

Agenda Item: Discuss and Consider Special Event Incubator Funding for 2023 MotoSurf Texas Cup

Background: The second annual MotoSurf Texas Cup, scheduled for May 2-8, 2023, is a multi-day watersports festival hosted at Moody Gardens by JetSurf Houston. The event will feature a three-day training camp and four days of racing and watersports entertainment.

MotoSurf racing consists of multi-class racing with a single rider aboard a motorized and highly modified surfboard. Racers can reach speeds approaching 40 miles per hour. The sport continues to grow in popularity around the world and within the U.S.

Proposed schedule is as follows:

May 2 – 4

Training Camp

Friday, May 5

Race Registration/ Check in
Technical/ Board Inspections and Safety Brief
Track learning, Practice laps, Open track
Board tuning
Meet and greet & racers welcome party

Saturday, May 6

Racers Breakfast
Late Race Registration/ Check in
Technical/ Board Inspections and Safety Brief
Track learning, Practice laps, Qualifications
Lunch
Heats 1&2

Sunday, May 7

Racers Breakfast
Technical/ Board Inspections and Safety Brief
Practice Starts, Practice laps
Heats 3
Heats 4
Lunch
Finals
Ceremony
Dinner of Champions

Monday, May 8

Breakfast of Champions
Event Break-down
Fun Day in Galveston

The event will be supported by a marketing plan which includes digital and social media advertising as well as public relations efforts. Attendance is expected to approach 2,000 and generate more than 300 lodging room nights.

Staff Recommendation: MotoSurf racing continues to show growth in popularity on the Gulf U.S. Staff recommends approval of up to \$5,751 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 2023 MotoSurf Texas Cup

Yes The event "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Section 351.101).

Yes The application is filled out thoroughly and completely.

Yes Proposed advertising plan is included.

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

Yes 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	2023 MotoSurf Texas Cup
Event Date(s)	May 5 - 7 / Jetsurf Houston Training Camp
Event Location	Moody Gardens Palm Beach/Marina (May 2-4)
Sponsoring Organization/Promoter Name	Jetsurf Houston / Jordan P. Davlin
Tax ID Number	
Tax Filing Status	

Contact Information

Event Coordinator Name	Jordan P. Davlin		
Street Address	3222 NASA PKWY		
City/State/Zip	Seabrook, TX 77586		
Daytime Phone	Mobile Phone	Fax	
	713 538-7873		
Coordinator E-Mail	Jordan @ Jetsurfhoustan.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.

JPD

Event Description

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

The 2nd Annual MotoSurf Texas Cup © Moody Gardens Resort. Jetsurf Houston is hosting the 2nd MotoSurf race on Galveston Island. This is a 6 day event including 3 day training camp and 3 days of racing. MotoSurf racing is growing in popularity around the world and US. Jetsurf Houston is spearheading the sport of MotoSurf in Texas. We are proud to be promoting the new and exciting sport on Galveston Island. We are expecting 50 racers from all over the US and world. We are planning to have around 2500 spectators throughout the 3 day event. I have sent the race schedule and info ~~pack~~ via email. We will have a half-time show and big air contest along with electric challenge and moteskate challenge.

Event Projections

Total Attendance 2500	Operating Budget \$50,000
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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 500 x 0.61 = 305 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.

305 TRN x \$132 (Average Daily Rate) = \$ 40,260 ÷ 7 = \$ 5,751 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.

\$9,000 - Venue Rental
\$6,000 - Staff rooms and ~~salaries~~ Salaries, flights, etc.
\$10,000 - Advertising/Marketing/Promotions (Online Social Media, publications)
\$5,000 - Tents, tables, chairs
\$5,000 - Banners, signage, flyers
\$5,000 - Ambulance, safety services (police boat rentals)
\$5,000 - Race supplies, fuel, ice, water, snacks
\$5,000 - MISC.

Detailed list to be provided via email

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

J.P. Davlin
Authorized Signature

1/12/2023
Date

Jordan P. Davlin
Print Name Here

Owner/Race 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.

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