



SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**

**SUBMIT COMPLETED APPLICATION TO:**

April Brown, Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: [april@sopadre.com](mailto:april@sopadre.com)

SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**



To apply for funding please complete all questions.

**ORGANIZATION INFORMATION**

Date Application Submitted: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Full Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Office Number: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

Website for Event or Sponsoring Entity : \_\_\_\_\_

Non-Profit or For-Profit Status: \_\_\_\_\_

Tax ID #: \_\_\_\_\_

Primary Purpose of Organization:  
\_\_\_\_\_  
\_\_\_\_\_

**EVENT INFORMATION**

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Primary Location of the Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

If greater than previous year funded (if applicable), please explain the increase being requested:

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Primary Purpose of Event:

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How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

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Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

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**AMOUNT REQUESTED UNDER EACH CATEGORY**

Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:

\$: \_\_\_\_\_

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: \_\_\_\_\_

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? \_\_\_\_\_

Attendance for previous year (if applicable): \_\_\_\_\_

How many of the attendees are expected to be from more than 75 miles away?  
\_\_\_\_\_

How many people attending the event will use South Padre Island lodging establishments?  
\_\_\_\_\_

How many nights do you anticipate the majority of the tourists will stay? \_\_\_\_\_

Will you reserve a room block for this event at area hotel(s)? \_\_\_\_\_

Where and how many rooms will be blocked?  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, a survey of hoteliers, etc.)?  
\_\_\_\_\_

Please list other sponsors, organizations, and grants that have offered financial support to your event:  
\_\_\_\_\_

Will the event charge admission? If so, what is the cost per person/group?

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Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

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Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: \_\_\_\_\_

Website \$: \_\_\_\_\_

Radio \$: \_\_\_\_\_

Social Media \$: \_\_\_\_\_

TV \$: \_\_\_\_\_

Other Digital Advertising \$: \_\_\_\_\_

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

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Who is your target audience?

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What geographic region(s) are you marketing to?

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Have you obtained the insurance required and who is the carrier?

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*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*

# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

**Name of Event:** \_\_\_\_\_

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (REQUIRED)
- Enclosed a sponsor list (categorized by “confirmed” and “pending”)
- Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**