, supplies, personnel, overhead, etc.

180,000.00

Q17 Event/Program Budget

Seabrook 2018.pdf (40.7KB)

Q18 Previous Funds Received If this is a new event/program or if you have not received funding in the past please type n/a.

2018/19 HOT Funds Received/Approved	25,000.00
2017/18 HOT Funds Received	25,000.00
2016/17 HOT Funds Received	25,000.00

Q19 Do you receive funding from other municipalities? **No**

Q20 How much funding do you receive from the organizations listed below? (Type n/a if you do not receive funding from these municipalities):

City of Kemah	N/A
City of Nassau Bay	N/A
City of League City	N/A
City of La Porte	N/A
City of Houston	N/A
Other (specify organization(s) and amount funded from other sponsors)	1,000

Page 5: Marketing Information

Q21 Do you have a Marketing/Advertising Plan? **Yes**

Q22 Please upload your Marketing/Advertising Plan. You may also email it to lpetersen@seabrooktx.gov.

Marketing Plan 2020.pdf (142.1KB)

FY 2019/2020 HOT Funding Request

Q23 Where do you advertise and/or promote your event?
(check all that apply)

- Local Newspaper(s),
- Regional Newspaper(s),
- Facebook,
- Twitter,
- YouTube,
- Broadcast Radio ,
- Email Distribution Lists ,
- Internet Calendars

Q24 Do you submit press releases to local/regional media?

Yes

Q25 Please upload a current or previous press release about your event. You may also email the press release to lpetersen@seabrooktx.gov.

2019 Press Release Seabrook Lucky Trails.pdf (114.2KB)

Q26 Please identify where you advertise. (select all that apply)

- Greater Houston Region,
- Austin Market,
- San Antonio Market ,
- Dallas/Fort Worth Market,
- Nationally

Q27 Please upload any examples of advertisements, press releases, promotions, signage, and any other materials. You may also email examples to lpetersen@seabrooktx.gov.

seabrook-houstonad-2019-v3b (5).pdf (3.3MB)

Page 6: Impact on Seabrook Hotels

Q28 How many people attending this event are expected to stay in a hotel?

350

Q29 How many nights are they expected to stay?

2

FY 2019/2020 HOT Funding Request

Q30 Do you reserve a room block at Seabrook hotel for your event/program? **Yes**

Q31 Where do you block rooms and how many rooms do you block? (type n/a if not applicable)

Best Western Plus	Entire Hotel
Captain Inn & Suites	N/A
Hampton Inn	N/A
La Quinta	20
Quality Inn	N/A
SpringHill Suites	20

Q32 How many rooms were occupied as a direct result of your 2017/18 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	60
Captain Inn & Suites	N/A
Hampton Inn	N/A
La Quinta	20
Quality Inn	N/A
SpringHill Suites	20

Q33 How many rooms were occupied as a direct result of your 2016/17 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	60
Captain Inn & Suites	N/A
Hampton Inn	Information not available
La Quinta	Information not available
Quality Inn	Information not available
SpringHill Suites	Information not available

Q34 How do you measure the impact your event/program has on Seabrook hotels? (select all that apply) **Hotelier Survey/Email/Phone Calls**, **Attendee Survey**

FY 2019/2020 HOT Funding Request

Q35 Is the information provided in this application is true and correct? **Yes**

Q36 Do you understand that funds received from the City of Seabrook's Hotel Occupancy Tax Fund must used in compliance with Texas State Law as outlined on Page 1 of this application and also made available online at www.seabrooktx.gov? **Yes**

Running Alliance Sports, Inc.
Profit & Loss by Class
January through December 2018

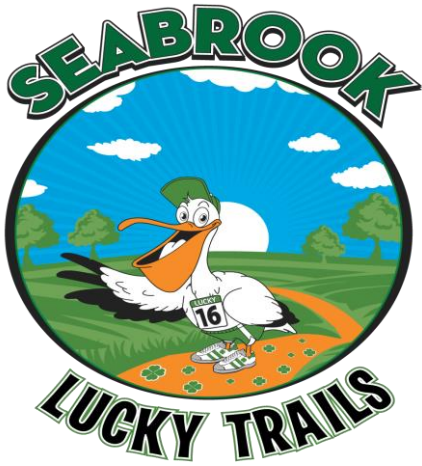
	Seabrook Lucky Trails	TOTAL
Ordinary Income/Expense		
Income		
Direct Public Support	175,418.63	175,418.63
Indirect Public Support	4,365.14	4,365.14
Total Income	179,783.77	179,783.77
Expense		
1 - Event Expense		
Event Expense (Direct)	18,173.95	18,173.95
Event Expense (Participant)	46,810.78	46,810.78
Facilities and Equipment		
Equip Rental and Maintenance	-285.59	-285.59
Facilities and Equipment - Other	1,722.60	1,722.60
Total Facilities and Equipment	1,437.01	1,437.01
Merchant Fees	3,363.25	3,363.25
Promotion Exp (Specific Event)	9,496.27	9,496.27
Supplies	5,460.98	5,460.98
Website	8,156.33	8,156.33
1 - Event Expense - Other	145.00	145.00
Total 1 - Event Expense	93,043.57	93,043.57
2 - Grants / Charity		
Grants / Charity	55,500.00	55,500.00
2 - Grants / Charity - Other	17,025.00	17,025.00
Total 2 - Grants / Charity	72,525.00	72,525.00
3 - Administrative & Overhead		
Books, Subscriptions, Reference		
Contract Services	107.69	107.69
Contract Services		
Accounting Fees	217.50	217.50
Contract Services - Other	15,500.48	15,500.48
Total Contract Services	15,717.98	15,717.98
Postage, Mailing Service		
Travel and Meetings	112.09	112.09
Conference, Convention, Meeting		
Meals	2,087.11	2,087.11
Travel	1,101.14	1,101.14
Travel	1,576.12	1,576.12
Total Travel and Meetings	4,764.37	4,764.37
Total 3 - Administrative & Overhead	20,702.13	20,702.13
Other Types of Expenses		
Insurance - Liability, D and O	3,455.24	3,455.24
Other Costs	1,587.29	1,587.29
Other Types of Expenses - Other	50.68	50.68
Total Other Types of Expenses	5,093.21	5,093.21
Transfer	-25,000.00	-25,000.00
Total Expense	166,363.91	166,363.91
Net Ordinary Income	13,419.86	13,419.86
Net Income	13,419.86	13,419.86

Marketing Plan (2020)

SEABROOK LUCKY TRAILS

HALF MARATHON, Quarter Marathon, RELAY, and 5K

- **Print**
 - **Flyers**
 - 25,000 flyers distribute to:
 - Other event and races (local, state wide, and national)
 - Running stores (local and national)
 - Running marathon expo (Dallas, Houston, Austin, Fort-Worth, route 66, Lafayette, and Waco)
 - **Magazines**
 - Full page color advertisement in Running Triathlete New (November through March)
 - Full page advertisement in marathon programs (Houston, Austin and Dallas)
- **Social Media**
 - Facebook: Seabrook page, plus cross promote with the 5 other races that RAS produce.
- **Email Marketing:**
 - **Constant Contact:**
 - Promote event to over 15,000 runners that are registered through our own event.
- **Radio:**
 - **Press Release**
 - All Radio stations in the greater Houston area
- **TV:**
 - Press Release
 - All TV stations in the greater Houston Area
- **Special Events:**
 - **Expos:**
 - At least two to 3 events (Houston, Waco, Dallas, and Austin)
 - **Running Clubs:**
 - Face to face interaction to promote Seabrook
- **Special Promotions:**
 - **Entry giveaways**
 - **Special pricing**
- **Giveaways:**
 - **Socks, shirt, and a hat**
 - **Medals to every runner**



PRESS RELEASE
For Immediate Release

CONTACT

Contact: Robby Sabban/rasabban@gmail.com/Cell: 832-377-8666

RUNNING ALLIANCE SPORT HOSTS THE SEABROOK LUCKY TRAILS SIXTEENTH ANNUAL MARATHON, THREE QUARTER, HALF MARATHON, 5K, AND KIDS K

FRIENDSWOOD (March 4, 2018) – After the 2018 final running of the Seabrook Lucky Trail Marathon, Running Alliance Sport and sponsor City of Seabrook is premiering its worthy successor – the **Seabrook Lucky Trails**, on Seabrook’s beautiful trails. The 2019 **Seabrook Lucky Trails** iconic 3 day event through the beautiful trails. Participants can chose any distance, from a 5k all the way to a marathon.

Running Alliance Sport Director Robby Sabban explains, “We have a race for every pace – the traditional 5k to a marathon.”

The event also hosts a St Patrick-themed costume contest and the ever-popular post-race food prepared by the White Water BBQ Company.

Registration remains available at until Wednesday March 13th, 2019
seabrookmarathon.org/registration

About Running Alliance Sport

Based out of the greater Bay Area Houston area, Running Alliance Sport (RAS) is a not-for-profit event production company that has a passion for producing quality running events which in turn support local communities and its charities. RAS successfully works with city governments in Seabrook, Kemah, La Porte, Baytown, Galveston and Tiki Island to produce five races annually from March to November that engages nearly 500 volunteers, sends over 5,550 runners and walkers across finish lines has donated over \$700,000 to local charities since its inception in 2011. For more information, please visit www.runningalliancesport.org.

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