

Agenda Item: Discuss and Consider Special Event Incubator Funding for 2023 Galveston Steampunk Festival

Background:

Steampunk is a subgenre of science fiction that incorporates retrofuturistic technology and aesthetics inspired by 19th-century industrial steam-powered machinery. Galveston was built, in part, by Victorian industrialists who used new machines and fabrication methods to drive economic development. The extensive history of mechanical innovation displayed at the Galveston Railroad Museum, with Galveston's industrialist history, embodies the steampunk spirit and offers the perfect backdrop to explore what steampunk celebrates.

The first annual Galveston Steampunk Festival, scheduled for April 1-2, 2023, at the Galveston Railroad Museum, offers a family-friendly program filled with entertainment, exhibits, vendors, presenters, games, and much more. With two days of activities, there is something for everyone!

Activities include:

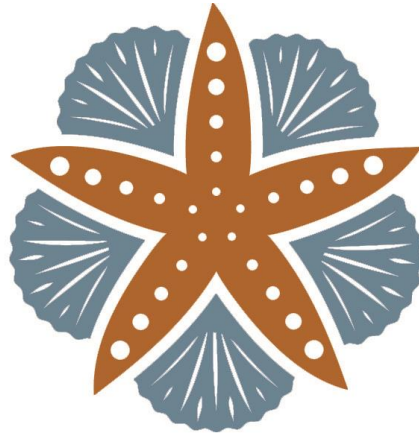
- Beer, Wine, and Food Court
- Tea on the Train
- Teapot Racing
- Entertainers
 - Pyro Juggling, Fire Dancers
- Vendor Bazaar
 - Walk through the Steampunk Market to find your next treasure
- Musical & artistic performances
- Train Rides
- Sunday Excursion Tours around Galveston

The planner expects 3,000+ attendees, with 1,200 or more coming from outside the Houston/Galveston region to generate over 700 lodging room nights. A robust marketing and PR plan is in place to support the event.

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

Funding Source (if applicable): FY '22-'23 TD 70-7002.

Tourism Development Advisory Committee Unanimously approved August 9, 2022



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

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.

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.

Event Projections

Total Attendance	Operating Budget \$100,000
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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
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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 above information is accurate and true to the best of my knowledge.

Johnny Steverson

Authorized Signature

Date

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.