Christmas Boat Lane Parade	
Clear Lake Chamber of Commerce serves as champions for business success and quality of life in our community and hosts the Christmas Boat Lane Parade each year.	
Amount Requested	**$2,000** (*Q16*)
Recommended Amount	***$2,000**
Recommended Reduction Explanation	*Not applicable - no reduction necessary based on the FY20 allocation. The boat parade is an evening event with primarily a local draw and current staff recommendation is to cap these types of events at $2,000 while HOT revenue is down.
Amount Received FY 2019/20	$2,000
Amount Received FY 2018/19	$2,000
Amount Received FY 2017/18	$2,000
Amount Received FY 2016/17	n/a
Event Location	Galveston Bay/Clear Creek Channel (*Q10*)
Event Attendance/Participation	Thousands (*Q12*)
Utilization of Funds	To increase promotions of the event and encourage visitors to stay in local hotels for the weekend. (*Q17*)
Impact on Seabrook Tourism	Minimal
Event Program Website(st)	Clearlakearea.com (*Q5*)
2020/21 Event Date	December 12, 2020 (*Q11*)
Funding received from other municipalities (FY 2019/20)	City of Kemah - $7,500 City of Nassau Bay - $4,000 (*NB indicated $2k*) City of League City - $7,500 City of Clear Lake Shores - $2,000 (*Identified on application Q22 in addition to communication with area cities*)
Budget documents and supplemental support are attached as submitted by applicants. *If these documents are not included they were not submitted.*	

#3

COMPLETE

Collector:	Web Link 1 (Web Link)
Started:	Thursday, May 28, 2020 11:19:28 AM
Last Modified:	Thursday, May 28, 2020 3:51:47 PM
Time Spent:	04:32:19
IP Address:	50.246.32.162

Page 1: COVID-19 PANDEMIC DISCLAIMER

Q1

Have you read and understand the COVID-19 Pandemic Disclaimer?

Yes

Q2

Do you wish to continue?

Yes

Page 2: State of Texas Requirements for Hotel Occupancy Tax

Q3

Does your event/program qualify for funding?

Yes, my event/program meets at least one of the criteria listed above.

Page 3: Organization/Group Information

Q4

Organization/Group Contact Information

Primary Contact Name	**Shari Sweeney**
Organization/Group Name	**Clear Lake Area Chamber of Commerce**
Address	**1201 E. NASA Parkway**
City/Town	**Houston**
State/Province	**TX**
ZIP/Postal Code	**77058**
Email	**shari@clearlakearea.com**
Phone Number	**281-488-7676**

Q5

Website Address for Event/Program

www.clearlakearea.com

Q6

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

Yes

Q7

Organization's Incorporation/Creation Date

August 8, 1962

Q8

Purpose or Mission of Organization/Group

Champions for Business Success and Quality of Life in our Community

Page 4: Event/Program Information

Q9

Name of event/program

Christmas Boat Lane Parade

Q10

Event Locations (select all that apply)

Other (please specify):

Clear Lake, Galveston Bay, Seabrook, Kemah, League City, Nassau Bay, Clear Lake Shores

Q11

Event/Program Date (date must fall between October 1, 2020 to September 30, 2021)

Date **12/12/2020**

Q12

Expected Total Attendance

thousands

Q13

How many times has this event/program been held?

More than 20 years

Q14

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

2018/19 Event/Program Attendance	**thousands**
2017/16 Event/Program Attendance	**thousands**
2016/17 Event/Program Attendance	**thousands**

Q15

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 5: Funding Information

Q16

Funds Requested for 2020/2021 Event

$2,000

Q17

How will the funds be used?

To increase promotions of the event and encourage visitors to stay in local hotels for the weekend.

Q18

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

$23,000

Q19

Event/Program Budget

Budget Christmas Boat Lane Parade.docx (13.1KB)

Q20

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

2019/20 HOT Funds Received/Approved	**$2,000**
2018/17 HOT Funds Received	**$2,000**
2017/16 HOT Funds Received	**$2,000**

Q21 **Yes**

Do you receive funding from other municipalities?

Q22

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	**$7,500**
City of Nassau Bay	**$4,000**
City of League City	**$7,500**
City of La Porte	**na**
City of Houston	**na**
Other (specify organization(s) and amount funded from other sponsors)	**Clear Lake Shores $2,000**

Page 6: Marketing Information

Q23 **Yes**

Do you have a Marketing/Advertising Plan?

Q24

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

2020 Christmas Boat Lane Parade Adv Marketing Plan.docx (14KB)

Q25

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

Regional Newspaper(s),

Facebook,

Twitter,

Instagram,

YouTube,

Email Distribution Lists,

Other (please specify):

Meetings, calendars

Q26

Do you submit press releases to local/regional media?

Yes

Q27

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

PressRelease_ChristmasBoatParade.doc (32.5KB)

Q28

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

Locally (Bay Area Houston),

Greater Houston Region,

Austin Market,

San Antonio Market,

Dallas/Fort Worth Market

Q29

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

Respondent skipped this question

Page 7: Impact on Seabrook Hotels

Q30

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

unknown

Q31

How many nights are they expected to stay?

one

Q32

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

Uncertain

Q33

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

Best Western Plus	**unknown**
Captain Inn & Suites	**unknown**
Hampton Inn	**unknown**
Kemah Edge Water Inn (Formerly La Quinta)	**unknown**
Quality Inn	**unknown**
SpringHill Suites	**unknown**
Holiday Inn Express	**unknown**
Seaside RV Resort	**unknown**

Q34

How many rooms were occupied as a direct result of your 2018/19 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	**unknown**
Captain Inn & Suites	**unknown**
Hampton Inn	**unknown**
Kemah Edge Water Inn (Formerly La Quinta)	**unknown**
Quality Inn	**unknown**
SpringHill Suites	**unknown**
Holiday Inn Express	**unknown**
Sea Side RV Resort	**unknown**

Q35

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	**unknown**
Captain Inn & Suites	**unknown**
Hampton Inn	**unknown**
Kemah Edge Water Inn (Formerly La Quinta)	**unknown**
Quality Inn	**unknown**
SpringHill Suites	**unknown**
Holiday Inn Express	**unknown**
Seaside RV Resort	**unknown**

Q36 **I do not gather this information**

How do you measure the impact your event/program has on Seabrook hotels? (select all that apply)

Page 8: Acknowledgement

Q37 **Yes**

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

Q38 **Yes**

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 2 of this application and also made available online at www.seabrooktx.gov?

Christmas Boat Lane Parade on Clear Lake
A project of the Clear Lake Area Chamber of Commerce

2020 project budget

Budget Goal Net **$23,000**

Revenue collected from:
Major Sponsors
Individual Award Sponsors
Participants
Merchandise sales
Awards Brunch tickets

Pending Expenses:
Promotions (social/print/web)
Supplies
Merchandise
Skippers Meeting/Awards Brunch
Awards
Photographer
Other

2020 Christmas Boat Lane Parade

Advertising/Marketing Plan

To bring in visitors and locals the annual Christmas Boat Lane Parade uses promotions through:

- Print Advertising:

  The SCENE Magazine (November & December)
  Community Impact Newspaper postcard 10,000 (November) – no confirmed
  Neighborhood Community Newsletter

- Social Media:
  Facebook Advertising (70+ miles away from local area)
  www.clearlakearea.com
  YouTube

- Web Media:

  Parade coverage on I45Now
  Other media Outlets as confirmed

- Merchandise:

  T-shirts & Sweatshirts
  Skipper's Bags
  Souvenir Plates
  Awards (sixty)

1201 NASA Parkway, Houston, TX 77058 • www.clearlakearea.com

For Immediate Release October 2019

Contact: Shari Sweeney, Vice President
Clear Lake Area Chamber of Commerce
281/ 488–7676 ext. 27; Cell: 281/610-1056
shari@clearlakearea.com

58th Annual Christmas Boat Lane Parade December 14th

Bright lights and boats of all kinds will meet December 14, 2019 at 6:00 p.m. for the 58th Annual Christmas Boat Lane Parade on Clear Lake produced by the Clear Lake Area Chamber of Commerce and presented by the Cities of Clear Lake Shores, Kemah, League City, Nassau Bay and Seabrook. The boats will line up in the Nassau Bay Lagoon and South Shore Harbour Marina, travel the channel past Seabrook and the Kemah Boardwalk out into Galveston Bay and return.

These beautifully decorated sail and power boats will dazzle and entertain thousands of spectators with their brightly colored lights, music and designs. Some boats will be decorated traditionally, and others will look unique.

The City of Nassau Bay signals the start of the parade with their beautiful fireworks display. The boats will travel past spectators in League City, Clear Lake Shores, Nassau Bay, Seabrook, the Kemah Boardwalk, out into Galveston Bay and return.

For parade spectators, kicking off the holiday season should be a fun time of year to relax, spending time with loved ones and enjoying these brightly decorated vessels. Kemah Boardwalk, Seabrook, Nassau Bay and South Shore Harbour Marina are great places to spend the day then enjoy the parade that evening.

The morning following the parade, awards will be given out at the traditional awards brunch in the ballroom of South Shore Harbour Resort.

To enter your boat or find out more information about the parade or sponsorships go to www.ClearLakeArea.com or call 281-488-7676.

# # #

58th Annual

Christmas Boat Lane Parade

Presented by the Cities of Clear Lake Shores, Kemah, League City, Nassau Bay & Seabrook **on Clear Lake**

December 14, 2019

TO REGISTER YOUR BOAT IN THE PARADE
OR FOR SPONSORSHIP OPPORTUNITIES, VISIT
WWW.CLEARLAKEAREA.COM
OR CONTACT THE CLEAR LAKE AREA CHAMBER FOR MORE INFORMATION.

Viewing locations include: South Shore Harbour Marina, Kemah Boardwalk, Nassau Bay Lagoon, Clear Lake Shores, Constellation Pointe/Davis Rd. Canal

@CLACCTX
1201 E. NASA PKWY.
281.488.7676

produced by
CLEAR LAKE AREA Chamber of Commerce
Serving Bay Area Houston since 1962

CLEAR LAKE AREA Chamber of Commerce
Serving Bay Area Houston since 1962

58th Annual

Christmas Boat Lane Parade

on Clear Lake

December 14, 2019

@clacctx

www.clearlakearea.com

Presented by

CITY OF CLEAR LAKE SHORES
CITY OF KEMAH
CITY OF LEAGUE CITY
CITY OF NASSAU BAY
CITY OF SEABROOK

Gold Achor

KEMAH BOARDWALK

Anchor Line

JSC FEDERAL CREDIT UNION
MARK E. HOLLIS, CPA, PLLC
PHOTOSBYEDDIEHARPER.COM
SEABROOK MARINA INC.

Contributors

BLUE MARLIN FUEL DOCK
LAUDERDALE YACHT SALES
TEXAS NAVY SAM HOUSTON SQUADRON
UNMANNED EAGLE EYE

58th Annual

Christmas Boat Lane Parade

on Clear Lake

COME FOR THE WEEKEND TO ENJOY THE FESTIVITIES AND STAY OVERNIGHT IN ONE OF OUR BEAUTIFUL SPONSORING CITIES.

December 14, 2019

Presented by the Cities of

CLEAR LAKE SHORES
WWW.CLEARLAKESHORES-TX.GOV

KEMAH
WWW.KEMAHTOURISM.COM

LEAGUE CITY
WWW. VISITLEAGUECITY.COM

NASSAU BAY
WWW.NASSAUBAY.COM

SEABROOK
WWW.SEABROOKTX.GOV

Viewing locations include
South Shore Harbour Marina
Kemah Boardwalk
Nassau Bay Lagoon
Clear Lake Shores

produced by

CLEAR LAKE AREA Chamber of Commerce

Buy Into Bay Area
Think Local.

For registration and more information visit www.clearlakearea.com or call 281.488.7676

58th Annual

Christmas Boat Lane Parade

on Clear Lake

COME FOR THE WEEKEND TO ENJOY THE FESTIVITIES AND STAY OVERNIGHT IN ONE OF OUR BEAUTIFUL SPONSORING CITIES.

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CLEAR LAKE SHORES
WWW.CLEARLAKESHORES-TX.GOV

KEMAH
WWW.KEMAHTOURISM.COM

LEAGUE CITY
WWW. VISITLEAGUECITY.COM

NASSAU BAY
WWW.NASSAUBAY.COM

SEABROOK
WWW.SEABROOKTX.GOV

Viewing locations include
South Shore Harbour Marina
Kemah Boardwalk
Nassau Bay Lagoon
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Constellation Pointe/Davis Rd. Canal

produced by

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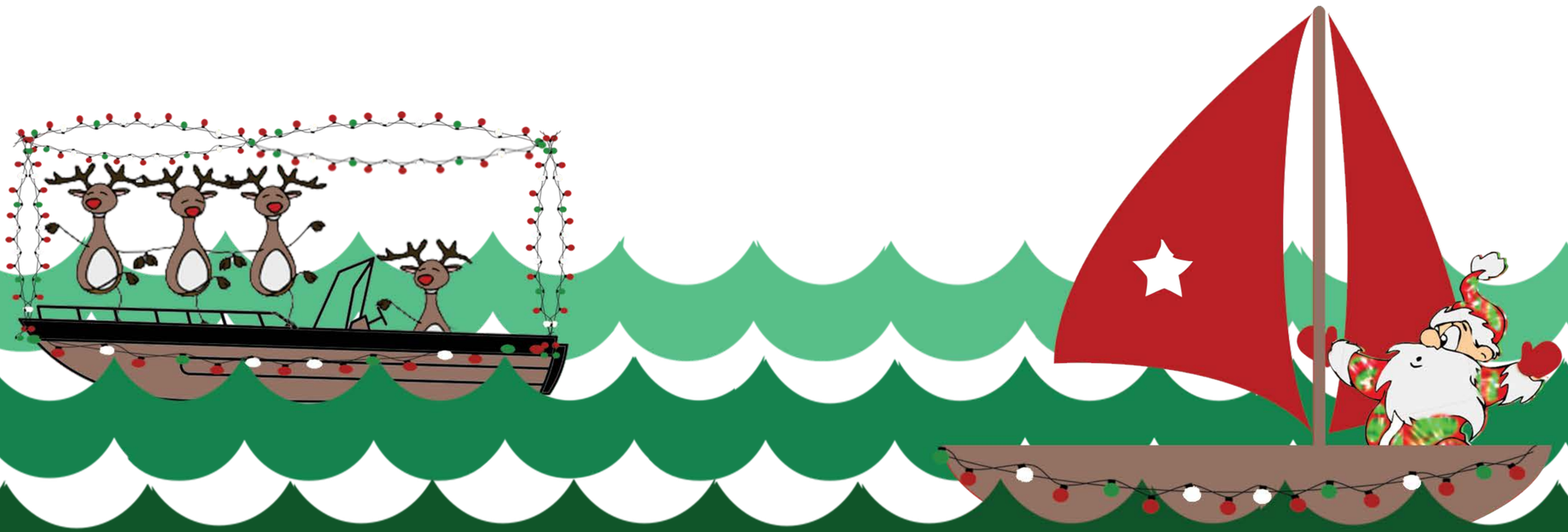

Presented by The Cities of Clear Lake Shores, Kemah, League City, Nassau Bay & Seabrook