

**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.

<b>Amount Requested</b>	<b>\$15,000 (Q16)</b>
<b>Recommended Amount</b>	
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)	<a href="http://seabrookmarathon.org">seabrookmarathon.org</a> (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.*

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

**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	<b>2000</b>
2017/16 Event/Program Attendance	<b>1850</b>
2016/17 Event/Program Attendance	<b>2000</b>

---

**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	<b>25000</b>
2018/17 HOT Funds Received	<b>25000</b>
2017/16 HOT Funds Received	<b>25000</b>

**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	<b>N/A</b>
City of Nassau Bay	<b>N/A</b>
City of League City	<b>N/A</b>
City of La Porte	<b>N/A</b>
City of Houston	<b>N/A</b>
Other (specify organization(s) and amount funded from other sponsors)	<b>N/A</b>

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](mailto: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](http://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>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Direct Public Support	95,471.77	95,471.77
<b>Total Income</b>	95,471.77	95,471.77
<b>Expense</b>		
<b>1 - Event Expense</b>		
Event Expense (Direct)	22,249.79	22,249.79
Event Expense (Participant)	25,329.85	25,329.85
<b>Facilities and Equipment</b>		
Equip Rental and Maintenance	840.89	840.89
Rent, Parking, Utilities	120.00	120.00
Facilities and Equipment - Other	765.46	765.46
<b>Total Facilities and Equipment</b>	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
<b>Total 1 - Event Expense</b>	65,062.37	65,062.37
<b>2 - Grants / Charity</b>	25,967.50	25,967.50
<b>3 - Administrative &amp; Overhead</b>		
Books, Subscriptions, Reference	76.83	76.83
<b>Contract Services</b>		
Accounting Fees	829.66	829.66
Contract Services - Other	9,710.14	9,710.14
<b>Total Contract Services</b>	10,539.80	10,539.80
Postage, Mailing Service	220.68	220.68
<b>Travel and Meetings</b>		
Conference, Convention, Meeting	489.77	489.77
Meals	345.49	345.49
Travel	182.23	182.23
<b>Total Travel and Meetings</b>	1,017.49	1,017.49
<b>Total 3 - Administrative &amp; Overhead</b>	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>
<b>Other Types of Expenses</b>		
<b>Insurance - Liability, D and O</b>	2,244.68	2,244.68
<b>Other Costs</b>	850.74	850.74
<b>Total Other Types of Expenses</b>	<u>3,095.42</u>	<u>3,095.42</u>
<b>Total Expense</b>	<u>105,980.09</u>	<u>105,980.09</u>
<b>Net Ordinary Income</b>	<u>-10,508.32</u>	<u>-10,508.32</u>
<b>Net Income</b>	<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](mailto:rasabban@gmail.com) / 832-377-8666



**17<sup>TH</sup> ANNUAL LUCKY TRAILS EVENT REVVING UP FOR MARCH 13<sup>TH</sup>, 14<sup>TH</sup> & 15<sup>TH</sup>**

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 **17<sup>th</sup> annual Seabrook Lucky Trails Event** on Friday, March 13<sup>th</sup>, Saturday, March 14<sup>th</sup> and Sunday, March 15<sup>th</sup>. 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.

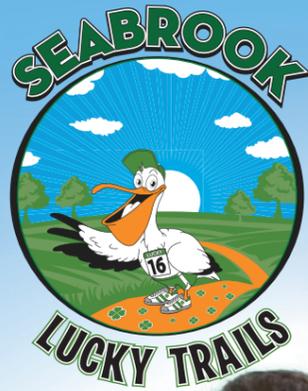
All races start and end at Rex Meador Park, located in Seabrook at 2100 Meyer Road.

For online registration and detailed race information visit [www.seabrookmarathon.org](http://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](http://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.

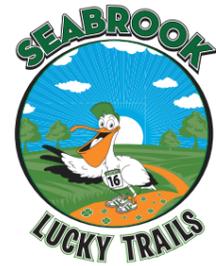
**SeabrookMarathon.org**

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



**EVERYONE IS A VIP!**

No Online Registration Fee! • Refunds on Future Races!

**RunningAllianceSport.org**