

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	
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.*

Christmas Boat Parade

#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 **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	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

Yes

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

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

Date

12/12/2020

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

Q12

Expected Total Attendance

thousands

Q13

More than 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	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 Budget This 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

Uncertain

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	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)

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



58th Annual

Christmas Boat Lane Parade

on Clear Lake



December 14, 2019



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 Anchor
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

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LEAGUE CITY
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NASSAU BAY
WWW.NASSAUBAY.COM

SEABROOK
WWW.SEABROOKTX.GOV

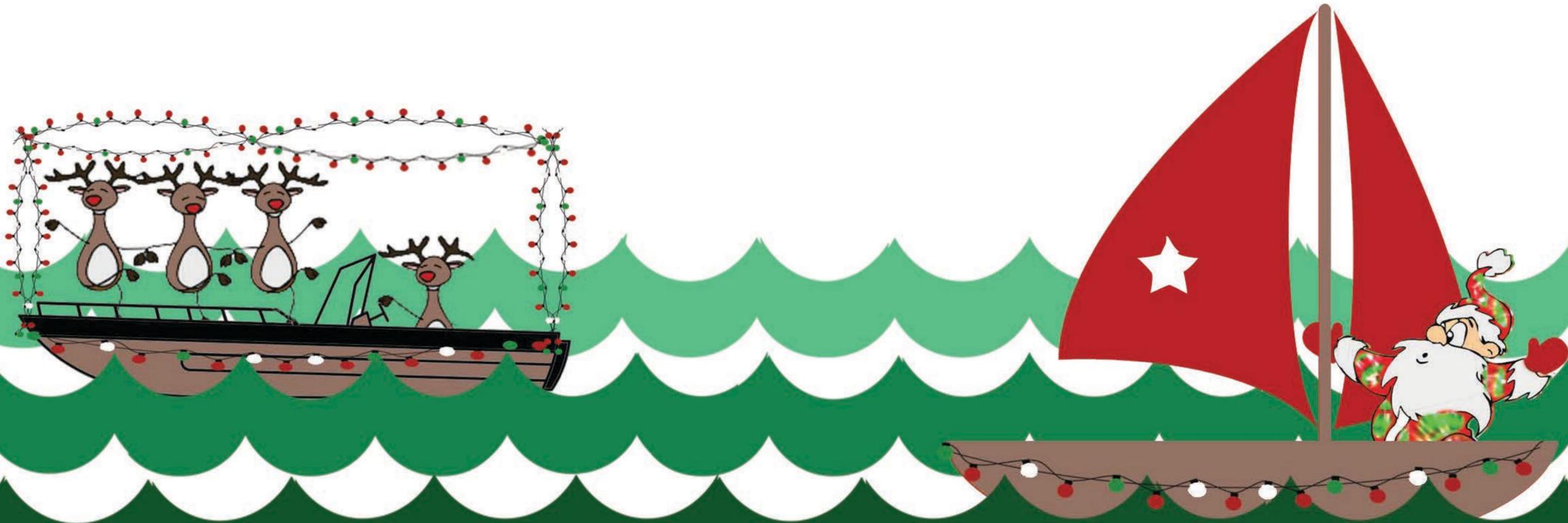
Viewing locations include
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produced by

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AREA
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