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.	
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.*	

Yachty Gras

#2

COMPLETE

Collector:	Web Link 1 (Web Link)
Started:	Thursday, May 21, 2020 1:58:01 PM
Last Modified:	Wednesday, May 27, 2020 10:18:25 AM
Time Spent:	Over a day
IP Address:	73.77.81.246

Page 1: COVID-19 PANDEMIC DISCLAIMER

Q1

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

Yes

Q2

Do you wish to continue?

Yes

Page 2: State of Texas Requirements for Hotel Occupancy Tax

Q3

Does your event/program qualify for funding?

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

Page 3: Organization/Group Information

Q4

Organization/Group Contact Information

Primary Contact Name	**Dr. Maurine Howard**
Organization/Group Name	**Yachty Gras Foudation**
Address	**454 E Fair Harbor Lane**
City/Town	**Houston**
State/Province	**TX**
ZIP/Postal Code	**77079**
Email	**yachtygras@aol.com**
Phone Number	**713-882-4040**

Q5

Website Address for Event/Program

Yachtygras.com

Q6

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

Yes

Q7

Organization's Incorporation/Creation Date

September 28, 2012

Q8

Purpose or Mission of Organization/Group

Bring recognition and tourism to the Bay Area Houston communities around Clear Lake.

Page 4: Event/Program Information

Q9

Name of event/program

Yachty Gras Grand Night Boat Parade & Events

Q10

Event Locations (select all that apply)

Within Seabrook City Limits,

City of Kemah,

City of Nassau Bay,

City of Webster,

City of La Porte,

City of League City,

City of Houston

Q11

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

Date **02/06/2021**

Q12

Expected Total Attendance

15,000

Q13

How many times has this event/program been held?

More than 20 years

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	**15,000 plus**
2017/16 Event/Program Attendance	**15,000 plus**
2016/17 Event/Program Attendance	**20,000 plus**

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

$12,500.00

Q17

How will the funds be used?

Advertisement and promotion of Seabrook

Q18

Total Event/Program BudgetThis number represents your event/program's entire budget including but not limited to advertising, promotional products, rentals, supplies, personnel, overhead, etc.

$49,514.00 Est.

Q19

Event/Program Budget

Respondent skipped this question

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	**$10,000.00**
2018/17 HOT Funds Received	**$12,500.00**
2017/16 HOT Funds Received	**$10,000.00**

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	**$7,500.00-$2,500.00**
City of Nassau Bay	**O**
City of League City	**$1,000.00**
City of La Porte	**O**
City of Houston	**O**
Other (specify organization(s) and amount funded from other sponsors)	**$25,000.00**

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.

image.jpg (955.7KB)

Q25

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

Local Newspaper(s),

Regional Newspaper(s),

Facebook,

Twitter,

Instagram,

YouTube,

TV/Cable,

Broadcast Radio,

Email Distribution Lists,

Internet 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.

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.

image.jpg (1.2MB)

Page 7: Impact on Seabrook Hotels

Q30

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

2,500 Est.

Q31

How many nights are they expected to stay?

10

Q32

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

Uncertain

Q33

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

Best Western Plus	**10**
Captain Inn & Suites	**10**
Hampton Inn	**10**
Kemah Edge Water Inn (Formerly La Quinta)	**10**
Quality Inn	**10**
SpringHill Suites	**10**
Holiday Inn Express	**10**
Seaside RV Resort	**10**

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	**93%**
Captain Inn & Suites	**10**
Hampton Inn	**95%**
Kemah Edge Water Inn (Formerly La Quinta)	**97%**
Quality Inn	**95%**
SpringHill Suites	**100%**
Holiday Inn Express	**25**
Sea Side RV Resort	**?**

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	**98%**
Captain Inn & Suites	**15**
Hampton Inn	**100%**
Kemah Edge Water Inn (Formerly La Quinta)	**97%**
Quality Inn	**98%**
SpringHill Suites	**100%**
Holiday Inn Express	**23**
Seaside RV Resort	**?**

Q36

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

Hotelier Survey/Email/Phone Calls,

Attendee Survey,

Room Blocks

Page 8: Acknowledgement

Q37

Is the information provided in this application is true and correct?

Yes

Q38

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?

Yes

Yachty Gras Grand Night Boat Parade & Events
Budget & Plan 2020-2021

1.	Save the Date Party	September 12, 2020	3,014.00
2.	Kick-Off Party	January 23, 2021	4,587.00
3.	Skippers Meeting	February 6, 2021	3,210.00
4.	Law Enforcement Dinner	February 6, 2021	1,010.00
5.	Judges VIP Party	February 6, 2021	3,015.00
6.	Awards Breakfast	February 7, 2021	4,845.00
7.	Yachty Gras 2020-2021	Advertising	24,259.00
8.	Keels & Wheels	October 17-18, 2021	2,560.00
9.	Boater Flea Market	October 24, 2021	3,014.00
		Budget 2020-2021	$49,514.00

Marketing Plan – Yachty Gras 2021

Yachty Gras Website, Facebook and Twitter

Email distribution to area Marina's and previous Attendee's

Online event calendar throughout the Bay Area Houston, State Wide, National and International

Press Releases/Ads:

1. Life is Good
2. Galveston Daily News
3. Connections
4. The Scene Magazine
5. Houston Press
6. Houston Chronicle
7. Clear Lake Citizen
8. AAA Magazine
9. Bay Area Convention and Visitors Bureau
10. Houston Convention & Visitors Bureau
11. Bay Area Houston Magazine
12. Chamber of Commerce Magazine's Local and State
13. Articles in Local Publications
14. Misc. Magazines throughout the State
15. Digital Billboards

Banners at high traffic volume approved locations

Local Digital Signage and Marquis

PSA's on Radio, TV & Print

Banner's on Boats

Area Hotel packages for the events

Posters & Fliers on all cooperating businesses/sponsors in Kemah, Seabrook, League City, Webster and Houston

Kemah Boardwalk Corporate advertising, event calendar and billboard

Yachty Gras Board & Committees

713-882-4040

1. Dr. Maurine Howard – Executive Director
2. Cheryl Widner-President
3. Marion Herndon-Vice President
4. Caprice Dodson-Secretary
5. Cindy Anderson-Treasurer
6. Goldie (Tish) Golden-Historian
7. Susan Hefner-Ms. United America
8. Judy Gaines-Boater Flea Market
9. Renne Siewers-Mermaid Book
10. Ginger Williams-Website
11. Laura Powers-Keels & Wheels
12. Sandy Records-Auction

For Immediate Release:

Contact: Dr. Maurine Howard

713-882-4040

Yachty Gras 2020

The Yachty Gras celebration will start early this year with the Kick Off Party January 18, 2020 at the Elk's Lodge #2322 in Kemah, at 7 PM. Andy and the Dreamsicles will play from 7 PM – 11 PM. During the party, there will be a silent auction, dancing, cash bar and light hors d'oeuvres. The Mardi Gras fun will start with this event, wear your casual bling, a great mask for the mask contest. Admission is $10.00 a person at the door, this is an adult event.

On February 15, 2020 the Skippers Meeting will be held at 10 AM for all boat owners who want to participate in the boat parade. The Kemah Elk's Lodge #2322 is where all boat entries for the Grand Night Boat parade need to go to sign up and get your boat numbered sign. Boats without a numbered sign will be sent out into Galveston Bay until the boat parade is over by the US Coast Guard. Please come and be a part of the parade.

Yachty Gras is a spectacular Grand Night Boat Parade and considered to be "America's Largest Mardi Gras Boat Parade." Elaborately decorated yachts with costumed krewes, will be throwing beads to the revelers viewing the parade along the route. Parade judges will be located at Bubba Gump's Shrimp Company on the Kemah Boardwalk. Yachty Gras is a family friendly event which all ages will enjoy. The parade starts at 7 PM. A portion of the proceeds received from this year's event are donated to other nonprofit organizations in Bay Area Houston. This year the Sea Scouts and the Bay Area Animal Shelter have been chosen to receive funds.

The following morning on February 16th will be the Awards Breakfast for the skippers and their krewes. The Kemah Boardwalk Aquarium hosts this wonderful event. All the beautiful awards follow the Yachty Gras mermaid theme. This year's mermaid theme is "Valentine of the Sea," since the event happens over Valentine weekend. It is a treasure to win one of the awards. Boat entries may sign up early before January 15, 2020 for a reduced boat entry rate by going to www.yachtygras.com or calling 713-882-4040 for information.

Yachty Gras was voted one of the top 21 events in Bay Area Houston. Be sure to book your hotel or bed and breakfast rooms early to enjoy a fantastic Valentine weekend of fun and revelry for the whole family. The Yachty Gras website has hotel listings with reduced rates by using the Yachty Gras code. Dine at the finest restaurants on the Gulf Coat and explore all Bay Area Houston has to offer.

"Lasissez les bon temp rouler"

AMERICA'S LARGEST MARDI GRAS BOAT PARADE

Yachty Grras

TEXAS

21ST ANNUAL

Grand Night Boat Parade

FEBRUARY 15, 2020

Valentine of the Sea

WWW.YACHTYGRAS.COM

(713) 882-4040

Laissez les bons temps rouler!

SEABROOK KEMAH BB&T The BOAT YARD Mission Bay Transport SOUTH TEXAS YACHT SERVICE, L.C.

COASTAL CARAVAN

Sailors in this Mardi Gras boat parade party with a purpose

story by **SUE MAYFIELD GEIGER**
photos courtesy of **CLAIRE WORTHINGTON**

Known as the largest Mardi Gras boat parade in America, Yachty Gras has been a favorite event for boaters in the Clear Lake area for more than 20 years.

This year's Yachty Gras parade happens at 7 p.m. Feb. 15, when a caravan of watercraft, from dinghies to sailboats to elaborate yachts, will sail along the Seabrook-Kemah channel, throwing beads from their decorated vessels to enthusiastic crowds.

The parade begins at Kemah's Watergate Marina, goes past the Kemah Boardwalk, turns back and makes several loops.

You can expect to see elaborately costumed sailors in blinged-out boats that are strung with colorful lights, illuminating the night sky.

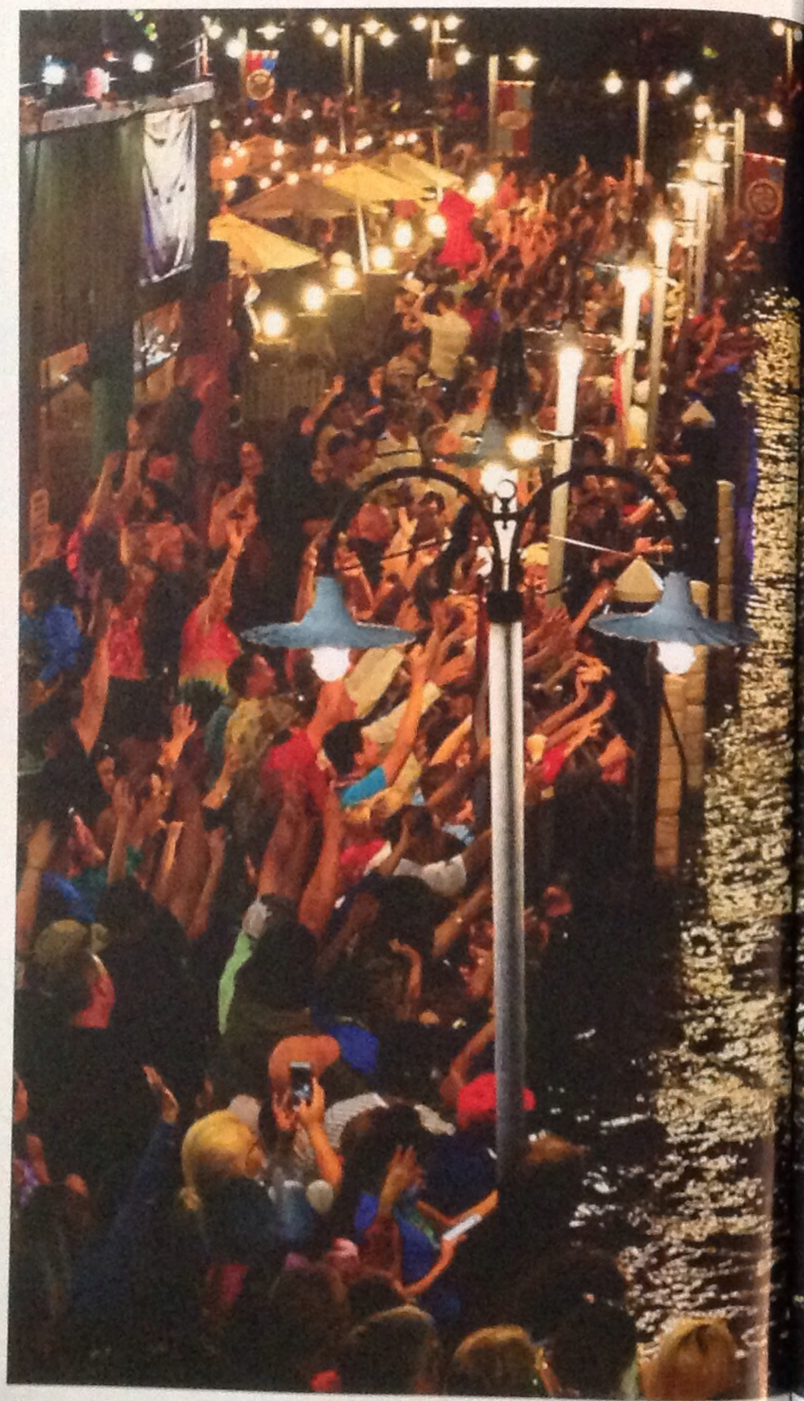
Yachty Gras Executive Director Maurine Howard is proud of the fact that the organization has come such a long way since its inception in 1999, she said.

"When I came on board in 2002, I volunteered to be the executive director, because I could see the potential of this organization," she said.

Howard believed the nonprofit could benefit Galveston County and Clear Lake-area communities by becoming a nonprofit with the purpose of helping other nonprofits in the area, she said.

"So, that's what we did," she said.

Yachty Gras' nonprofit status has allowed the organization to make donations to the Kemah Police Department, Bay Area Turning Point, a social service agency providing resources to people hurt by family violence and sexual assault, the Jeanette Williams Foundation's summer camps for children with cancer, and an Elks Lodge program for



Decorated boats parade down Clear Creek Channel by the Kemah Boardwalk during Yachty Gras. Revelers were showered with beads and doubloons in typical Mardi Gras fashion.