



To: Seabrook City Council
From: LeaAnn Dearman Petersen
CC: Gayle Cook, Robin Hicks
Date: July 7, 2020

2020/21 Hotel Occupancy Tax Event/Program Funding Requests

Council, attached to the agenda is the 2020/21 Event/Program HOT Sponsorship Requests which also includes a summary sheet of each application. 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 provided by 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 and promotions.

Staff has removed all recommendations and Council will move forward with setting recommendations and final decisions during the July 7 City Council meeting.

Based on Council decisions for HOT Fund Sponsorships, the remaining HOT Budget will be reviewed and presented to Council during the Council Budget Workshops in July. Additional reductions will be made as necessary to minimize the impact on reserves.

Hotel Occupancy Tax Event/Program Funding 2016-2021

| HOT Fund Trends & Expense on Events/Programs | | | | | | |
|---|------------------|------------------|------------------|------------------|-------------------|---------------------|
| Event/Program | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 Requested | 2020/21 Recommended |
| Bay Access Sailing | \$25,000 | \$25,000 | \$25,000 | \$25,000 | \$25,000 | |
| BA Ballet & Theater | \$5,000 | \$6,000 | \$8,000 | \$6,000 | \$6,000 | |
| Christmas Boat Parade | n/a | \$2,000 | \$2,000 | \$2,000 | \$2,000 | |
| GB Songwriters Festival | \$20,000 | \$10,000 | n/a | n/a | n/a | |
| Gulf Coast Film Festival | \$2,500 | \$5,000 | \$5,000 | \$5,000 | \$5,500 | |
| JFest Southwest | \$15,000 | \$15,000 | \$15,000 | \$15,000 | \$12,000 | |
| Keels & Wheels | \$50,000 | \$50,000 | \$50,000 | \$50,000 | \$50,000 | |
| Lucky Trail | \$25,000 | \$25,000 | \$25,000 | \$25,000 | \$15,000 | |
| Saltwater Derby | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$9,000 | |
| TX Outlaw Challenge | \$30,000 | \$30,000 | \$40,000 | \$30,000 | \$30,000 | |
| Yachty Gras | \$5,000 | \$10,000 | \$12,500 | \$10,000 | \$12,500 | |
| TOTAL | \$187,500 | \$188,000 | \$192,500 | \$178,000 | \$167,000 | |
| Percent Difference | | + .266% | + 2.37% | - 7.83% | - 6.38% | |
| <p><i>Based on forecasted revenues we will not be requesting a contingency this year. If a new or event/program funding request is made, it must be considered based on reserves.</i></p> | | | | | | |
| Recommended Total for FY 20/21 Fiscal Year | | | | | | |

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.

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| Amount Requested | \$25,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| 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 | Lakewood Yacht Club (Q10) |
| Event Attendance/Participation | 4,000 (Q12) |
| Utilization of Funds | <p>Transportation and accommodations for visiting race officers, registration of sailors. (Q17)</p> <p>\$15,000 secures the Hometown Sponsorship level for race series including hosting national championships. The additional \$10,000 requested is to defray expense of hosting opti 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. (Q18).</p> |
| Impact on Seabrook Tourism | Moderate to High |
| Event Program Website(s) | Harvestmoonregatta.com ; lakewoodyachtclub.com ; bay-access.org |
| 2020/21 Event Date(s) | Main event to be held October 27, 2020 (Q11 on application) |
| Funding received from other municipalities (FY 2019/20) | Program does not receive funding from other municipalities in the area. Approximately \$18,000 from private sponsors is secured in addition to in-kind sponsorships (\$3,000 each from six organizations listed in Q22). |

Budget documents and supplemental support are attached as submitted by applicants. *If these documents are not included they were not submitted.*

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.

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| Amount Requested | \$6,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| Amount Received FY 2019/20 | \$6,000 |
| Amount Received FY 2018/19 | \$8,000 |
| Amount Received FY 2017/18 | \$5,000 |
| Amount Received FY 2016/17 | \$5,000 |
| Event Location | BAHBT Bayou Theatre <i>(Applicant clarified location with staff - Q10)</i> |
| Event Attendance/Participation | 18,000+ (Q12) |
| Utilization of Funds | To assist with general operating support and with advertising and promotion of the year as well as Seabrook hotels. (Q17) |
| Impact on Seabrook Tourism | Minimal |
| Event Program Website(st) | Bahbt.org (Q5) |
| 2020/21 Event Date | 5 productions between October 2020 through August 2021 (Q9/11) |
| Funding received from other municipalities (FY 2019/20) | City of Kemah: Pending City of Nassau Bay: \$1,500 <i>(NB indicated \$1,000 funded each year)</i> City of League City: \$15,000 City of Houston: \$25,000 Private Funding: \$20,000+ <i>(Identified on application Q22 in addition to communication with area cities)</i> |
| Budget documents and supplemental support are attached as submitted by applicants. <i>If these documents are not included they were not submitted.</i> | |

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.

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| Amount Requested | \$2,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| 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.*

Gulf Coast Film Festival

To promote the art of film making and give awards at gala and have screenings of film and show Seabrook for films and movie locations to promote tourism.

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| Amount Requested | \$5,500 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| Amount Received FY 2019/20 | \$5,000 |
| 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 (Q10) |
| Event Attendance/Participation | 2,000 (Q12) |
| Utilization of Funds | Advertising, signs, banners and event programs. (Q17) |
| Impact on Seabrook Tourism | Moderate |
| Event Program Website(st) | http://gulfcoastfilmfest.com |
| 2020/21 Event Date | September 25, 2021 (Q11) |
| Funding received from other municipalities (FY 2019/20) | City of Nassau Bay - \$1,000 (NB indicated \$1,500 in FY21) (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.*

| J/Fest Southwest | |
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| 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 | \$12,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| Amount Received FY 2019/20 | \$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 (Q10) |
| Event Attendance/Participation | 460 (Q12) |
| Utilization of Funds | \$5,000 - Advertising/Signs/Video Production/Promotional Merchandise - \$4,000 Entertainment/Awards - \$3,000 Event Logistics including out of town boats. (Q17) |
| Impact on Seabrook Tourism | Moderate to High |
| Event Program Website(st) | jfestsouthwest.com |
| 2020/21 Event Date | October 10, 2020 (Q11) |
| Funding received from other municipalities (FY 2019/20) | Amount received from additional organizations was not provided. (Q22 - <i>Funding is not provided by other municipalities</i>) |
| Budget documents and supplemental support are attached as submitted by applicants. <i>If these documents are not included they were not submitted.</i> | |

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 (Q16)

Recommended Amount

Recommended Reduction
Explanation

Amount Received FY 2019/20

\$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 (Q10)

Event Attendance/Participation

12,000 (Q12)

Utilization of Funds

Advertising, PR and marketing with print (local & national), radio locally, TV locally, internet, social media and direct mail nationally, Google ads, text marketing. (Q17)

Impact on Seabrook Tourism

High

Event Program Website(st)

Keels-wheels.com (Q5)

2012/21 Event Date

May 1 & 2, 2020 (Q11)

Funding received from other
municipalities (FY 2019/20)

City of Nassau Bay: \$10,000 (NB indicated remain same for FY21)
Other (sources not specified): \$295,000
(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.*

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.

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| Amount Requested | \$15,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| 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. *If these documents are not included they were not submitted.*

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

\$9,000 (Q16)

Recommended Amount

Recommended Reduction
Explanation

Amount Received FY 2019/20

\$10,000

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 (Q10)

Event Attendance/Participation

400-430 (Q12)

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. (Q17)

Impact on Seabrook Tourism

Moderate

Event Program Website(st)

Seabrooksaltwaterderby.com (Q5)

2020/21 Event Date

September 24, 2021 (Q11)

Funding received from other
municipalities (FY 2019/20)

Funding from other municipalities is not received. Additional funding from other sources was not identified. (Q22)

Budget documents and supplemental support are attached as submitted by applicants. *If these documents are not included they were not submitted.*

Texas Outlaw Challenge

Produce an internationally attended marine event supporting Bay Area tourism and local charity goals.

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| Amount Requested | \$30,000 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| Amount Received FY 2019/20 | \$30,000 |
| Amount Received FY 2018/19 | \$40,000 |
| Amount Received FY 2017/18 | \$30,000 |
| Amount Received FY 2016/17 | \$25,000 |
| Event Location | Area cities and Galveston - Exact location of events not indicated (Q10) |
| Event Attendance/Participation | 3,000-4,000 (Q12) |
| Utilization of Funds | National advertising campaign, local Texas advertising, direct mailing invitations and flyers, website updates, constant contact notifications, sponsor logo visibility, and media costs. (Q17) |
| Impact on Seabrook Tourism | High |
| Event Program Website(st) | Texasoutlawchallenge.com (Q5) |
| 2020/21 Event Date | June 23-27, 2021 (Q11-Q12) |
| Funding received from other municipalities (FY 2019/20) | City of Kemah: \$5,000 City of Nassau Bay: \$5,000 (NB indicated possible reduction for FY21) Additional Sponsors: \$25,000 (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.*

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.

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| Amount Requested | \$12,500 (Q16) |
| Recommended Amount | |
| Recommended Reduction Explanation | |
| Amount Received FY 2019/20 | \$10,000 |
| Amount Received FY 2018/19 | \$12,500 |
| Amount Received FY 2017/18 | \$10,000 |
| Amount Received FY 2016/17 | \$5,000 |
| Event Location | Clear Lake Channel (Q10) |
| Event Attendance/Participation | 15,000 (Q12) |
| Utilization of Funds | Advertising and promotion of Seabrook. (Q17) |
| Impact on Seabrook Tourism | Minimal |
| Event Program Website(st) | yachtygras.com |
| 2020/21 Event Date | February 6, 2021 (Q11) |
| Funding received from other municipalities (FY 2019/20) | City of Kemah - \$2,500 (Kemah may withdraw support) City of League City - \$1,000 Other (Sponsorships & In-Kind Donations): \$25,000 (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.*