

**Texas Outlaw Challenge**

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

<b>Amount Requested</b>	<b>\$30,000 (Q16)</b>
<b>Recommended Amount</b>	
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)	<a href="http://Texasoutlawchallenge.com">Texasoutlawchallenge.com</a> (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.*

FY 2020/2021 HOT Funding Request  
**TX Outlaw Challenge**

#11

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, June 04, 2020 9:07:16 AM  
**Last Modified:** Thursday, June 04, 2020 9:38:44 AM  
**Time Spent:** 00:31:28  
**IP Address:** 47.182.208.212

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Page 1: COVID-19 PANDEMIC DISCLAIMER

**Q1** **Yes**

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

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**Q2** **Yes**

Do you wish to continue?

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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?

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Page 3: Organization/Group Information

**Q4**

Organization/Group Contact Information

Primary Contact Name	<b>Paul Robinson</b>
Organization/Group Name	<b>Offshore Thunder Productions LLC</b>
Address	<b>P.O. Box 580388</b>
City/Town	<b>Houston</b>
State/Province	<b>TX</b>
ZIP/Postal Code	<b>77258</b>
Email	<b>Paul@TexasOutlawChallenge.com</b>
Phone Number	<b>2817028744</b>

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**Q5**

Website Address for Event/Program

texasoutlawchallenge.com

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**Q6**

**No**

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

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**Q7**

Organization's Incorporation/Creation Date

2008

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**Q8**

Purpose or Mission of Organization/Group

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

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Page 4: Event/Program Information

**Q9**

Name of event/program

Texas Outlaw Challenge

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**Q10**

Event Locations (select all that apply)

**Within Seabrook City Limits,**

**City of Kemah,**

**City of Nassau Bay,**

**City of League City,**

Other (please specify):

Gavlestone

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**Q11**

Date

**06/26/2021**

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

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**Q12**

Expected Total Attendance

3000-4000 from 06/23 to 06/27

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**Q13**

**11-15 years**

How many times has this event/program been held?

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**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>3200</b>
2017/16 Event/Program Attendance	<b>2800</b>
2016/17 Event/Program Attendance	<b>2200</b>

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**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.**

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Page 5: Funding Information

**Q16**

Funds Requested for 2020/2021 Event

\$30,000

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**Q17**

How will the funds be used?

- National Advertising campaign, local Texas advertising, direct mailing invitations and flyers, website updates, constant contact notifications, sponsor logo visibility, and media costs

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**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.

\$285,000

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**Q19**

Event/Program Budget

**2020-2021 Total Event Program Budget.doc (31.5KB)**

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**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>\$30,000</b>
2018/17 HOT Funds Received	<b>\$40,000</b>
2017/16 HOT Funds Received	<b>\$30,000</b>

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**Q21**

**Yes**

Do you receive funding from other municipalities?

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**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>\$5000</b>
City of Nassau Bay	<b>\$5000</b>
City of League City	<b>0</b>
City of La Porte	<b>0</b>
City of Houston	<b>0</b>
Other (specify organization(s) and amount funded from other sponsors)	<b>\$25,000</b>

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Page 6: Marketing Information

**Q23**

**Yes**

Do you have a Marketing/Advertising Plan?

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**Q24**

**Respondent skipped this question**

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

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**Q25**

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

- Local Newspaper(s),**
- Facebook,**
- Twitter,**
- Instagram,**
- YouTube,**
- TV/Cable,**
- Broadcast Radio,**
- Email Distribution Lists,**
- Internet Calendars,**
- Other (please specify):  
National marine magazines and event boat shows

**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.

**Respondent skipped this question**

**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,**
- Nationally,**
- Internationally**

**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**

**Q30**

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

1500+

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**Q31**

How many nights are they expected to stay?

5

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**Q32**

**No**

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

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**Q33**

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

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

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**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	n/a
Captain Inn & Suites	n/a
Hampton Inn	n/a
Kemah Edge Water Inn (Formerly La Quinta)	n/a
Quality Inn	n/a
SpringHill Suites	n/a
Holiday Inn Express	n/a
Sea Side RV Resort	n/a

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

**Q36**

**Attendee Survey,**

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

**I do not gather this information**

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)?

# Texas Outlaw Challenge 2020-2021

## Event Budget Costs

	<u>COST</u>
Event Insurance	12050
Aquarium Banquet (Saturday night)	15063
Boardroom/Ballroom Check-in Room (400 x 2) + \$250Sat. + \$200 Lunch	1250
Participant Packages Bags	5000
Boat Numbers	378
Clear Lake Guest Boat Shuttle (Thurs+Fri nights = 10hrs.)	1341
Helicopter (Saturday) (1 hr Fri. + 2 hrs Sat over 4 hr period)	6632
Timing System & Radar Gun Rental (\$5301) + (Antenna \$274)	5573
Event Logo Artwork & Full Page Ad Development (3 magazine preps)	7058
Extreme Boats Magazine Ad (2)	5500
Florida Powerboat Club Magazine Ad (1)	1000
Poker Runs America Magazine Ad	2000
Local Radio Ads	1750
Bikini Contest Prize \$ Support	750
Spillway Park (Set-up and county fees)	0
Signage (Instructions etc) and Banners	6000
Event T-Shirts (including sponsor logo set-ups)	6000
Event T-Shirt Art Set-up (multiple design shirts)	1000
Medical Support (Ambulance, EMTs)	1500
Poker Run Catering at Saturday Lunch Stop	6976
Speed on the Water Web Ads	1500
Offshoreonly Website Ads	4500
Speed Boat Magazine Ads	3500
Poker Runs America (Canada) Magazine ads	1750
National Event Organization Conference	2500
Volunteer Patrol Shirts	755
Airport Shuttle (VIP Service)	Sponsored
Crane Service	5000
Marina Slip Rentals	6500
Video Footage	4050
Web Media Email Blasts	1200
Spectator and Media Vessel Rental	3500
Sponsor Room Comps (Bob x3, Stu, Howard, Ray, Brad, Jay)	4854
Large Event TOC Banners (including logo set-ups)	2260
Trophies (Collector Armory Gun Replicas)	6430
Trophy Labels	427
Dock Support Equipment & Marine Supplies (West Marine/Blackburns)	2000
Trophy Shipping	130
Shipping & Mailing	3500
Phone	553

Website Hosting	1250
Event Website Development	1440
Event Promotion Boat Event Flyers (2500 Padded) (+ \$120 shipping)	776
Local Promotional Poster Printing	3000
Miami Boat Show Advertising	2500
Miami Boat Show Banners (2-3x5, plus art setup)	476
Performance Boats Magazine	1000
St. Pete's Poker Runs America Advertising	1300
Biloxi Race Media (Event Advertising)	575
Tickfaw 200 Event Advertising	1200
Divers	1500
Spectator Tents	1700
Copies/Signage (Office Depot)	1236
Radar Course Setup (Floats, Anchors, Cement)	2261
Race Fuel Truck Standby Support (\$50 x 10hrs)	500
FPC TV	5000
Credit Card Machine	850
Award Jackets (10)	465
Jacket Embroidery	900
LLC	1200
Amy (Admin supplies)	210
Karen (Safety supplies)	1885
Arnie (Broadcast Speaker Set-ups)	2400
Connie (Admin supplies)	366
Arlette (Admin supplies)	1216
Horsepower Dock Show (advertising articles and set-up)	3000
Steel Horse Bike Show (advertising articles and set-up)	3000
Yacht Sponsor Party Food	228
Event Equipment storage rent (annual)	10800
Vehicle & Trailer Rentals	2200
Prizes	5000
Volunteer Appreciation Lunch	950
Sponsor Appreciation Lunch	1800
Marketing Manager Fee (Dryden Productions)	3500
Staff Support (hourly wages & lunches)	6200
Police Support	8500
<u>Account Checks</u>	<u>102</u>

COSTS

\$247,216+



# Texas Outlaw Challenge Marketing & Promotions Plan

(Target = to continue increasing these numbers and venues)

Media Outlet	Marketing Type	Impressions/ Reach/Views Visitors/Likes
<b>Billboard</b>	<b>Billboard with Web Cam</b> 	<b>39,000 Impressions</b>
<b>Broadcast - Radio</b> 	<b>iHeart Media:</b> Morning drive mentions and website links on <b>KTRH NewsRadio 740 AM; The Beat 93.7, The Buzz- 94.5, SportTalk 790, KPRC AM 950, KODA - FM 99.1; KPRC - Talk, KTRH - 740, 104 KRBE, The New 93Q Country.</b> Listing on Community Calendar of Events	<b>308,100 Reach</b>
<b>Broadcasting- TV</b> 	Segments on <b>KPRC Click 2 Houston and Dallas</b> featuring 3 live shots, repeats in evening news 4 Live Segments - <b>Fox 26 KRIV</b> - Ruben Dominquez and FB uploads <b>Fox 26 KRIV - What's Happening Houston</b> - On-site taping for Sept/Dec Episode 6 Repeat in May <b>Eyes on Houston KPRC 2</b> - Coverage of Thursday Street Party. 2-3 minute feature stories on evening segment, FB posts, video upload and links.  Mentions on Website Community Calendar of Events for Local TV ( <b>ABC, NBC, CBS &amp; Fox</b> )	<b>760,000 Impressions</b>
<b>Cross Promotion – Event Advertisers / Sponsors</b>	<b>42 Event Sponsors</b> National / Local; Co-promotion: E-blasts, Social Media, Website mention/links; Invite Distribution	<b>92,000 Reach</b>
<b>Cross Promotion – Local Area Merchants, Hotels, Charities</b>	Local Business, Community groups, Local Cities, Event Registrations, Venues ; cross -promo: Invites, Flyers Postcards, Social Media & Websites 8 Charities with Website and FB mentions along with postcard distribution; 12 Area Hotels - Invite Distribution	<b>129,000 Reach</b>
<b>Cross Promotion - Manufacturers</b>	Manufacturers/Dealers promotions via websites and FB. General Stats: Seen in <b>130 countries; Over 35,000 Views</b> ; Seen in all <b>52 states</b> - Texas being Top 10; Over 50% new visitors; 50% using mobile devices <b>-Manufacturers:</b> Statement, Cigarette, DCB, Nordic, MTI, Nor-Tech, Skater, Outerlimits, Sunsatation, Mystic <b>- Dealerships:</b> Xtreme Marine, Shogren Marine, - Performance Boat Marine, Marine Max, Double R, Dollar Offshore Marine	<b>560,000 Views</b>
<b>Face to Face Promotions</b>	<b>12 Events Regional/National:</b> Texas, Georgia, Canada, Mississippi, Louisiana, Arizona, Florida. Distribution of Invitation; Full Page ads, Co-op exhibits & website promotions.	<b>120,000 Reach</b>

Media Outlet	Marketing Type	Impressions/ Reach/Views Visitors/Likes
Magazines – Print & Digital (Local)	Scene Magazine - Color: Front Cover & Back Cover, Center Spread, Article, and ads throughout Magazine available via smartphone and iPad App; Cowboys and Indians, Culture Map, Texas Mariner, Bay Area Houston, On the Water Lifestyle,	118,200 Circulation
National/International Industry Publications (Print and Digital)  	<b>6 Major National Industry Magazines</b> <b>PowerBoat Nation:</b> 6 Stories, 3 Videos, Newsletter, Website Articles and Links/Videos; FB updates and continuous Pre & Post Event Coverage and Event Coverage; Twitter Feeds <b>Poker Runs America Magazine:</b> Featured TOC, 18 in the last few years; Articles, Full Page Color Ads, Inclusion in Event Calendar of Poker Runs; Website promotions and video uploads. <b>SpeedBoat Magazine:</b> Full Page Color Ads, Cover Story in 1st Quarter, Pre & Post Event Coverage and Event Coverage; Video and Links, FB Posts. Additional Stats 70,000 FB Followers and 50,000 followers on Instagram <b>Offshore Only.com:</b> 5 months Promotion and articles. <b>Speed on The Water:</b> Feature Story in Newsletter, Event highlights Articles, August Post Event Feature Article <b>Florida PowerBoat Magazine - Powerboating:</b> Newsletter Write-ups, Full Page Color Ads, Calendar of Events Inclusion, Face to Face Promotion at other events, On-site Coverage and Video	929,914 Circulation
Newspaper Print & Digital	Houston Chronicle, Houston Community Newspapers 26 Regional Papers; The Post, Baytown Sun, Houston Press, Culture Map, Galveston Daily News each included featured articles in print and website, links ad community events calendars.	1,312,970 Circulation
Promotional Material	Gold Envelope Invitations, Flyers, Banners, Postcards, Maps, Newsletter, Poker Run Punch Card, Advertiser Promotions, Tickets/Vouchers, Press Releases, E-blasts Promotions (National/Regional/Local)  	16,000 Reach
Social Media General	FB, Twitter, Instagram, Social Media, You Tube	132,552 Views/Followers
Official FB Pages	Daily Postings, Pre-Posting, reposting, Shares Likes and Paid Promotions; Heavy Social Media Coverage, Video Posting and Outreach, Media Postings, Features. Two FB Pages Community and Group. Over 600 Posts for a 3 month period.	1,092 Members 4,290 Followers 214,972 Community Likes 449,000 Unique Views
www.Texasoutlawchallenge.com	Official Website - Key information and promotion vehicle. 10 months of heavy promotion	22,554 Visitors 241,426 Page Views 3,507,075 Hits

