

| 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 | \$15,000 (Q16) |
| Recommended Amount | *\$18,750 |
| Recommended Reduction Explanation | *Multi-day large events which draw visitors from across the state and country are recommended to take an equal 25% reduction from FY20 allocation. |
| Amount Received FY 2019/20 | \$25,000 |
| Amount Received FY 2018/19 | \$25,000 |
| Amount Received FY 2017/18 | \$25,000 |
| Amount Received FY 2016/17 | \$25,000 |
| Event Location | Seabrook Trail System (Starts/Ends at Meador Park) (Q10) |
| Event Attendance/Participation | 2,000 (Q12) |
| Utilization of Funds | Promoting Seabrook Lucky Trails (Q17) |
| Impact on Seabrook Tourism | High |
| Event Program Website(st) | seabrookmarathon.org (Q5) |
| 2020/21 Event Date | March 19-21, 2021 (Q11) |
| Funding received from other municipalities (FY 2019/20) | Funding from other municipalities is not received. Other funding was not identified. (Q22) |
| Budget documents and supplemental support are attached as submitted by applicants. <i>If these documents are not included they were not submitted.</i> | |

Additional Note: The 2020 Seabrook Lucky Trail event was canceled due to the COVID-19 pandemic and state of disaster.

Lucky Trails

#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, June 02, 2020 5:19:37 AM
Last Modified: Tuesday, June 02, 2020 5:47:47 AM
Time Spent: 00:28:09
IP Address: 73.76.35.110

Page 1: COVID-19 PANDEMIC DISCLAIMER

Q1 **Yes**

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

Q2 **Yes**

Do you wish to continue?

Page 2: State of Texas Requirements for Hotel Occupancy Tax

Q3 **Yes, my event/program meets at least one of the criteria listed above.**

Does your event/program qualify for funding?

Page 3: Organization/Group Information

Q4

Organization/Group Contact Information

| | |
|-------------------------|-------------------------------|
| Primary Contact Name | Robby Sabban |
| Organization/Group Name | Running Alliance Sport |
| Address | PO Box 1482 |
| City/Town | Friendswood |
| State/Province | TX |
| ZIP/Postal Code | 77549 |
| Email | rasabban@gmail.com |
| Phone Number | 832-729-9900 |

Q5

Website Address for Event/Program

http://www.seabrookmarathon.org/

Q6

Yes

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

Q7

Organization's Incorporation/Creation Date

July 2011

Q8

Purpose or Mission of Organization/Group

To put on quality events for runners, increase health awareness, donate to charity.

Page 4: Event/Program Information

Q9

Name of event/program

Seabrook Lucky Trails

Q10

Within Seabrook City Limits

Event Locations (select all that apply)

Q11

Date

03/20/2021

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

Q12

Expected Total Attendance

2000

Q13

16-20 years

How many times has this event/program been held?

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 | 2000 |
| 2017/16 Event/Program Attendance | 1850 |
| 2016/17 Event/Program Attendance | 2000 |

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

15000

Q17

How will the funds be used?

Promoting Seabrook Lucky Trails

Q18

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.

100000

Q19

Event/Program Budget

Seabrook August 2019 YTD P&L.pdf (34.8KB)

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 | 25000 |
| 2018/17 HOT Funds Received | 25000 |
| 2017/16 HOT Funds Received | 25000 |

Q21

No

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 | 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) | N/A |

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.

Marketing Plan 2021.docx (14.6KB)

Q25

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

- Facebook,**
- Twitter,**
- Instagram,**
- Broadcast Radio,**
- Email Distribution Lists,**
- Internet Calendars**

Q26

Yes

Do you submit press releases to local/regional media?

Q27

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

Press_Release_Seabrook_Lucky_Trails_2020-1b.doc (102KB)

Q28

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

Greater Houston Region,

Austin Market,

San Antonio Market,

Dallas/Fort Worth Market,

Nationally

Q29

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

TBS-December2018-v2.pdf (2MB)

Page 7: Impact on Seabrook Hotels

Q30

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

350

Q31

How many nights are they expected to stay?

2 to 3

Q32

Yes

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

Q33

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

| | |
|---|-----|
| Best Western Plus | yes |
| Captain Inn & Suites | N/A |
| Hampton Inn | Yes |
| Kemah Edge Water Inn (Formerly La Quinta) | N/A |
| Quality Inn | N/A |
| SpringHill Suites | Yes |
| Holiday Inn Express | N/A |
| Seaside RV Resort | N/A |

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 | ALL |
| Captain Inn & Suites | N/A |
| Hampton Inn | uncertain |
| Kemah Edge Water Inn (Formerly La Quinta) | Not Sure |
| Quality Inn | Not Sure |
| SpringHill Suites | 25 |
| Holiday Inn Express | Not sure |
| Sea Side RV Resort | Not Sure |

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 | ALL |
| Captain Inn & Suites | N/A |
| Hampton Inn | Not sure |
| Kemah Edge Water Inn (Formerly La Quinta) | N/A |
| Quality Inn | Not Sure |
| SpringHill Suites | 20 |
| Holiday Inn Express | Not Sure |
| Seaside RV Resort | Not Sure |

Q36

Hotelier Survey/Email/Phone Calls,

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

Attendee Survey

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?

Substantially All Disclosures Omitted

Running Alliance Sports, Inc.
Profit & Loss by Class
January through August 2019

11/08/19

| | <u>Seabrook Lucky Trails</u> | <u>TOTAL</u> |
|--|------------------------------|--------------|
| Ordinary Income/Expense | | |
| Income | | |
| Direct Public Support | 95,471.77 | 95,471.77 |
| Total Income | 95,471.77 | 95,471.77 |
| Expense | | |
| 1 - Event Expense | | |
| Event Expense (Direct) | 22,249.79 | 22,249.79 |
| Event Expense (Participant) | 25,329.85 | 25,329.85 |
| Facilities and Equipment | | |
| Equip Rental and Maintenance | 840.89 | 840.89 |
| Rent, Parking, Utilities | 120.00 | 120.00 |
| Facilities and Equipment - Other | 765.46 | 765.46 |
| Total Facilities and Equipment | 1,726.35 | 1,726.35 |
| Merchant Fees | 1,799.10 | 1,799.10 |
| Promotion Exp (Specific Event) | 9,806.18 | 9,806.18 |
| Supplies | 454.26 | 454.26 |
| Website | 4,696.84 | 4,696.84 |
| 1 - Event Expense - Other | -1,000.00 | -1,000.00 |
| Total 1 - Event Expense | 65,062.37 | 65,062.37 |
| 2 - Grants / Charity | 25,967.50 | 25,967.50 |
| 3 - Administrative & Overhead | | |
| Books, Subscriptions, Reference | 76.83 | 76.83 |
| Contract Services | | |
| Accounting Fees | 829.66 | 829.66 |
| Contract Services - Other | 9,710.14 | 9,710.14 |
| Total Contract Services | 10,539.80 | 10,539.80 |
| Postage, Mailing Service | 220.68 | 220.68 |
| Travel and Meetings | | |
| Conference, Convention, Meeting | 489.77 | 489.77 |
| Meals | 345.49 | 345.49 |
| Travel | 182.23 | 182.23 |
| Total Travel and Meetings | 1,017.49 | 1,017.49 |
| Total 3 - Administrative & Overhead | 11,854.80 | 11,854.80 |

11/08/19

Running Alliance Sports, Inc.
Profit & Loss by Class
January through August 2019

| | <u>Seabrook Lucky Trails</u> | <u>TOTAL</u> |
|--------------------------------------|------------------------------|--------------------------|
| Other Types of Expenses | | |
| Insurance - Liability, D and O | 2,244.68 | 2,244.68 |
| Other Costs | 850.74 | 850.74 |
| Total Other Types of Expenses | <u>3,095.42</u> | <u>3,095.42</u> |
| Total Expense | <u>105,980.09</u> | <u>105,980.09</u> |
| Net Ordinary Income | <u>-10,508.32</u> | <u>-10,508.32</u> |
| Net Income | <u><u>-10,508.32</u></u> | <u><u>-10,508.32</u></u> |

Marketing Plan (2021)

SEABROOK LUCKY TRAILS

MARATHON, 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 9 other races that RAS produce.
 - Giveaways on social media platforms
- **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
Robby Sabban, rasabban@gmail.com / 832-377-8666



17TH ANNUAL LUCKY TRAILS EVENT REVVING UP FOR MARCH 13TH, 14TH & 15TH

SEABROOK, TX (January 24, 2020) – Sponsored by the City of Seabrook, organizer Running Alliance Sport (RAS) challenges runners with three days of races in the **17th annual Seabrook Lucky Trails Event** on Friday, March 13th, Saturday, March 14th and Sunday, March 15th. A Seabrook tradition, there are distances for every runner, including Kids K, Quarter Marathon, two Half Marathons, a $\frac{3}{4}$ Marathon, two 5Ks, a Two-Person Half marathon Relay and Four-Person Marathon Relay and of course the signature event, the **Lucky Trails Marathon**.

Affectionately known as the “Luckiest Marathon in Texas” (and arguably the easiest), the **Seabrook Lucky Trails Marathon**, run over scenic trails at Seabrook’s Meador Park includes opportunities for all levels of fitness and supports the community by benefiting survivors of domestic abuse through *The Bridge Over Troubled Waters*, a non-profit organization that assists survivors of domestic and/or sexual violence in eight area communities.

The kick-off race for the event is Friday's 5K, and Kids K run on the Trails, starting at 5:45 p.m. with a time limit of 1 hour and 15 minutes. The Kids K will start at 5:30 p.m.

Marathon walkers have the option of an early start at 5:30 a.m. on Saturday, with the official Marathon start at 7:15 a.m. Also starting at 7:15 a.m. On Saturday, the Four-Person Relay and the $\frac{3}{4}$ Marathon race. A Half Marathon starts at 7:30 a.m., and the course closes at 2 p.m.

Sunday the event wraps with the Quarter Marathon, Half Marathon and Two-Person Relay starting at 7:15 a.m., and the second 5K of the weekend starting at 7:30 a.m.

All registrants receive a gender-specific technical shirt and other items and all finishers – including relay and 5K participants – receive an event-specific, custom-designed medal. Expect friendly volunteers, a St. Patrick’s Day themed Costume contest, and a wonderful after-party.

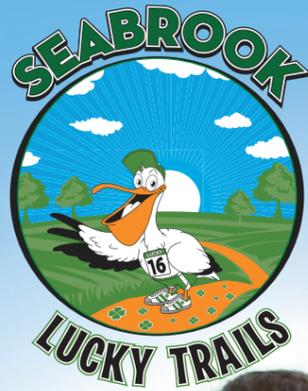
All races start and end at Rex Meador Park, located in Seabrook at 2100 Meyer Road.

For online registration and detailed race information visit www.seabrookmarathon.org. Updates and announcements are also posted to the Running Alliance Sports Facebook page, the single social media page participants and fans can follow for all RAS event news and announcements: <https://www.facebook.com/RunningAllianceSport/>

Running Alliance Sport (RAS) is a not-for-profit event production company that has a passion for producing quality running events which support local communities and its charities. For more information and links to all races and series, please visit <https://www.runningalliancesport.org/>.

The Bridge Over Troubled Waters, Inc. is the sixth largest comprehensive crisis center in Texas, annually serving more than 20,000 people, through residential/non-residential services and community outreach and prevention/education programs. Visit <http://www.tbotw.org>.

When it comes to southern coastal living, nothing beats Seabrook, Texas. Located 30 minutes south of downtown Houston, residents and visitors alike treasure this vibrant community for its resort-style experiences along Clear Lake and Galveston Bay. For more information, go to www.seabrooktx.gov/visitors.



Seabrook, Texas
 March 15, 16, & 17, 2019

Texas Runner
SPECIAL PRICING
 PLUS UP TO \$15 FOR FUTURE RAS RACES!
 Use Code CHM19*



Marathon · ¾ Marathon · ½ Marathon · ¼ Marathon · 5K & Kids K · Relays & Challenges

EVERYONE IS A VIP!

- Finisher's Medal One-of-a-Kind!
- Tech Shirt, Hat, & Socks Cool Swag!
- Costume Contest with Awards!
- Voted Best Post Race Party! Food, Drinks & Beer!

*** Special Registration Prices**
 Plus Earn Up To \$15 for Future RAS Races!

Marathon, ¾ or ½ \$80 plus save* \$15
 ¼ Marathon \$50 plus save* \$10
 5K \$35 plus save* \$5

Use code **CHM19** at checkout by 1/31/18.
 *Future RAS races.

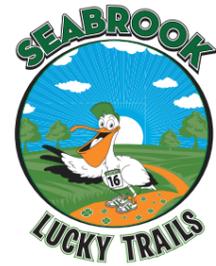
SeabrookMarathon.org

No extra fee for online registration. Check website for cutoff date and details.
 Recognized 501(c)(3) net proceeds go to The Bridge Over Troubled Waters.



2019 RACE CALENDAR

March 15, 16 & 17, 2019



Seabrook Lucky Trails
 Marathon · ¾ Marathon
 ½ Marathon · ¼ Marathon
 5K & Kids K · Relays & Challenges

April 20, 2019



Yuri's Fun Run
 Kids K & 5K

JULY 4, 2019



TEXAS HEAT WAVE
 5K & 5-MILE RUNS

July 21, 2019



Lunar Landing
 Family Fun Run
 Kids k & 5k

SEPTEMBER 15, 2019



TOUGHEST 10K
 KEMAH



Saturday, October 5, 2019



St. Thomas
 Family Fun Runs
 5K-9, Kids K & 5K

OCTOBER 19, 2019



TOUGHEST 10K
 GALVESTON



November 17, 2019



La Porte
 By The Bay
 Half Marathon



No Online Registration Fee! • Refunds on Future Races!

EVERYONE IS A VIP!

RunningAllianceSport.org