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**Agenda Item:** Discuss and Consider Special Event Incubator Funding for 2023 La Izquierda Surf and Music Festival

**Background:** La Izquierda Surf and Music Festival, scheduled for May 6-7, 2023, at Menard Park, is a two-day surf contest and music festival designed to attract visitors to stay a full weekend in Galveston. Activities planned include a surf contest, live entertainment, vendors, workshops, performances by local groups and community partners, non-profit spotlights, live art including a community mural, photo booth area, and much more.

Proposed schedule is as follows:

**Friday, May 5**

Set-up, volunteer training, local bands.

**Saturday, May 6**

8 am - Event opens, Free yoga class on the beach, free coffee, surf contest begins.

9 am - Free meditation or group class on the beach, art activities for kids at park.

10 am - Reggae band begins, performances continue till noon with DJ sets in between.

3 pm - Performances by local students and community groups.

5 pm – 9 pm - 4 performances by increasingly well-known bands, headliner.

**Sunday, May 7**

8 am - Surf contest continues, youth surf events, free yoga class.

10 am - Classical music on the beach.

Noon - Singer/songwriter focus onstage for midday performances.

2 pm - 2 bands performing on the hour.

4 pm - Surf contest winners announced, awards ceremony.

5 pm - Headliner

6:30 pm - Closing ceremony and break-down.

The event will be supported by a marketing plan which includes digital, website, print, radio, and social media advertising. Attendance is expected to approach 10,000 and generate over 450 lodging room nights.

**Staff Recommendation:** Staff recommends approval of up to \$8,485 in Incubator Funding.

**Funding Source (if applicable):** FY '22-'23 Special Event Incubator Fund.

Tourism Development Advisory Committee Unanimously approved February 14, 2023 (11-0)

# 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](mailto:bkunz@galvestoncvb.com).

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



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Authorized Signature

Date

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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](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).