



**NOTICE OF REGULAR MEETING**  
**Park Board of Trustees of the City of Galveston**  
**Tourism Development Advisory Committee**  
**Tuesday, January 15, 2019 at 9:00 a.m.**  
**Park Board Plaza, Board Room - First Floor**  
**601 Tremont Street, Galveston, Texas 77550**

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee  
*The public shall be allowed to address the Committee regarding one or more agenda or non-agenda items. All requests to address the Committee must be submitted in writing to the Committee Reporter the day of the Committee meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.*
- VI. Discuss And Consider Approval Of Meeting Minutes  

Documents:

[NOVEMBER 13, 2018 TOURISM DEVELOPMENT ADVISORY COMMITTEE MINUTES.PDF](#)
- VII. Present 2018 Holiday Marketing Efforts (Melody Smith, 30 Minutes)
- VIII. Discuss And Consider Summer Seawall Fireworks (Meg Winchester, 10 Minutes)  

Documents:

[SUMMER SEAWALL FIREWORKS 2019.PDF](#)
- IX. Discuss And Consider Event Incubator Funding For 2019 Bon Temps Rouler Cajun Throwdown (Bryan Kunz, 10 Minutes)  

Documents:

[CAJUN THROWDOWN FUNDING APPLICATIONFORTDAC.PDF](#)
- X. Recap Of 2018 Galveston Fall Flounder Classic (Bryan Kunz, 10 Minutes)
- XI. Recap Of 2018 Galveston Fishing Rodeo (Bryan Kunz, 10 Minutes)
- XII. Convention And Visitors Bureau Staff Announcements (Kelly De Schaun, 10 Minutes)

XIII. Monthly Convention & Visitors Bureau (CVB) Reports

XIV. Future Agenda Items

XV. Announcements

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 19, 2019

XVII. Adjournment

*I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before January 11,2019, 5:00 p.m.*

Approved

Via Email

Maureen Patton

Chair, TDAC

Director

Verbal Approval

Spencer Priest

Chair, Park Board of Trustees

Approved as to Format

Verbal Approval

Kelly de Schaun

Park Board Executive

**Please Note Members of the City Council may be attending and participating in the discussion.**

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)



**Park Board of Trustees of the City of Galveston  
Tourism Development Advisory Committee  
601 Tremont Street, Galveston, Texas 77550**

11/13/2018 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:00 AM.

II. Pledge Of Allegiance

The Pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The Roll was called, a majority of the members were present and a Quorum was declared.

TDAC Members Present: Maureen Patton, Will Wright, Patty Rouse, Willis Ghandi Leon Garrison, Ken Friesen, Shane Cantrell (9:03 AM), Trey Click, Gina Spagnola (9:06 AM), Barbara Sanderson, Joan Marshall and Lisa Shaw.

TDAC Members Absent: John Zendt, Jan Collier, Claire Reiswerg, Steve De Felice, Denise AlexanderRon Sutula, and Ted O'Rourke.

Staff Present: Meg Winchester, Kelly De Schaun, Bryan Kunz, Melody Smith, Anna Lopez, Jesse Ojeda, Sheryl Rozier and Reuben Trevino.

Guest Present: Lee Roane, Jim Cardell, Scott Moon, Chris Aleman, Julie Ann Brown and Greg Whitaker.

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

**Motion:** Trey Click made a motion to approve October 16, 2018 meeting minutes.

**Second:** Lisa Shaw second the motion.

**Vote:** Unanimous (10-0 Shane Cantrell and Gina Spagnola were not present for the motion.)

VII. Discuss And Consider Recommendations From Beach Maintenance Advisory Committee Regarding Educational Outreach And Proposed Controls For Abandoned Canopy Structures On Galveston's Public Beaches (Jesse Ojeda, 15 Minutes)

Jesse Ojeda with the Coastal Zone Management for the Park Board of Trustees gave a presentation regarding abandoned structures left on Galveston Beaches. The abandoned canopies pose a hazard for marine life and hinders the flow of the work that the beach maintenance have been tasked to complete.

Staff recommends presenting the recommendations as iterated by BMAC and also recommends Park Board support of the educational program for next summer season regardless of the outcome with council.

Motion: Shane Cantrell made a motion to complete a phase with goal of elimination with some sort of and to make awareness of no overnight structures.

Second: Willis Ghandi second the motion.

Vote: Unanimous (12-0)

VIII. Presentation Of New Stewart Beach Pavilion (Sheryl Rozier, 15 Minutes)

Sheryl Rozier gave the committee an update on the Park Board's efforts regarding the Stewart Beach Pavilion. The presentation will be viewed by City Council at its upcoming meeting. The Park Board will request from City Council authorization to proceed with the new Stewart Beach Pavilion.

IX. Discuss And Consider Mardi Gras Transportation For 2019 (Meg Winchester, 10 Minutes)

Clear Lake Shuttle has been contracted to provide transportation for both Mardi Gras weekends. The shuttles run from hotels to the downtown festival area during Galveston Mardi Gras. For 2017 and 2018 the cost of the transportation service was \$9,450 each year funded through TD. There are three routes running during each weekend of Mardi Gras.

At this time, Island Transit has not decided for sure if the rubber wheel trolleys will running during Mardi Gras.

Staff recommends authorizing up to \$10,500.00 for this Mardi Gras Transportation.

It was suggested to review the return on investment to have for the committee.

**Motion:** Shane Cantrell made a motion to approve funding.

**Second:** Patty Rouse Second the motion.

**Vote:** Unanimous (12-0)

X. Post-Event Recap Of 2018 Galveston Island Film Festival (Bryan Kunz, 10 Minutes)

Sherill Hilton Founder and Director of the Galveston Island Film Festival gave an update of the Film Festival held October 5-7, 2018. The film project had approximately 128 in attendance with a minimum of \$11,000 funds raised. The Film Festival goal is to better enhance the program each year.

XI. Presentation And Activities For Vision Galveston ( Kelly De Schaun, 15 Minutes)

Kelly De Schaun instructed the committee on the Vision Galveston and presented the activity sheets to be completed by the committee. Some members shared their vision for Galveston now and in the future.

XII. Monthly Convention & Visitors Bureau (CVB) Reports

There were no questions regarding the CVB Reports.

XIII. Future Agenda Items

No suggestions made.

XIV. Announcements

Joint Meeting at City Hall November 15, 2018 @ 8:00 AM

Lights on the downtown buildings are 75% complete. By next Monday the hope is to be finished. The lighting presentation will be on the 24th of November at 6:00 PM at 23rd and Strand.

GHF is trying to get Dickens to move to two weekends next year.

Festival of Lights opening Saturday November 17, 2018.

Moody Gardens Family Palooza December 31, 2018.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - December 18, 2018

XVI. Adjournment

Meeting adjourned 11:00 AM

## **Agenda Item: Discuss and Consider Summer Fireworks 2019**

### **Background:**

In 2017 and 2018 the Park Board contracted for 14 shows from June-August for Sunday nights from Pier 37 at a cost of \$60,200.00 per year. The shows were approximately 5 minutes long each Sunday. The analysis of the STR report of 2016 summer Sundays (no fireworks) to 2017 summer Sundays showed a 4.3% increase in occupancy and revenue was up 8.6%. For 2017-2018 summer Sundays it showed a 1.9% increase in occupancy and revenue was up 2.8%.

There have also been multiple complaints received from the 37<sup>th</sup> street district residents concerned about their frightened dogs and children.

### **Staff Recommendation:**

Staff recommends that it is more effective to redeploy the resources for need times such as New Year's Eve, downtown lighting enhancements and special events.

### **Funding Sources:**

Funding will come from TD 70-7002 with a remaining budget of \$302,264.00.

**Agenda Item:** Discuss and Consider Special Event Incubator Funding For 2019 Ben Temps Rouler Cajun Throwdown

**Background:**

The Ben Temps Rouler Cajun Throwdown, scheduled for April 26-27, 2019 at Tin Cup's Caddyshack, is a 2-day celebration of all things Cajun. Anchored by an all-you-can-eat crawfish cooking competition and some of the country's best Louisiana Cajun live entertainers, the event is designed to help boost Galveston's economy, give back to the local community and become an annual event where family and friends gather to enjoy Cajun cuisine, music and family atmosphere.

Activities will include:

- Opening night all-you-can-eat shrimp dinner
- Crawfish cookoff including all-you-can-eat crawfish
- Cajun cuisine food trucks
- Onsite oyster bar throughout the festival
- Children's carnival
- Cajun Throwdown Pageant at Galveston Island Convention Center
- Live entertainment throughout, featuring 'The Cajun Springsteen' Wayne Toups, Jamie Bergeron and many more, including surprise guests

A portion of event proceeds will benefit St. Jude Children's Research Hospital, and donations are encouraged through the event website.

Promoter expects 15,000 attendees and over 675 hotel room nights for the event.

**Staff Recommendation:**

With the popularity of food and cooking events continuing to rise, as well as the regional and national attention Cajun culture is receiving, staff believes this event could become a great annual addition to our calendar of events.

Staff recommends approval of up to \$10,000 in incubator funding.

Funding Source: FY 2018-19 Special Event Incubator Fund



# Special Event Incubator Funding

Regulations, Application  
and Post-Event Reporting Documents

Presented by the  
Park Board of Trustees of the City of Galveston

601 Tremont, Suite 200  
Galveston, Texas 77550





**GALVESTON**  
★ ISLAND ★  
*Convention & Visitors Bureau*

## Overview of the Funding Process

The Galveston Island Convention & Visitors Bureau reviews current and prospective events for Galveston, giving special emphasis to events that produce overnight business for the Island and promote out of town visitors. Other considerations include image compatibility, potential media coverage, measurability, continuity, time of year, opportunities for growth of events and extent of city services related to an event.

The following application establishes regulations that apply universally to all events requesting Hotel Occupancy Tax (HOT) funds in the form of Park Board Special Event Incubator funds. There are stringent requirements in the Tax Code regulating the expenditure of HOT funds. A copy of the applicable sections of the Tax Code has been included at the end of this packet for your review.

### **FUNDING REGULATIONS:**

#### **Funding Purpose**

The purpose of this funding is to assist and support events, not to be the primary patron of either the event or the fundraising beneficiary. The funded amount must not exceed 50% of the total operating budget for the event.

In addition, a minimum of 50% of approved funding must be used toward advertising the event, and the organizer's advertising expenditure must match or exceed that amount.

Funding is only available to new, start-up events. **Established events are not eligible.**

#### **Funding Source and Tracking**

Since the funding source is hotel occupancy tax, it is the responsibility of the event promoter to monitor the number of out-of-town guests who stay in Galveston lodging properties. **The event promoter is responsible for selecting one of the approved methods below to calculate hotel room nights generated by the event.** The event promoter must work closely with the Galveston Island CVB to ensure proper room night calculation.

**Method A - Hotel Room Block:** total number of contracted room nights

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

**Method B - Out of Town Ticket Sales/Registrations:** number of tickets sold outside of Galveston region (50 or more miles outside Galveston) divided by 2, multiplied by .61 will be the total room night count

**Method C - Total Attendance:** total verified attendance multiplied by .045 will be the total room night count. Event promoter must provide verifiable attendance figures

Please note that room night calculations will be reviewed and verified by CVB staff. Room nights generated in other surrounding areas do not fulfill the requirements of the state law and will not be credited to your event.

### **Maximum Funding Available**

The maximum funding an event may receive is \$10,000 annually. An event may apply for funding for no more than the first three years, and must submit a new application each year. Final funding amount will be based upon a return on investment calculation as follows:

Max Funding Available equals Total Hotel Room Nights (TRN) using one of the three methods above multiplied by Average Daily Rate (ADR) of Galveston hotels, divided by seven, or:

$$\text{Max Funding} = (\text{TRN} \times \$132) \div 7$$

### **Examples**

#### **Hotel Calculation Method A: Hotel Room Block**

Event A contracted 375 TRN with hotels across the island.

**Total Room Nights = 375 TRN**

**Estimated ROI = 375 TRN X \$132 ADR = \$49,500 ÷ 7 = \$7,071**

**Maximum Funding**

#### **Hotel Calculation Method B: Out of Town Ticket Sales/Registrations**

Event B sold 750 tickets to out-of-town participants.

**Total Room Nights = 750 ÷ 2 = 375. 375 X .61 = 228 TRN**

**Estimated ROI = 228 TRN X \$132 ADR = \$30,096 ÷ 7 = \$4,299**

**Maximum Funding**

#### **Hotel Calculation Method C: Total Attendance**

Event C had 10,000 verified attendees

**Total Room Nights = 10,000 attendees X .045 = 450 TRN**

**Estimated ROI = 450 TRN X \$132 ADR = \$59,400 ÷ 7 = \$8,485**

**Maximum Funding**

Each event may receive funding for a maximum of the first three (3) years of the event.

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

### **Approval**

All funding applications must be received **no later than 180 days** prior to the first event day. The Galveston Park Board's Tourism Development Advisory Committee (TDAC) reviews the applications on a case-by-case basis. Then, a recommendation is made to the Galveston Park Board on the amount of funds to allocate to the particular special event. Estimated funding amount will be determined by the formula above. Final approved amount will be determined after the event, based on calculations using actual event numbers, and could be lower than the projected amount. Final amount will not exceed the initial projected amount.

### **Disbursement of Funds**

All funds will be disbursed after the event, upon verification and approval of maximum funding calculations.

No funds will be disbursed if the event does not take place for any reason. Event promoters are encouraged to obtain special event weather insurance.

### **Post-Event Procedures**

In order to receive funds, the promoter must:

- a. Submit completed Post-event Analysis Form no later than 30 days after the conclusion of the event.
- b. Submit a complete post-event report no later than 30 days after the conclusion of the event.

\*Promoters should expect a minimum of 30 days after final approval of funding amount to receive funds.

If you need assistance in completing the application or have further questions, please do not hesitate to contact Bryan Kunz, Special Events Manager for the Galveston Island Convention & Visitors Bureau at 409-797-5157 or via e-mail at [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

\*Note: the City of Galveston may charge the promoter a fee of \$1 per attendee if public rights-of-way are utilized for an event.

# Funding Application Considerations Checklist

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

\_\_\_\_\_ The event “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351.101).

\_\_\_\_\_ The application is filled out thoroughly and completely.

\_\_\_\_\_ Proposed advertising plan is included.

\_\_\_\_\_ Organizer has selected a method to account for hotel room nights.

\_\_\_\_\_ Application is being submitted more than 180 days in advance of the event.

**Please note: All items must be completed before the application can be submitted.**

# Galveston Park Board Application for Special Event Incubator Funding

## Event / Promoter Information

Event Name
Event Date(s)
Event Location
Sponsoring Organization/Promoter Name
Tax ID Number
Tax Filing Status

## Contact Information

Event Coordinator Name		
Street Address		
City/State/Zip		
Daytime Phone	Mobile Phone	Fax
Coordinator E-Mail		

**Event Description**

Please describe the event, including number of expected participants, activities planned, schedules, etc. Attach additional documents as needed.

[Empty box for event description]

## Event Projections

**Total Attendance**

**Operating Budget**

### Hotel Room Night Projection

Select one of the methods below and complete the calculation to project Total Hotel Room Nights (TRN) associated with the event. The method you select here will be the method used to determine final funding amount after the event.

A. **Hotel Room Block** - Number of contracted rooms with Galveston hotels = \_\_\_\_\_ TRN

B. **Ticket Sales/Registrations** - Number of tickets/registrations sold 75 or more miles outside Galveston \_\_\_\_\_ x 0.61 = \_\_\_\_\_ TRN

C. **Total Attendance** - Total attendance \_\_\_\_\_ x 0.045 = \_\_\_\_\_ TRN

### Maximum Funding Projection

Using the Total Hotel Room Nights (TRN) calculated above, please complete the following formula to determine the proposed maximum funding amount. The final approved funding amount will be determined after the event based upon verifiable actual numbers from the event, and could be lower than the projection below.

\_\_\_\_\_ TRN x \$132 (Average Daily Rate) = \$ \_\_\_\_\_ ÷ 7 = \$ \_\_\_\_\_ Proposed Max. Funding

## Proposed Fund Usage

Please describe in the space provided below: 1) How the funds you are requesting will be used. 2) How you will enhance and promote tourism and the convention and hotel industry. Please be specific. Attach additional documents if needed.

The funding we receive will be used strictly to further our efforts to promote and advertise the event beyond Houston market. While we already have advertising contracts in place with both Cox Media and Galveston.com, we would like to further those efforts by expanding the budget to include marketing to our cajun loving friends along the gulf coast from here to New Orleans through digital billboards, on-line campaigns, and furthering our radio reach into the Louisiana. The advertising that reaches beyond the Houston market will specifically focus on "stay and play" and we will be working with local hoteliers to provide promotional codes to event goers booking their rooms. We are also committed to adding local hotel and lodging information to our website and in our communication to our teams and vendors if approved.

The above information is accurate and true to the best of my knowledge.

  
Authorized Signature

11-12-18  
Date

Danielle Guidry  
Print Name Here

Executive Director  
Title/Responsibility

Return the completed application above, along with your proposed advertising plan, event budget and any additional documents to Galveston Island CVB, 601 Tremont, Suite 200, Galveston, TX 77550 or email to [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).