



Agenda Item: Discuss and Consider Special Event Incubator Funding for Island Rideout and Bike Expo

Background: Jeff Neilson with Island Bicycles is working with Moody Gardens to host the Island Rideout and Bike Expo on August 26-28, 2022. SE Bikes, an international bike company, was secured as the title sponsor and is helping to promote the event.

The event will host three separate group rides over the three days and a bike expo that offers demonstrations and sales of bikes and equipment. Mr. Neilson is expecting 3,000-5,000 in attendance.

Event Schedule:

Friday, August 26

Bike Pub Crawl

Saturday, August 27

Bike Expo

Island Ride Out

Fireworks Show

Sunday, August 28

Explore the Island Bike Ride

Bike Expo

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

Funding Source: FY '21-22 TD-70-7002

Tourism Development Advisory Committee Unanimously voted to support approval up to \$10,000 in incubator funding