



Agenda Item: Discuss and Consider Special Event Incubator Funding for 2021 Galveston Kite and Drone Festival

Background:

The first annual Galveston Kite & Drone Fest, scheduled for June 5-6, 2021, is a family-friendly event designed to leverage the assets and attractions of Galveston Island by encouraging visitation from families, singles, young and old who are interested in kites and drones. Events will also introduce kites and drones to new fans to build interest and event attendance for future years.

Saturday events will consist of competitive events in several kite disciplines, including fighting kites, kite surfing, and display kites. In addition, there will be drone races and demonstrations throughout, an activity area for kids, industry vendors, and local food trucks.

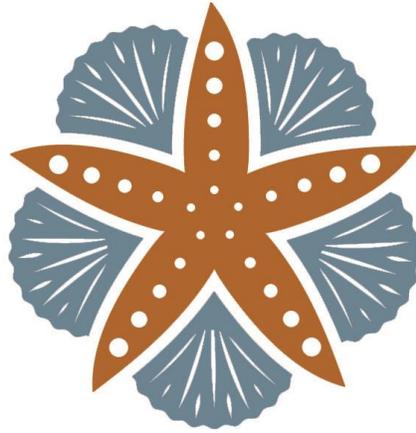
Sunday is family day, with a drone flying course for all ages, mass kite fly-out, trick kites, stunt kites, various drone and kite demonstrations, an activity area for kids, industry vendors, and local food trucks.

The promoter intends to work with local youth organizations such as Boy Scouts, Girls Scouts, Boys & Girls Club and Big Brothers and Big Sisters, as well as teachers and students involved in STEM programs from the GISD, HISD and surrounding school districts.

Promoter expects 12,000 attendees and over 500 lodging room nights for the event.

Staff Recommendation: Staff recommends approval of up to \$10,000 in Incubator Funding

Funding Source (if applicable): FY '20-'21 TD 70-7002. Balance of that fund, including tentative commitments, is \$18,932



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 Park Board Application for Special Event Incubator Funding

Event / Promoter Information

Event Name Galveston Kite & Drone Fest
Event Date(s) June 5 & 6 2021
Event Location East Beach
Sponsoring Organization/Promoter Name Salt Water Gift Shop LLC (Robert Dagnon) & Galveston Experience Company (Jim O'Neil)
Tax ID Number 85-3692799
Tax Filing Status For Profit Corporation

Contact Information

Event Coordinator Name Bert Dagnon & Jim O'Neil		
Street Address 1728 Seawall Blvd		
City/State/Zip Galveston, Texas, 77550		
Daytime Phone 409-766-0311 (Bert) or 713-446-6902 (Jim)	Mobile Phone	Fax 409-994-6032
Coordinator E-Mail bert@saltwatergiftshop.com or jim_oneill@me.com		

Event Description

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

Galveston Kite & Drone Fest is a family friendly event that will promote and leverage the assets and attractions of Galveston Island to encourage families, singles, young and old that have an interest in Kites and Drones to come to the event. Events will also be organized to introduce kites and drones to new fans to build the interest and event attendance for the future.

Kites have long been a fascination for children of all ages. Often times, some of the earliest and fondest memories many children have is flying a kite on the beach with their family. It is a colorful and entertaining way for adults and children alike to envision themselves flying. Galveston Island and the proximity to a large open beach, like East Beach and the kite friendly steady tradewinds of the Gulf of Mexico make Galveston Island and East Beach in Galveston, the perfect location for a Kite Festival. With the festival located about an hour from a population base of nearly 7 million people, we expect strong interested and attendance, even for a first-year event.

Whether you are flying the kite, or just watching, a kite festival offers something for everyone. Non-flyers enjoy the spectacular pastel of kites dancing through the sky while the kite fliers compete in various competitions.

Kite fliers enjoy flying kites because it's fun and an incredible activity with wide ranging appeal. It has something for everybody including singles, families, young, and old. It's people standing on a beach holding a string, looking up in wonderment. We don't fly kites because we get paid, or because it's our job, or to become famous. People fly kites because it's enjoyable, and it makes them smile & dream

of flying. When people fly a kite, they're allowing themselves to be free, they're releasing any frustration and tension they might have and letting go of things holding them down. Experiencing that freedom can often change their lives and how they see the world. You can't help but smile when you're flying a kite, it's a happiness that is so pure and so freeing that it spreads.

The modern day drone, an autonomous flying vehicle, is the 21st century technology version of the kite, but with the drone pilot commanding full control of the craft. Drones provide for a way to draw a different, yet similar audience to the event. With the addition of drones to the event, we can add a higher income audience to the event. With the addition of drones, with also have an opportunity to enhance the STEM (Science, Technology Engineering & Math) component of the event.

It will be our intent to involve youth organizations like the Boy Scouts, Girls Scouts, Boys & Girls Club and Big Brothers and Big Sisters. We also will attempt to involve teaches and students involve in STEM programs from the GISD, HISD and surrounding school boards.

In each component, Kites & Drones, there will be a competition component that will be held on Saturday, June 5th and a family/group fly several demonstrations on Sunday June 6th.

Event Projections

Total Attendance	Operating Budget
12,000	\$75,000

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 <u>12,000</u> x 0.045 = <u>540</u> 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.

<u>540</u> TRN x \$132 (Average Daily Rate) = \$ <u>71,280</u> ÷ 7 = \$ <u>10,182</u> 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.

Marketing Budget

- Major Media Sponsorship - \$5,000
 - Currently in negotiations with iHeart Radio, KPRC, KHOU and Cox Media
- Online Media Banner Placement & Ads - \$3,000
 - Developing banner ads and online ads to driver website traffic. Working to develop social media campaign including teachers and mom bloggers.
- Magazine Ads - \$3,000
 - Develop magazine ads for placment in Texas travel orientied magazines and family focused publications Texas Highways, Texas Monthly and Gulf Coast magazines.

The focus of the ads will be to promote people to come to Galveston for the weekend to take-in all that Galveston and the Kite and Drone Festival have to offer.

We have worked hard to spreadout the events over 2 days in this first year to encourage people to make it a weekend trip to Galveston.

www.galvestonkitefest.com

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



December 8, 2020

Authorized Signature

Date

Robert M. Dagnon

Organizer

Print Name Here

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.

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.