



WORKSHOP
AGENDA

January 7, 2026
5:00 PM

Robin Collins - Mayor

Darren Broadus	Dustin Oliver	Doug Meisinger	Lee Wallace	Isaac Saldana
Council Position 1	Council Position 2	Council Position 3	Council Position 4	Council Position 5

1. Call to Order and Certification of a Quorum

2. Invitation to Address Council

(State law prohibits the Mayor and members of the City Council from commenting on any statement or engaging in dialogue without an appropriate agenda item being posted in accordance with the Texas Open Meetings Law. Comments should be directed at the entire Council, not individual members. Engaging in verbal attacks or comments intended to insult, abuse, malign or slander any individual shall be cause for termination of speaking privileges and expulsion from Council Chambers. Your comments are limited to three (3) minutes. Adopted Resolution 2023-04-HB2840.)

3. Discussion Items

3.A. Discussion Regarding Hotel Occupancy Tax (HOT) Sponsorship Applications	Communications and Tourism
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4. Adjournment

Virtual Meeting Information

[Meeting Live Stream Link](#)

Certificate of Notice

In accordance with the Texas Open Meetings Act the agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located on the front exterior wall of the City Hall Building, except in case of emergency meetings or emergency items posted in accordance with law. This facility is wheelchair accessible and accessible parking spaces are available. Requests for other accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (281)334-1611 or Fax (281)334-6583 for further information.

Posting Date and Time 12/31/25 10:15 AM

Natasha Hinton

Natasha R. Hinton
City Secretary



The City Council of the City of Kemah, Texas reserves the right to meet in closed session on any of the items listed above should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551 of the Texas Government Code: 551.071 Consultations with Attorney, 551.072 Deliberations about Real Property, 551.073 Deliberations about Gifts and Donations, 551.074 Personnel Matters, 551.076 Deliberations about Security Devices, and 551.087 Deliberations Regarding Economic Development Negotiations.

Texas Criminal and Traffic Law Handbook Penal Code Sec. 38.13 Hindering Proceedings by Disorderly Conduct. A person commits an offense if he intentionally hinders an official proceeding by noise or violent or tumultuous behavior or disturbance. Penal Code Section 42.05 Disrupting Meeting or Procession. A person commits an offense if, with intent to prevent or disrupt a lawful meeting, procession, or gathering, he obstructs or interferes with the meeting, procession, or gathering by physical action or verbal utterance.

NOTICE is hereby given that the presence of a quorum of the Members of Kemah Community Development Corporation (KCDC) at any time during the course of the above-referenced proceeding may constitute a meeting of KCDC pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code, by this Notice, the public is hereby advised of said meeting not less than 72 hours in advance of the date, time and location noted above.



Item Number

3.A

Title

Discussion Regarding Hotel Occupancy Tax (HOT) Sponsorship Applications

Submitting Department

Communications and Tourism

Background/Recommendation

The City of Kemah annually allocates a portion of its Hotel Occupancy Tax (HOT) revenue to support events and activities that promote tourism and overnight stays within the city. Each year, local organizations and event planners are invited to apply for sponsorship funding through the HOT program.

For the FY 26, applications were accepted from 11 applicants. The Tourism Committee reviewed all submissions in accordance with state law and city policy, ensuring each proposed activity met the eligibility requirements for HOT use.

Funding Source

Funds are available from Account #

Attachments:

[3 Bros Running Company Toughest 10k.pdf](#)
[Butler Longhorn Museum Boot Scootin Boogie.pdf](#)
[Butler Longhorn Museum Marketing Materials.pdf](#)
[Children of the Fallen.pdf](#)
[Clear Lake Area Chamber Christmas Boat Parade.pdf](#)
[Elite Fishing Series The Kemah Klash.pdf](#)
[FY 2025 sponsorships.pdf](#)
[HOT Sponsorship Recommendations.pdf.pdf](#)
[Kemah Boardwalk.pdf](#)
[Krewe du Lac.pdf](#)
[Offshore Thunder Productions Texas Outlaw Challenge.pdf](#)
[Party Parrots and Texas Festival Grounds.pdf](#)
[HOT Sponsorship Recommendations Final.pdf](#)
[HOT Request Hotel Visits.pdf](#)

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization 3 Bros Running Company

Sponsorship Toughest 10k

9/14/25 - Note - this application is for 9/25. The funding period is actually 10/25 - 9/26.

Date(s) Should we reject with request to submit for 2026?

Amount Requested \$5,000

Previously Sponsored N

Requested N/A

Approved N/A

For Reviewer

Recommend approval?

Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

3 Bros Running Company

7/29/25

Official Name of Organization

Date of Submission

Jeremy Fermo

JeremyFermo@3brosgiving.com

Contact Person

Email

11635 Beaverbrook st

409-344-2575

Address

Phone

3brosgiving.com

3 Bros Running on all socials

Website Address

Social Media (Facebook, Twitter, Instagram)

Is your organization: ☐ Non-Profit

☒ Private/For Profit

Organizational Mission and Purpose:

Our goal is to provide high-quality road races throughout Texas—events that offer more than just a great course and a finish line. Each of our races is designed to be a destination experience, drawing runners not only for the race itself, but also to discover and enjoy the unique character of the host city.

We deliver a top-tier race day experience with custom swag like premium shirts and medals, along with smooth, professional event execution that runners can rely on. But what sets us apart is our focus on showcasing the communities we race in. We encourage participants to extend their stay—visit local restaurants, explore cultural attractions, shop small businesses, and take in everything the city has to offer. By doing so, each event helps boost local tourism and drives meaningful economic impact for the area.

Beyond racing and travel, our events also support a greater mission. We are proud to partner with The Bridge Over Troubled Waters, an organization that provides critical support to individuals in crisis. A portion of every race entry is donated directly to the charity, and we also raise additional funds through runner contributions and social media awareness—ensuring that participants understand and feel connected to the cause.

With every race, we strive to create not just a memorable run, but a meaningful destination experience that leaves a lasting impression on runners and communities alike.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 87-4060000
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

<u>3 Bros Running Cmpany</u> Host Organization	<u>Toughest 10k Kemah</u> Event/Project/Program Name
<u>Kemah Boardwalk</u> Primary Location of Event/Program	<u>Sept 14, 2025</u> 
<u>5 am - 9 am</u> Event Time(s) - Start & End	<u>Nov 13, 2025</u> Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: \$5,000

How many years have you held this Event or Project? 15

Expected Attendance: 1000

Primary Purpose of Funded Event/Program/Activity/Facility:

A family friendly 10k road race that will take runners across the challenging Kemah pedestrian bridge and finish in the fun Kemah Boardwalk.

How many people attending the Event or Project will use Kemah Hotels? 100

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

We have not finalized a room block; however we are actively engaging with Kemah hotels to secure accomodations for our participants. Our goal is to encourage participants to stay locally and promote that through our website and socials.

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

 X I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

We will send a post run survey asking if they stayed at a local hotel as well as asking hotels if they can keep track

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Race Entries

What percentage of your event/program attendees are estimated to be nonlocal visitors? 80 %

What percentage of your event/program attendees are local? 20 %

List any other organizations, government entities or sponsorship funding support for this event/project:

Feritta Cheverolet, Speedy's fast track, Dicks Sporting goods

How will HOT Funds be used if awarded?

Advertisements mainly through Facebook/Google ads, also flyers, Yard Signs, race swag to promote future races



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? yes

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

This is our first year putting on the event so we have no numbers on what profit we will make if any but will be using this to continue to grow the race bigger and bigger.

List Event Sponsors/Co-Sponsors:

Fertitta Cheverolet, Speedy Race Track, Dicks Sporting Goods

Total Event Budget: \$30,000

Percentage of Hotel Tax Support of Related Costs:

16% Percentage of total **event costs** covered by hotel occupancy tax
0% Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
0% Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- | | |
|--|--|
| <input type="checkbox"/> Out of Home (OOH) advertising | <input checked="" type="checkbox"/> Social media ads/boosts |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Display ads (digital banner ads, etc.) |
| <input type="checkbox"/> TV commercials | <input checked="" type="checkbox"/> OTT (internet/streaming ads) |
| <input checked="" type="checkbox"/> Booths (events or shows) | <input checked="" type="checkbox"/> Digital/Comprehensive campaign |
| <input checked="" type="checkbox"/> Print ads | <input type="checkbox"/> Direct mail |
| <input checked="" type="checkbox"/> Newspaper coverage | <input checked="" type="checkbox"/> Mobile advertising (phones) |
| <input type="checkbox"/> Other print <u> </u> | <input checked="" type="checkbox"/> Paid search advertising (PPC) |

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

The proposed marketing, advertising, and promotional campaign will primarily focus on leveraging social media platforms and paid social media advertising to reach and engage the target audience. In addition, in-person activations will be conducted at various running groups and events throughout Southeast Texas (SETX) to build direct community engagement and awareness. The campaign will target runners and fitness enthusiasts primarily in Southeast Texas, but will also extend its reach into neighboring Louisiana and other regions of Texas. Advertising will be consistent and frequent in the weeks leading up to the event, with multiple weekly posts, targeted ads, and appearance at group runs and local fitness events to maximize exposure and participation.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? 5/20/2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: 3 Bros Running Instagram @3brosgiving also on tiktok as well as on youtube

Website: Runsignup website - <https://runsignup.com/Race/TX/Kemah/Toughest10Kemah>

Tagging (i.e., #DiscoverKemah): #toughest10kkemah

Will you submit press releases about the event? Yes

Who is responsible for writing and distributing press releases? Contact: William Fermo

Phone: 409-344-2575 Email: williamfermo@3brosgiving.com

What geographic area does your advertising target?

Southeast Texas, Central Texas, Southwest Louisiana, West texas but our reach goes beyond Texas and will hit all 50 states and more

How many individuals located in another city or county will your proposed marketing reach?

Our goal is to reach and engage as many people as possible—not just within our immediate area, but throughout Texas and beyond. We hope to attract participants from surrounding counties, neighboring states, and even further afield, creating a diverse and vibrant community of runners who travel not only for the race itself but also to explore and enjoy the unique culture and attractions each host city has to offer

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

3 Bros Running Company

7/29/2025

Business/Organization Name

Date

Jeremy Fermo

Jeremy Fermo

Applicant's Signature

Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 1

Toughest 10k Kemah Budget						
Event or Program Name: Toughest 10k Kemah						
*Denote expenses to be covered using Hotel Occupancy Tax						
					<u>Projected</u>	<u>Actual</u>
<u>Income</u>						
Event Fund Account Balance					\$ 30,000	
Sponsorship						
Dicks Sporting Goods					\$ 1500.00	
Speedy Stop					\$ 250.00	
Fertita Chevrolet					\$ 800.00	
Total Income:					\$ 32,550	
<u>Expenses</u>						
Direct Expenses						
Advertising						
FB/Instagram advertising					\$ 1,500	
Medals					\$ 6,000	
Shirts					\$ 7,000	
					\$	
Printing						
Flyers					\$ 500.00	
Chip Timing					\$ 1,500	
Editing					\$ 3,000	
Security					\$ 2,500	
Food					3,000	
Speakers and Emcee					1,500	
Subtotal Direct Expenses: \$					26,500	
Indirect Expenses						
General Overhead						
Office Supplies					\$ 650.00	
Support Staff					\$ 5,400.00	
Subtotal Indirect Expenses:					\$ 6,000.00	
Total Expenses:					\$ 32,550	
Profit / (Loss):					\$ -	
*Total HOT expenses					\$ 5,000	



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 2

Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: \$30,000

Total Marketing Expenses: \$12,000

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

We will create and distribute printed flyers to promote the race in strategic locations throughout the host city and surrounding areas. These flyers will include key event details such as the date, location, registration information, and highlights of the race experience. They will be placed in high-traffic areas such as local gyms, running stores, coffee shops, community centers, and other relevant businesses to maximize visibility and reach. Flyers will also feature a QR code linking directly to the registration page to make it easy for potential participants to sign up on the spot.

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	<u></u>	<u></u>
	<u></u>	<u></u>
magazines:	<u></u>	<u></u>
	<u></u>	<u></u>
flyers	<u>500</u>	<u>500</u>
other:	<u></u>	<u></u>



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

We will be focusing heavily on promoting through social media with a focus on long format and short format content

For youtube we plan on visiting the different restaurants and shops in Kemah to help promote them as much as possible this will be evergreen content that will go beyond the race because when people search for said restaurant, hotel, or business they will find our content on YouTube, IG, TikTok, etc..

With facebook alone we reached 140,000+ in the last 28 days.

Number of Digital Impressions: 90,675 Actions/Clicks: 2,406

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

We will do our best to reach out to the news media to get a segment on our race before the race.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.

We host interactive activations at various races and community events where runners can participate in a fun trivia-style game. Participants answer a question, and if they get it right, they earn a Plinko chip for a chance to win prizes—including free race entries. These booths are set up at races throughout the region and at local events to engage the community, promote our brand, and generate excitement for upcoming races.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.

with FB alone we have reached close to 300,000 and then we also have our other social media platforms and flyers

How many targeted individuals/families are at least 60 miles from Kemah? _____

We have close to 500 registered so far and Kemah is not in the top as far as registrants from a certain city

SCHEDULE OF ACTIVITIES

TOUGHEST 10K KEMAH

SUMMARY

3 Bros Running Company aims to deliver a race experience that goes beyond the finish line, offering authentic promotion of the City of Kemah through dynamic marketing and community engagement efforts. Below is a summary of scheduled activities and promotional efforts leading up to and after the race:

PRE RACE ACTIVITIES 4 MONTHS OUT

- Produce social media videos highlighting Kemah restaurants, shops, and attractions (Kemah Boardwalk, marina, local boutiques).
- Design & Announcement Campaign
- Reveal new race logo, finisher medal, and custom-designed shirt featuring Kemah.
- Start sending targeted emails to our database of nearly 6,000 past participants, promoting Kemah as a destination and driving registrations.

2 MONTHS OUT

- Include Kemah visitor information, restaurant lists, hotel highlights, and tourism material in every runner packet.
- High-energy content featuring the race route and Kemah scenery.
- Stay & Feature Kemah Hotel Experience
- Our team stays in a Kemah hotel and documents the stay through Instagram Stories, Reels, and recap posts.
- Hotel Features on Website
- Highlight featured hotels in Kemah and encourage participants to stay in Kemah

RACE WEEKEND (EVENT DAY)

- Release of Kemah Digital Race Guide
- Distribute a free digital race weekend guide highlighting where to eat, stay, and explore in Kemah.
- Race Day Excitement
- Emcee announcements and DJ shout-outs thanking Kemah; banners and signage featuring Kemah branding.

POST-RACE ACTIVITIES

- TPost-Race Survey
- Collect feedback from runners including impressions of Kemah as a tourist destination.
- Photo/Video Recap Release
- Publish media showing the race, medal, and the best of Kemah; tag local businesses featured in pre-race content.
- Ongoing Digital Presence
- Content from the race continues to be shared across social platforms, extending Kemah's visibility long after the event concludes.



Toughest 10K Kemah | Economic & Tourism Impact Overview

3 Bros Running Company is excited to bring the Toughest 10K series to Kemah for the first time! With a route that crosses the iconic Kemah pedestrian bridge and a strong history of runner support, we expect to draw participants from across Texas and beyond. Our goal is to help highlight Kemah as a tourist destination by encouraging overnight stays, showcasing local attractions, and delivering an unforgettable runner experience.

For the **Seabrook Lucky Trail Races** **sold out** every distance except for Friday's 5K and the Sunday Full. We hit record participation numbers not seen since 2019, pre-pandemic. We're excited to do the same for the Toughest 10k Kemah.



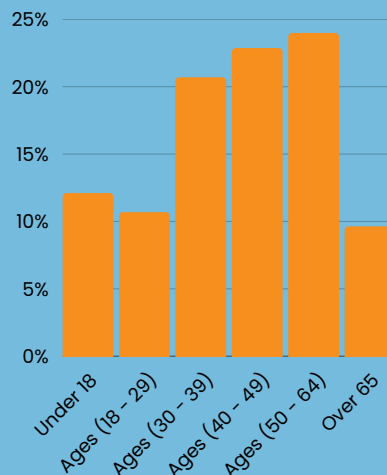
RACE STATS SEABROOK LUCKY TRAILS



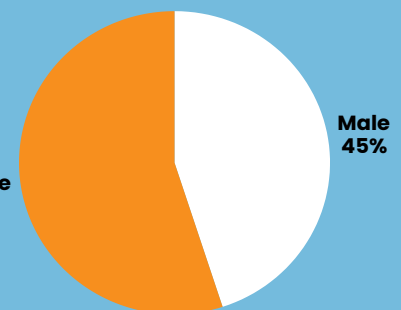
5 Countries

22 States

274 Cities



Female
55%



1,338 Signups Largest since 2019

DIGITAL GUIDE



Created a new digital guide. Instead of the traditional race guide pdf normal races use we created a new experience that is mobile friendly, interactive, and engaged our participants. A new way for brands to reach our participants as they are encouraged to view every single section to get important race info.

SOCIAL MEDIA

We leverage our social media using every platform to get excitement for our race and have people invested in our companies success through youtube, facebook, instagram, and tiktok. Focus is on Organic Traffic.



524K Views
287K Reach

AUGUST
3, 2024
TO
MARCH
20, 2025



91K Views
43K Reach



15k Views
231K Impressions



97k Views
84K Reach

KEMAH BRANDING



New Updated
Logo



Finisher Medal



Finisher Shirt

- Medals
- Bibs
- Shirts
- Digital Guide
- Website

GOAL

We are making it a priority to showcase Kemah not just as a race venue, but as a weekend getaway destination. Our event website and social media will feature where to stay, eat, and explore in Kemah—encouraging runners to come early and stay late.

We will partner with local hotels to create special rates and block reservations, while our digital guide will highlight businesses, tourist attractions, and restaurants that participants can enjoy beyond race morning.

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Butler Longhorn Museum
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Sponsorship Boot Scootin' Boogie

Date(s) 6/27/2026

Amount Requested	\$2,000
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Previously Sponsored	No
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Requested	N/A
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Approved	N/A
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For Reviewer

Recommend approval?

Amount recommended?

Notes:

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

1

I. ORGANIZATION INFORMATION

Butler Longhorn Museum
 Official Name of Organization

7/24/2025
 Date of Submission

Monica Hughes
 Contact Person

Info@butlerlonghornmuseum.com
 Email

903 FM518E Ste B, Kemah, Texas 77565
 Address

832 679 6571
 Phone

www.butlerlonghornmuseum.com
 Website Address

Facebook Instagram
 Social Media (Facebook, Twitter, Instagram)

Is your organization: ☒ Non-Profit ☐ Private/For Profit

Organizational Mission and Purpose:

The Butler Longhorn Museum highlights the Butler family and their Cattle bloodline, while exhibiting the history of the Longhorn breed. The museum documents the rich multicultural heritage of the region thru farming and ranching history. Western history, art and science is Demonstrated throughout the museum, as is Italian, Vietnamese, Japanese, and Indian history in the Bay Area exhibited.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole ^{Now -}
- Your organization's budget for the current year ✓
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 203805729 ✓
- Schedule of activities or events relating to the proposed event/project ✓
- Samples of advertising planned and/or marketing copies from the previous event ✓

BUTLER LONGHORN MUSEUM 2025 BUDGET

Income/Expense

Gift Shop Sales	2000	
Donations	5000	
Interest Income	120	
Museum Admission	25000	
Special Events		
Tickets	12000	
Donations	7500	
Refreshments	1500	
Total Income		53,120

Cost of Goods Sold

Events	4200	
Entertainment	2000	
Food	500	
Supplies	500	
Other Event Expense	500	
Total Cost of Goods Sold		45420

Gross Profit

Expense

Rent	24,000	
Utilities		
AT&T	1440	
TXU	3600	
Extra Space Storage	2100	
Credit card/Bank fees	400	
Dues/ Subscription	200	
Insurance	1600	
IT/Website	700	
License/Permits		
Payroll		
Postage Delivery	240	
Professional Fees	150	
Supplies		
Office	400	
Supplies	140	
Total Supplies		540
Marketing	2000	
Total Expenses		36970

Net Income

8450



II.A ~~PROJECT~~ EVENT/PROGRAM INFORMATION

Butler Longhorn Museum
Host Organization

Kemah's Boot Scoot'n Boogie
Event/Project/Program Name

Museum/Kemah Community Center
Primary Location of Event/Program

5/27/2026
Date

Fri 5/26 - 7p-9p Sat 5/27 - 6p-10p
Event Time(s) - Start & End

6/27/26
Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: 2000

How many years have you held this Event or Project? New Event to Kemah (*Held 5 yrs prior location 2018-2023*)

Expected Attendance: 200

Primary Purpose of Funded Event/Program/Activity/Facility:

Fundraiser to support Kemah Tourism, education exhibits, & senior activities while supporting the Museum.

How many people attending the Event or Project will use Kemah Hotels? 50-60

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

*Yes, will setup Courtyard Marriott
Boardwalk 11*

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? 10/1/25

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: Facebook Instagram TikTok

Website: www.butlerlonghornmuseum.com

Tagging (i.e., #DiscoverKemah):

Discover Kemah

Will you submit press releases about the event? Yes

Who is responsible for writing and distributing press releases? Contact: Monica Hughes

Phone: 832 679 6571 Email: info@butlerlonghornmuseum.com

What geographic area does your advertising target?

Breeders throughout Texas
local supporters

How many individuals located in another city or county will your proposed marketing reach?

50-60

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Butler Longhorn Museum
Business/Organization Name

Annette Cornwall
Applicant's Signature

8/17/2023
Date

Annette Cornwall
Applicant's Printed Name

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? Yes

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

Yes, \$8000 to be used to cover museum expenses

List Event Sponsors/Co-Sponsors:

~~0~~ None at this time

Total Event Budget: 21,000

Percentage of Hotel Tax Support of Related Costs:

- 10% Percentage of total **event costs** covered by hotel occupancy tax
0 Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
0 Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. 0 %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

<input type="checkbox"/> Out of Home (OOH) advertising <input type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input type="checkbox"/> Booths (events or shows) <input checked="" type="checkbox"/> Print ads <input checked="" type="checkbox"/> Newspaper coverage <input type="checkbox"/> Other print _____	<input checked="" type="checkbox"/> Social media ads/boosts <input type="checkbox"/> Display ads (digital banner ads, etc.) <input type="checkbox"/> OTT (internet/streaming ads) <input type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input checked="" type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC)
---	---

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

Event will be promoted on Social Media, an ad in the Galveston Daily News, email blasts, fliers printed & posted, mailed.

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

☒ I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

NA

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
<u>New Event</u>			

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Ticket Sales

What percentage of your event/program attendees are estimated to be nonlocal visitors? 25 %

What percentage of your event/program attendees are local? 75 %

List any other organizations, government entities or sponsorship funding support for this event/project:

HomeTown Bank
Crowder Funeral
Red River BBQ.

How will HOT Funds be used if awarded?

To promote the event thru fliers, social media, digital media

KEMAH'S BOOT SCOOT'N BOOGIE

BUTLER LONGHORN MUSEUM

INCOME	Ticket	15,000	
	Sponsorships	3500	
	Auctions	3200	
	Total	21,700	
EXPENSE	Advertising	1000	
	Event Rental	500	
	Security	500	
	Food	7000	
	Music	1000	
	Beverage	2400	
	Decor	500	
	TOTAL INCOME	21,700	
	TOTAL EXPENSES	15,300	
	PROFIT	8,800	

BUTLER LONGHORN MUSEUM FUNDRAISER



Saturday, September 23, 2023

Event 6p-9p

Silent Auction

Signed Acoustic Guitar - Kenny Chesney

Concert Pianist, Hector Bisio

**HOSTED BY THE BRYAN MUSEUM
In the Conservatory**

1315 21st. St. Galveston, Tx text

Call for Tickets/ Additional Information 832.679.6571

info@butlerlonghornmuseum.com

501c3



903 FM 518 East, Ste.B (Deke Slayton HW)
Kemah, Texas 77565



butlerlonghornmuseum.org

**COME AND EXPERIENCE
THE HISTORY OF THE
TEXAS LONGHORNS**



Contact for more information

Wed - Sat: 10am - 4pm

Sun - Tue: Appointment Only



Phone: 832-679-6571



Email: info@butlerlonghornmuseum.org



THINK OF TEXAS AND YOU THINK OF LONGHORNS.

The Longhorn is synonymous with Texas and its ranching history. Yet few Texans or visitors to this great state realize that by the beginning of the 20th century, Longhorns were on the verge of extinction. Today, the Longhorn is alive and well due to the efforts of seven pioneer breeders who refused to allow these animals to become extinct. A huge thank you to our Butler Breeders for continuing to preserve this magnificent bloodline for future generations and for its continual support of the museum and its mission.

The Butler Longhorn Museum is located in Kemah, TX, the town formerly known as "Evergreen" before being renamed after a Karankawa term meaning "facing the wind." The museum is dedicated to telling the story of Milby Butler and his role in the amazing comeback of the Texas Longhorn. The museum exhibits a variety of Texas history in coordination with school curriculum.

A Quote From John Wayne:

"Milby Butler has been a great friend as well as my best character study for the Texas men I portray in my films."

HOW YOU CAN HELP:

We need benefactors like you to assist us with the funds needed to maintain and expand the museum's innovative exhibits and educational center. These activities are important in teaching and promoting our local heritage. Contact the museum for more information to make a donation or to volunteer.

PURCHASE ART:

Help fund our art, science, and history exhibits by purchasing original artwork and items from our gift shop.

BREEDERS INFORMATION:

If you would like to know more about the Butler Breeder's Invitational Sale, the Butler Bloodline or to research pedigrees, please visit:
www.butlertexaslonghorns.com

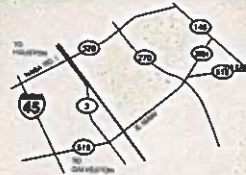
BUTLER LONGHORN MUSEUM

903 FM 518 E Ste.B, Kemah, Texas 77565

Contact us to schedule a tour, corporate event, wedding or for more information.

Phone: 832-679-6571

Email: info@butlerlonghornmuseum.org



**Come Meet Our
Local Superstar:**

**Miss John
Wayne**



Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Butler Longhorn Museum
Sponsorship	Marketing Materials
Date(s)	N/A
Amount Requested	\$16,784
Previously Sponsored	No
Requested	N/A
Approved	N/A

For Reviewer

Recommend approval?

Amount recommended?

Notes:

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

1

I. ORGANIZATION INFORMATION

<u>Butler Longhorn Museum</u>	<u>7/24/2025</u>
Official Name of Organization	Date of Submission
<u>Monica Hughes</u>	<u>Info@butlerlonghornmuseum.com</u>
Contact Person	Email
<u>903 FM518E Ste B, Kemah, Texas 77565</u>	<u>832 679 6571</u>
Address	Phone
<u>www.butlerlonghornmuseum.com</u>	<u>Facebook Instagram</u>
Website Address	Social Media (Facebook, Twitter, Instagram)
Is your organization: <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Private/For Profit	

Organizational Mission and Purpose:

The Butler Longhorn Museum highlights the Butler family and their Cattle bloodline, while exhibiting the history of the Longhorn breed. The museum documents the rich multicultural heritage of the region thru farming and ranching history. Western history, art and science is Demonstrated throughout the museum, as is Italian, Vietnamese, Japanese, and Indian history in the Bay Area exhibited.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole ^{Now -}
- Your organization's budget for the current year ✓
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 203805729 ✓
- Schedule of activities or events relating to the proposed event/project ✓
- Samples of advertising planned and/or marketing copies from the previous event ✓

BUTLER LONGHORN MUSEUM 2025 BUDGET

Income/Expense

Gift Shop Sales	2000	
Donations	5000	
Interest Income	120	
Museum Admission	25000	
Special Events		
Tickets	12000	
Donations	7500	
Refreshments	1500	
Total Income		53,120

Cost of Goods Sold

Events	4200	
Entertainment	2000	
Food	500	
Supplies	500	
Other Event Expense	500	
Total Cost of Goods Sold		45420

Gross Profit

Expense

Rent	24,000	
Utilities		
AT&T	1440	
TXU	3600	
Extra Space Storage	2100	
Credit card/Bank fees	400	
Dues/ Subscription	200	
Insurance	1600	
IT/Website	700	
License/Permits		
Payroll		
Postage Delivery	240	
Professional Fees	150	
Supplies		
Office	400	
Supplies	140	
Total Supplies		540
Marketing	2000	
Total Expenses		36970

Net Income **8450**



II. ~~EVENT~~ 2025 HOTEL OCCUPANCY TX FUNDING APPLICATION
PROJECT/PROGRAM INFORMATION

Butler Longhorn Museum
Host Organization

Marketing Plan
2025-26 Butler Longhorn Museum
Event/Project/Program Name

Texas (Beyond 60 mile Radius)
Primary Areas Promoted

8/17/2025
Date

10/1/2025
Campaign Launch Date

11/30/2026
Due Date for 60-day Post-Campaign

Report Total Amount of HOT Funds Requested: 167,94

Expected Audience Reach: Texas

How will the materials highlight Kemah tourism?

All media will showcase the museum and Kemah's restaurants and activities as a stay+playcation destination. In addition, pre-cruise stays will be promoted.

Estimated impressions: Estimated Call-to-action click-throughs (if digital) 83% Velf conversion

What is your projected marketing influence on hotel stays?

All marketing will encourage families to spend a weekend in Kemah, play-stay vacations to enjoy the history of the museum and enjoy all Kemah has to offer

What percentage of your ~~event~~ program attendees are estimated to be nonlocal visitors? 80 %

What percentage of your ~~event~~ program attendees are local? 20 %

List any other organizations, government entities or sponsorship funding support for this event/project:

None
As we re-establish our current sponsors are supporting our events.

How will HOT Funds be used if awarded?

Funds will be used to promote the museum and Kemah through out Texas as a week/weekend play+staycation.

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

List Campaign Sponsors/Co-Sponsors:

NONE

Total Campaign Budget: _____

Percentage of Hotel Tax Support of Related Costs:

- 100 Percentage of total **campaign costs** covered by hotel occupancy tax
0 Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
0 Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded campaign compared to other activities. ___ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

<input type="checkbox"/> Out of Home (OOH) advertising <input type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input type="checkbox"/> Booths (events or shows) <input checked="" type="checkbox"/> Print ads <input checked="" type="checkbox"/> Newspaper coverage <input type="checkbox"/> Other print _____	<input checked="" type="checkbox"/> Social media ads/boosts <input type="checkbox"/> Display ads (digital banner ads, etc.) <input type="checkbox"/> OTT (internet/streaming ads) <input type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input checked="" type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC)
---	---

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

See Attached Document

2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? 10/1/2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: Facebook Instagram TikTok

Website: www.butlerlonghornmuseum.com

Tagging (i.e., #DiscoverKemah): Discover Kemah

What geographic area does your advertising target?

All of Texas beyond 60 mile radius

How many individuals located in another city or county will your proposed marketing reach?

? Thru Yelp - All searching museums, longhorns, Kemah - To Do
 Galveston Day - 20,000 subscribers + online - targeting cruises
 Social media - All directed outside 60 mile radius

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Butler Longhorn Museum
 Business/Organization Name

Annette Conwell
 Applicant's Signature

8/17/2025
 Date

Annette Conwell
 Applicant's Printed Name

BUTLER LONGHORN MUSEUM 2025-26 MARKETING

VistaPrint

Rack Cards - Qty. 10,000

Kemah logo will be included onpro this order

Copy(missing logo) included

\$844 *See attached*

YELP

Yelp drives customers searching for activities to the museum and all

Kemah has to offer.It provides a

one stop platform for consumers to discover the museum.

Their conversion rate for contacts is 83%

\$570 month \$6840 year *See attached*

SOCIAL MEDIA

FACEBOOK/INSTAGRAM/TIKTOK

Content creation weekly promoting the museum/events

Promoting week/weekend stay and play in Kemah beyond the

60 mile radius points beyond Kemah and throughout Texas

\$250 month \$3000 year

GALVESTON DAILY NEWS

**In addition, to showcasing the museum, we will encourage cruisers to
spend their pre-cruise days visiting the museum and visiting/staying
in Kemah.**

This ad consists of a 6" x 2.5" weatherstrip, located on

The bottom 2.5" of the paper, front section or back section,

One time a week, two weeks a month.

\$375 month \$4500 year *CIRCULATION 24,331
ONLINE viewers*

SEABREEZE NEWS

Promote the museum and Kemah as a destination for family fun and play, or a

Stay vacation

¼ page color ad covering Galveston County

\$1600 full year

WISH LIST

CLEAR CHANNEL

Clear Channel advertising consists of billboard advertising.

Bulleting Boards - 14' x 48' Freeways 12-18 months

\$780

Poster Panel - 12' x 24' Neighborhoods 6-8 weeks

\$168

Digital Unit - Suburbs 10 Units 4 weeks

\$1000

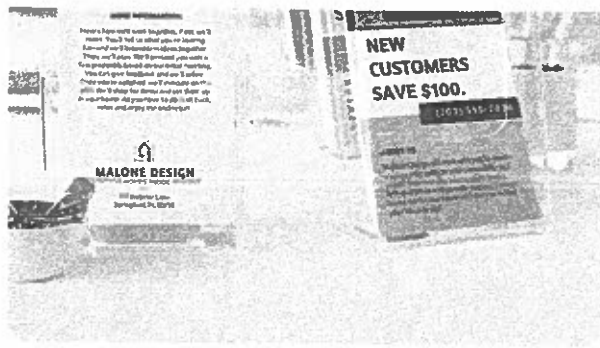
Attached

SCREEN VISION MEDIA

Once again this would be showcasing the museum thru a Play and Staycation or pre-cruise stay. This is movie theatre advertising between movies. We have done This before with great results. As noted on documents attached The plan is for 75 movie screens and a 26 week run. This plan Can be customized by custom selection of theatre locations, Week run time, and number of screens.

Up to \$10,072

Attached



Vistaprint

Make your message attention-grabbing and portable with custom rack cards.

- 3.74" x 8.27" size
- 13 paper stock options
- Vivid, full-color printing
- Single- & double-sided printing options
- Standard or rounded corner options
- Clear plastic holders available for purchase

Compact & powerful

Rack cards are a classic and convenient way to promote your business or list service prices and menu items. You can easily place them in high-visibility areas, from hotel lobbies and retail shelves to reception desks and countertops. And when you highlight what your offer or what you can do, it can help increase foot traffic to your location. Their size makes them easy for people to grab and keep your contact details on hand.

Simple & attention-grabbing

Whether you're a salon promoting a special deal or a design company showing off your work, custom rack cards are a blank canvas for your needs. With plenty of design options – including bright images, custom QR codes, rounded corners

Browse designs

Choose one of our templates

2000	81% savings
2500	\$317.99 \$0.13 / unit 82% savings
5000	\$520.99 \$0.11 / unit 85% savings
10000	\$843.99 \$0.09 / unit 88% savings

Get it as soon as **Wednesday, Jul 23rd** to 02451

Free shipping by Friday, Aug 1st to 02451

Browse designs

Choose one of our templates

Upload design

Have a design? Upload and edit it

Get a pre-printed sample

Specs & Templates

Product Options



Search

Help is here
1.866.207.4955

Cart

Deals

Business
Cards

Postcards & Print
Advertising

Signs,
Banners &
Posters

Stickers
& Labels

Clothing
& Bags

Promotional
Products

Packaging

Invitations, Gifts
& Stationery

Wedding

Logo,
Websites &
Social

Design
Services

Now to VistaPrint? Get 20% off your first order. Create your account and use code NEW20 at checkout.

Home

Marketing Materials

Rack Cards

VistaPrint

Rack Cards

4.8 (2823)

Reach people on the go with custom rack cards. Tell your story or highlight products with unique paper and special finish options.

[See details](#)

2,000 starting at \$268.99

Save 20% off your first order Code: NEW20

Product Orientation

Vertical

Paper Thickness

Premium

Paper Stock

Glossy

Corners

Standard

Quantity

50	\$37.99	\$0.76 / unit
100	\$57.99	\$0.58 / unit 23% savings
250	Recommended \$101.99	\$0.41 / unit 46% savings
500	\$140.99	\$0.29 / unit 61% savings
750	\$168.99	\$0.23 / unit 69% savings

Browse designs

Choose one of our templates

GET 15% OFF and edit it

Chat with us

RACK CARDS FOR BUTLER LONGHORN MUSEUM

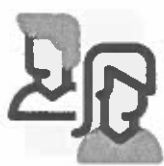
Canva 100lb Card Gloss Qty. 1000 \$300 .

VistaPrint 100 lb Card Gloss Qty. 2000/\$268 5000/\$521(.11) 10,000/\$844(.09) ✓

Docucopies 100lb Card Gloss Qty. 2000/\$428(.21) 5000/\$913(.18) 10,000/1740(.17)

Study shows high-intent consumers are contacting businesses quickly on Yelp

YELP



2.5M on average visit Yelp daily in search of a business

An average of 2.5 million people visit Yelp each day looking for businesses of all types¹—from plumbers to hair salons—and these consumers are ready to connect: **57% of users contact a business they researched on Yelp within a day**, according to a Yelp survey.²

But before they decide on a business, **96% of people on Yelp are comparing their options.**² How can you stand out from the competition and attract those prospects?

1. Make sure your page is complete.


Add all the important details, including your website, phone number, business hours, photos, and more. Consumers say **photos and critical business info are among the top three most important things** when choosing a business on Yelp.²

Consider the Upgrade Package, which includes additional tools that can help your page stand out—from Business Highlights (eye-catching badges to highlight what makes your business unique) to Slideshow (choose the order of your page's photos). When shown two businesses side-by-side in search, **94% of Yelp users said they'd choose the business with Upgrade Package features** over the one without.²

2. Use Yelp Ads.

With Yelp Ads, your business is displayed both on and off Yelp, including in a number of key places on the Yelp site and app such as above relevant search results and on your competitors' pages. **Businesses with Yelp Ads get 4x more leads.**³

 **4x** more leads
are generated
with Yelp Ads

 **94%** would choose a business
with an Upgrade Package
over one without

Most Yelp searches are for a service or product, not a business name

Most consumers searching on Yelp have a need but aren't sure exactly who they'll do business with—in fact, **nearly 90% of searches on Yelp are for a product or service, not a specific business.**⁴ When your Yelp Page is filled out with descriptive information and displayed in key places on Yelp, it gives you the opportunity to capture these consumers.

Yelp users are also looking for businesses they can trust. **73% of users say they're more likely to choose a business that has a Verified License badge on Yelp versus a business that does not.**²

Ultimately, a majority of consumers end their business search on Yelp: **82% of users hire or buy from a business they found on Yelp within a week**, making your Yelp Page a powerful marketing engine.² Be sure you're fully maximizing your online presence on Yelp with a complete, accurate page that shows up in the places where millions of people are actively searching.

 **82%** will hire or buy
from a business
within a week

 **90%** nearly ninety percent
of searches are for
a product or service



Shari Lefler

Writer/Content Creator

September 3, 2024

YELP CONVERSION TRACKING

Key takeaways

- ✓ Conversion tracking can help you understand not only customer purchasing behavior but the entire customer journey
- ✓ You can set up conversion tracking using tracking pixels or link-tracking tags
- ✓ Conversion data will help you adjust your ad spend and make your marketing efforts more effective

From: Annette's Emporium theemporium@comcast.net
Subject: Fwd: Public Service Advertising
Date: Aug 17, 2025 at 1:53:24 PM
To: Annette's Emporium theemporium@comcast.net

Sent from my iPhone

Begin forwarded message:

From: Monica <info@butlerlonghornmuseum.com>
Date: July 21, 2025 at 6:27:41 PM CDT
To: Annette <theemporium@comcast.net>
Subject: Fwd: Public Service Advertising

Sent from my iPhone

Begin forwarded message:

From: "Vela, Lee" <leevela@clearchannel.com>
Date: July 21, 2025 at 4:22:55 PM CDT
To: info@butlerlonghornmuseum.org
Cc: "Dean, Tammy"
<tammydean@clearchannel.com>
Subject: Public Service Advertising

Hi Monica – so sorry I could not get this out to you last week. I have attached the public service application for the donation of advertising space to non-profit organizations like yours. We have billboard structures in a 13-county area. As discussed, your options are as follows:

1. Bulletins – these are normally 14x48 primarily on freeways – the art is printed on a vinyl covering that is re-useable. All

printing of materials is done through an independent printer. The cost for printing one 14x48 vinyl is about \$280 including shipping. They will last on 12 to 18 months in the weather.

Labor cost to include – normally \$1,000, we will do it for the museum for \$500 each

2. Poster panels – good for reaching neighborhoods – 12x24 – printed on eco poster for a one-time use – Printing \$68 ea. including shipping. Labor to install normally \$250, we will do this for the museum for \$100 ea.
3. Digital units – only in suburban areas of Houston – no production cost. PSA rate is \$400 per week, per unit. We will do 10 units for a flat fee of \$1,000 for four weeks.

Once you have decided on when you want to start, where you want to be, which units you want to use and how many we can check availabilities for you and let you know what is available. If you need art services, we can do that for you at no cost, it just takes a week to get it through the art department.

I look forward to hearing from you.

Lee



Lee Vela
Vice President, Public Affairs-Houston
12852 Westheimer | Houston, Texas 77077
O 281.588.4222 M 281.748.3095
leevela@clearchannel.com
clearchanneloutdoor.com
Twitter LinkedIn Insta Facebook Blog



**PUBLIC SERVICE
APPLICATION GUIDELINE...**
89 KB



PUBLIC SERVICE ADVERTISING- Houston

QUALIFYING YOUR ORGANIZATION

To determine your organization's eligibility for the program you must meet the following criteria:

- The organization must be non-profit, charitable and/or civic in nature or purpose.
- The organization must not be spending **money for advertising time or space**, (other than for production costs), in other media.
- The organization must be promoting a cause or event of clear benefit to the general public.
- The organization should be communicating a message that is not commercial, political, or editorial in nature.
- The organization should not be a religious group that is advertising a religious service. (Special projects such as fundraising, educational, etc. are allowed).

CONDITIONS FOR THE DONATION OF PUBLIC SERVICE ADVERTISING

- 1) Commercial sponsors or business names/logos are allowed on public service messages if the commercial mention is no more than 25 percent of the copy space and does not include advertising slogans or copy.
- 2) Public service announcements are based on space availability only. Organizations can request geographic area for coverage however, Clear Channel Outdoor reserves the right to determine final locations and will provide a list of donated locations immediately prior to posting.
- 3) Public service space is donated or provided at a reduced space rate. These costs are based on covering labor and out-of-pocket expenses to post or install the advertising on billboards.
- 4) It is the responsibility of the client to design artwork and work with a printer to produce the final posters. **All artwork must be pre-approved by the public affairs department of Clear Channel Outdoor.**
- 5) Posters and vinyls must be received **at least 10 business days prior to the scheduled posting date.**
- 7) Clear Channel Outdoor reserves the right to review, approve or reject all artwork.
- 8) **All public service advertising space can be pre-empted by commercial sales.**

Poster panels (require eco posters)

Printed on eco paper and posted on the billboard face, this type of advertising typically last six to eight weeks. These boards (12' x 25' overall size – eco poster art should be 10.6x22.75) are usually booked on a four-week cycle. While some are located on freeways most are on surface streets and are good for reaching neighborhoods and ethnic groups.

Bulletins (require vinyl)

These boards can be found along freeways and some surface streets. Most of these boards are illuminated. Production is on vinyl by specialized printers only (see resource

sections for printers). Usually 14'x 48', Clear Channel Outdoor does offer some odd-sized bulletins which will vary from 20'x 60' to 10'x 40'.

SUBMISSION OF REQUESTS

All requests for public service must be made in writing. Please include a cover letter stating the specifics of your request (size of billboards (bulletins or posters), number of billboards, date to post and general areas to post).

SCHEDULING CONSIDERATIONS

The average display time for public service poster panels is approximately 28 days.

Pre-empted by Commercial Sales

Although rare, public service displays can be pre-empted for commercial sales. Should this happen, Clear Channel will make every effort to move your displays to a comparable location.

Posting

Public service displays will not be posted until all necessary paperwork has arrived and has been approved by Clear Channel Outdoor. Signed contracts, full payment, posters, or vinyls must be submitted before the posting date.

PUBLIC SERVICE PROGRAM FEES

This program offers donated or reduced rate space on a space available basis, which can be **pre-emptible by commercial sales**. Guaranteed space can be purchased at a commercial rate—rates available upon request.

*Poster Panel (12'x 25') \$250 per location

*Public Service Ads on Bulletins are offered at a reduced rate:

Bulletins (14'x 48') \$1,000 per location, per 4 weeks

Bulletins (20'x 60') \$2,000 per location, per 4 weeks

Public Service Rates for Digital Billboards:

Rates for coverage on Clear Channel's Digital boards are **\$400 per week, per unit**.
(No Production required)

Rates and costs subject to revisions within the year.

**Production not included. Production (printing on Eco poster or vinyl) is contracted directly with a supplier of your choice.
A list of approved printers can be provided. □*

4

APPLICATION FOR PUBLIC SERVICE ADVERTISING
PLEASE COMPLETE ALL OF THE INFORMATION BELOW AND RETURN TO:

Tammy Dyer

tammydyer@clearchannel.com

Clear Channel Outdoor
12852 Westheimer
Houston, Texas 77077
281-588-4258 832-493-1126 cell

1. Organization:

2. Address:

From: Monica info@butlerlonghornmuseum.com
Subject: Fwd: SVM Proposal for Butler Longhorn Museum - Attachment Included
Date: Jul 17, 2025 at 5:52:15 PM
To: Annette theemporium@comcast.net

Sent from my iPhone

Begin forwarded message:

From: David Lindsey <dlindsey@screenvisionmedia.com>
Date: July 17, 2025 at 4:34:01 PM CDT
To: info@butlerlonghornmuseum.org
Subject: SVM Proposal for Butler Longhorn Museum - Attachment Included

Hi Monica,

Please see the attachment for 26wks in the theatres indicated to show your 15 second ad or ads twice per movie, before all movies on all screens.

The pricing includes a 50% Discount off our already low-priced Rate Card. I put a tentative start date in August which can be changed as needed. Ads start on Mondays and end on Sundays.

Also attached are the movies for the remainder of 2025 as well as our Specs for the Ad.

Let me know if you have any questions, need changes or wish to reserve the space. Inventory is limited and we are selling for the busy Holiday Season.

Sincerely,

DAVID LINDSEY

President, Screen Vision Media, LLC

Westborough, MA

Cell: 508.366.1111

www.screenvisionmedia.com

Downloading
image415261.png
11 KB



**Butler Longer Museum
2025-2026.pdf**

268 KB



**Tap to Download
2025 Block Buster Movie Line Up
June to Year End .pptx**

12.5 MB

**Downloading
Ad Production Specs-All Options
.pdf**

1.2 MB

VENUE ID	VENUE TYPE	VENUE	NETWORK	ADDRESS	CITY	STATE	ZIP	DMA	COUNTY	Screens	IMPRESSIONS	MEDIA
5687	Cinema On-Screen	Galveston Primetime Cinemas	Screenvision EPS	8902 SEAWALL	GALVESTON, TX	Texas	77554	HOUSTON	GALVESTON, TX	11	58,086	\$673
5985	Cinema On-Screen	Pearland Premiere Cinema	Screenvision EPS	5050 WEST BROADWAY	PEARLAND, TX	Texas	77581	HOUSTON	BRAZORIA, TX	6	59,416	\$713
5989	Cinema On-Screen	Tomball Premiere Cinema 6	Screenvision EPS	28497 Tomball Parkway	TOMBALL, TX	Texas	77375	HOUSTON	HARRIS, TX	7	51,631	\$620 *
7416	Cinema On-Screen	Texas City Premiere Lux Cine 12	Screenvision EPS	10000 Emmet F. Lowry Expwy	TEXAS CITY, TX	Texas	77591	HOUSTON	GALVESTON, TX	12	132,662	\$1,592
8549	Cinema On-Screen	Smg Pearland	Screenvision EPS	8440 S. Sam Houston E. Parkway	HOUSTON, TX	Texas	77048	HOUSTON	HARRIS, TX	12	152,490	\$1,830
9615	Cinema On-Screen	Amc Houston 8	Screenvision EPS	510 Texas St	HOUSTON, TX	Texas	77002	HOUSTON	HARRIS, TX	8	68,895	\$927
9628	Cinema On-Screen	Schulman Bay City 8	Screenvision EPS	6655 E. 7th Ave	BAY CITY, TX	Texas	77414	HOUSTON	MATAGORDA, TX	8	73,200	\$978
808007	Cinema On-Screen	Star Cinema Grill City Centre	Screenvision EPS	822 Town & Country Blvd	HOUSTON, TX	Texas	77024	HOUSTON	HARRIS, TX	8	127,991	\$1,536
8436	Cinema On-Screen	Moonstruck Drive-In	Screenvision LPS	100 Bringham Street	HOUSTON, TX	Texas	77020	HOUSTON	HARRIS, TX	3	100,183	\$1,803

Client **Butler Longhorn Museum**
 Email **longhorn@butlermuseum.org**
 Phone **832-679-6571**
 Agency: **0**
 Sales Rep **David Lindsey**
 Email **longhorn@butlermuseum.org**
 Phone **281-935-9750**
 Date Created: **7/17/2025**

Total Impressions	822,664
Audio Cost	\$12,73
Total Net Media	\$10,472
Total Creative Costs	\$0
Grand Total	\$10,472

SCREEN
VISION
MEDIA

Special Pricing for Non-Profit: 50% Off The Rate

Front & Center Everywhere Affiliate	Inventory	Spot Duration	Audio	Start	End	# of Weeks	Campaign Scope	# of Venues	# of Screens	P2+ Impressions	P2+ Net CPM	Net Media	Creative Costs
Screenvision EPS	ROS - All Ratings	15	Audio	8/4/25	2/1/26	26	Local	8	72	722,381	\$12.00	\$8,669	
Screenvision LPS	Premium Prime - All Ratings	15	Audio	8/4/25	2/1/26	26	Local	1	3	100,183	\$18.00	\$1,803	

In the event of any under-delivery Screenvision will make every attempt to add in ADU within the contracted flight. Screenvision reserves the right to utilize ROS & In-Lobby inventory as ADU.
 All Creative must be approved by Screenvisions Exhibitor Partners.
 All Scatter deals are 100% Non-Cancellable. Screenvision Media does not offer cash back.
 This plan is valid for 5 business days.

fall semester begins Aug. 25, the public can view the display during regular library hours.

— Jennifer Reynolds

Texas A&M University at Galveston cadets Chloe McCabe, left, Zachary Archer and Galvin Nugent help install the Juneteenth Bell display in the Jack K. Williams Library on the Mitchell Campus on Thursday. **MORE PHOTOS » A6**

JENNIFER REYNOLDS/The Daily News

DOWNTOWN GALVESTON | BUILDING DEMOLITION

1874 building near

historic district slated for demolition

By SAGE SCOTT
The Daily News

» GALVESTON

An 1874 building on Strand Street in the island's downtown could be demolished any day now, the city said. The two-story brick building once

See 1874 » A7



JENNIFER REYNOLDS/
The Daily News
A fence surrounds the Christian Jordan Building in the 1900 block of Strand Street in Galveston on Wednesday.

Galveston County District Attorney

to retire next month

From Staff Reports

Galveston County District Attorney Jack Roady on Friday announced his retirement after nearly 15 years in office.

Roady will conclude his time as district attorney on Sept. 30 — more than a year before his term was set to expire — before taking a faculty position at Houston Christian University later this year.

"I had previously announced my intention to serve through



JACK ROADY

the end of my current term in December 2026," Roady said. "However, after careful consideration and prayer, I have accepted a rare and exceptional opportunity to join the faculty at Houston Christian University later this year."

See ROADY » A7

INDEX ABBY B7&10 BUSINESS C1

LOTTERY A2

OBITUARIES D5

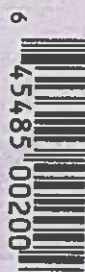
OPINION A4&5

PUZZLES B7&10

SPORTS B1



Vol. 183,
No. 92



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THE EXPERTS I NEED,
WHEREVER I NEED THEM

Methodist



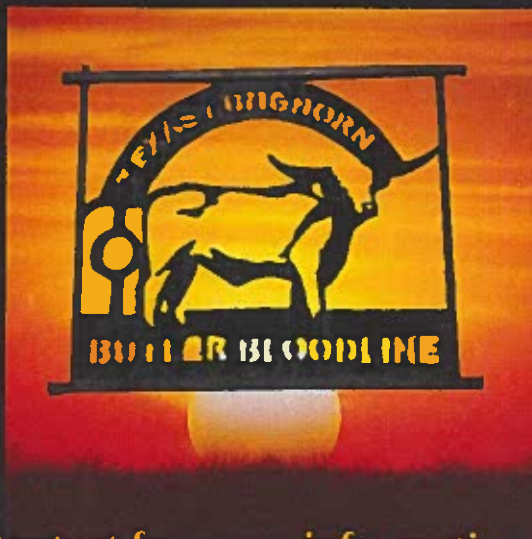


903 FM 518 East, Ste.B (Deke Slayton HW)
Kemah, Texas 77565



butlerlonghornmuseum.org

**COME AND EXPERIENCE
THE HISTORY OF THE
TEXAS LONGHORNS**



Contact for more information

Wed - Sat: 10am - 4pm

Sun - Tue: Appointment Only



Phone: 832-679-6571



Email: info@butlerlonghornmuseum.org



THINK OF TEXAS AND YOU THINK OF LONGHORNS.

The Longhorn is synonymous with Texas and its ranching history. Yet few Texans or visitors to this great state realize that by the beginning of the 20th century, Longhorns were on the verge of extinction. Today, the Longhorn is alive and well due to the efforts of seven pioneer breeders who refused to allow these animals to become extinct. A huge thank you to our Butler Breeders for continuing to preserve this magnificent bloodline for future generations and for its continual support of the museum and its mission.

The Butler Longhorn Museum is located in Kemah, TX, the town formerly known as "Evergreen" before being renamed after a Karankawa term meaning "facing the wind." The museum is dedicated to telling the story of Milby Butler and his role in the amazing comeback of the Texas Longhorn. The museum exhibits a variety of Texas history in coordination with school curriculum.

A Quote From John Wayne:

"Milby Butler has been a great friend as well as my best character study for the Texas men I portray in my films."

HOW YOU CAN HELP:

We need benefactors like you to assist us with the funds needed to maintain and expand the museum's innovative exhibits and educational center. These activities are important in teaching and promoting our local heritage. Contact the museum for more information to make a donation or to volunteer.

PURCHASE ART:

Help fund our art, science, and history exhibits by purchasing original artwork and items from our gift shop.

BREEDERS INFORMATION:

If you would like to know more about the Butler Breeder's Invitational Sale, the Butler Bloodline or to research pedigrees, please visit: www.butlertexaslonghorns.com

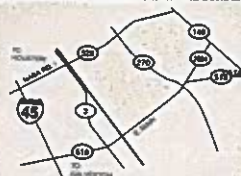
BUTLER LONGHORN MUSEUM

903 FM 518 E Ste.B, Kemah, Texas 77565

Contact us to schedule a tour, corporate event, wedding or for more information.

Phone: 832-679-6571

Email: info@butlerlonghornmuseum.org



Come Meet Our
Local Superstar:

Miss John
Wayne



Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Children of Fallen Soldiers Relief Fund
Sponsorship	Salute to Military and Firest Responders
Date(s)	11/7-9/25
Amount Requested	\$16,000
Previously Sponsored	Yes - but not last year
Requested	N/A
Approved	N/A

For Reviewer

Recommend approval?

Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

Children of Fallen Soldiers Relief Fund, Inc.	7.30.25
Official Name of Organization	Date of Submission
Mercedes Moore	Mmoore2@coloradotech.edu
Contact Person	Email
2836 Nasau St., Sarasota, Florida 34231	719-964-5106
Address	Phone
www.cfsrf.org	Children of Fallen Soldiers Relief Fund
Website Address	Social Media (Facebook, Twitter, Instagram)
Is your organization:	<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Private/For Profit

Organizational Mission and Purpose:

Our organization provides college grants and financial assistance to surviving children and spouses of United States Military service members who lost their lives & have been injured during the Iraq and Afghanistan wars. This weekend event serves as both a meaningful tribute to honor the sacrifices made by members of the U.S. Armed Forces and their families, it also provides our families a fun and engaging way to share experiences.

The requested funding will cover travel expenses, gifts to their children and the costs of all their meals. Our organization Children of Fallen Soldiers Relief Fund, Inc. brings these families to Kemah to participate in the Salute to Military celebration as honored guests. Their presence transforms this community event into a deeply meaningful experience that allows residents to express their gratitude to families who have made the ultimate sacrifice. Your investment will position Kemah and the Kemah Boardwalk as a leader in supporting military families and demonstrate your shared commitment to honoring those who serve.

This 10+ year partnership creates immeasurable value through enhanced community pride, strengthened civilian-military relationships, and the opportunity to thank families whose loved ones gave their lives for our freedom.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 20-4526203
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

Children of Fallen Soldiers Relief Fund, Inc.

Host Organization

Kemah Boardwalk

Primary Location of Event/Program

11/7: 9am-9pm; 11/8: 8am-7pm; 11/9: 8am departure

Event Time(s) - Start & End

Salute to Military and Firest Responders

Event/Project/Program Name

November 7-9, 2025

Date

Thurs, Jan 8, 2025

Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: \$16,000.00

How many years have you held this Event or Project? 15

Expected Attendance: 100-120

Primary Purpose of Funded Event/Program/Activity/Facility:

Funds will be utilized to assist in paying for CFSRF families' transportation, food, and entertainment (discounted ride passes) while in Kemah

How many people attending the Event or Project will use Kemah Hotels? 100%

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

50 rooms, either at the Courtyard or Days Inn

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

X I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
11.2023	\$23,592	42	124
11.2022	\$21,800	41	183
11.2021	\$15,000	30	82

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Hotel room check-ins and registration upon arrival

What percentage of your event/program attendees are estimated to be nonlocal visitors? 100 %

What percentage of your event/program attendees are local? 0 %

List any other organizations, government entities or sponsorship funding support for this event/project:

Legion Riders, the Kemah Boardwalk

How will HOT Funds be used if awarded?

Funds will be utilized to assist in paying for CFSRF families' transportation, food, and entertainment (discounted ride passes) while in Kemah



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? No

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

No

List Event Sponsors/Co-Sponsors:

Legion Riders, Kemah Boardwalk

Total Event Budget: \$26,000.00

Percentage of Hotel Tax Support of Related Costs:

- 60% Percentage of total **event costs** covered by hotel occupancy tax
____ Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
____ Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. _____ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Out of Home (OOH) advertising<input type="checkbox"/> Radio<input type="checkbox"/> TV commercials<input type="checkbox"/> Booths (events or shows)<input type="checkbox"/> Print ads<input type="checkbox"/> Newspaper coverage<input checked="" type="checkbox"/> Other print _____ | <ul style="list-style-type: none"><input checked="" type="checkbox"/> Social media ads/boosts<input checked="" type="checkbox"/> Display ads (digital banner ads, etc.)<input type="checkbox"/> OTT (internet/streaming ads)<input type="checkbox"/> Digital/Comprehensive campaign<input type="checkbox"/> Direct mail<input type="checkbox"/> Mobile advertising (phones)<input type="checkbox"/> Paid search advertising (PPC) |
|--|---|

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? September 2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: Children of Fallen Soldiers Relief Fund, Inc.

Website: www.cfsrf.org

Tagging (i.e., #DiscoverKemah): #SalutetoMilitary

Will you submit press releases about the event? n/a

Who is responsible for writing and distributing press releases? Contact: _____

Phone: _____ Email: _____

What geographic area does your advertising target?

The Salute to Military event is advertized and promoted by the Kemah Boardwalk

How many individuals located in another city or county will your proposed marketing reach?

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Children of Fallen Soldiers Relief Fund, Inc.
Business/Organization Name

Mercedes Moore
Applicant's Signature

7/30/2025
Date

Mercedes Moore
Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 1

SAMPLE BUDGET						
Event or Program Name:						
*Denote expenses to be covered using Hotel Occupancy Tax						
					<u>Projected</u>	<u>Actual</u>
<u>Income</u>				Event Fund Account Balance	\$ 75,000.00	
	Sponsorship					
		Tourism Office			\$ 3,000.00	
		Bluebonnet Art Council			\$ 1,000.00	
		A+ Junior College			\$ 250.00	
	Registrations / Tickets				\$ 5,000.00	
	Donations					
		Silent Auction			\$ 750.00	
				Total Income:	\$ 85,000.00	
<u>Expenses</u>						
	Direct Expenses					
		Advertising				
				<i>*Texas Events Calendar (Example)</i>	\$ 2,000.00	
				<i>*AAA Southern Traveler (Example)</i>	\$ 3,000.00	
				<i>*Email blast (Example)</i>	\$ 500.00	
				<i>*Radio</i>	\$ 10,000.00	
		Printing				
			Handouts		\$ 500.00	
		Shirts			\$ 1,000.00	
		Billboards			\$ 50,000.00	
		Security			\$ 2,000.00	
		Transportation			3,000	
		Speakers and Entertainment			7,400	
				Subtotal Direct Expenses:	\$ 79,400.00	
	Indirect Expenses					
		General Overhead				
			Office Supplies		\$ 600.00	
		Support Staff			\$ 5,000.00	
				Subtotal Indirect Expenses:	\$ 5,600.00	
				Total Expenses:	\$ 85,000.00	
				Profit / (Loss):	\$ -	
				*Total HOT expenses	\$ 15,500.00	



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 2

Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: _____

Total Marketing Expenses: n/a _____

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

The Salute to Military event is advertized and promoted by the Kemah Boardwalk; flyers,
social media posts, digital ads

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	_____	_____
	_____	_____
magazines:	_____	_____
	_____	_____
flyers	_____	_____
other:	_____	_____



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

Number of Digital Impressions: _____ Actions/Clicks: _____

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.

How many targeted individuals/families are at least 60 miles from Kemah? _____

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Clear Lake Area Chamber
Sponsorship	64th Annual Christmas Boat Parade
Date(s)	12/13/2025
Amount Requested	\$7,500
Previously Sponsored	Yes
Requested	\$7,500
Approved	\$7,500

For Reviewer

Recommend approval?

Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

Clear Lake Area Chamber

Official Name of Organization

Sept. 2, 2025

Date of Submission

Shari Sweeney

Contact Person

shari@clearlakearea.com

Email

1201 NASA Pkwy. Houston 77058

Address

281-488-7676

Phone

www.clearlakearea.com

Website Address

clachamber(FB) clacc.tx(X, Insta, Youtube)

Social Media (Facebook, Twitter, Instagram)

Is your organization:

☒ Non-Profit☐ Private/For Profit

Organizational Mission and Purpose:

Champions for business success and
Quality of Life in our community

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 174 147 3007
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

Clear Lake Area Chamber
 Host Organization

64th Annual Christmas Boat Lane Parade on Clear Lake
 Event/Project/Program Name

Clear Lake, Kemah Boardwalk, SST/Resort
 Primary Location of Event/Program

December 13, 2025
 Date

6:00 - 9:00 PM
 Event Time(s) - Start & End

February 11, 2026
 Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: \$7,500.00

How many years have you held this Event or Project? 64 years

Expected Attendance: 100,000 (all around the lake and online)

Primary Purpose of Funded Event/Program/Activity/Facility:

To Kickoff the holiday season and promote tourism and the marine industry.

How many people attending the Event or Project will use Kemah Hotels? Boardwalk Inn is full

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

NO. TOO many hotels in area cities to block rooms. ~~Reservations~~ Promotions for all hotels in sponsoring cities.

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

_____ I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

Confirmation for the Boardwalk Inn being at capacity will happen prior to post report delivery.

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
12/2024	\$7,500	Boardwalk Inn Full	Kemah Boardwalk Full
12/2023	\$7,500	Boardwalk Inn Full	Kemah Boardwalk Full
12/2022	\$7,500	Boardwalk Inn Full	Kemah Boardwalk Full

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Kemah Boardwalk sales, parking, traffic, hotel and boater registrations

What percentage of your event/program attendees are estimated to be nonlocal visitors? _____%

What percentage of your event/program attendees are local? 80 %

List any other organizations, government entities or sponsorship funding support for this event/project:

Some of the area cities sponsor including Nassau Bay, Seabrook, Clear Lake Shores, and Webster

How will HOT Funds be used if awarded?

Support marketing to encourage overnight guests in sponsoring cities, merchandise.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? only for boaters to participate

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

Net profit used for Chamber budget to continue advocating for our community local, state and Federal

List Event Sponsors/Co-Sponsors:

No major sponsors confirmed yet. Last year it was Kemah, Nassau Bay, Webster, Clear Lake Shores and Seabrook

Total Event Budget: not determined yet

Percentage of Hotel Tax Support of Related Costs:

- ☐ Percentage of total **event costs** covered by hotel occupancy tax
☐ Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
☐ Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. _____ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

<ul style="list-style-type: none"> <input type="checkbox"/> Out of Home (OOH) advertising <input type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input type="checkbox"/> Booths (events or shows) <input type="checkbox"/> Print ads <input type="checkbox"/> Newspaper coverage <input type="checkbox"/> Other print _____ 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Social media ads/boosts <input checked="" type="checkbox"/> Display ads (digital banner ads, etc.) <input type="checkbox"/> OTT (internet/streaming ads) <input type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC)
---	---

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

See attached



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? Currently

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: clacc.tx

Website: www.clearlakearea.com/christmas-boat-parade/

Tagging (i.e., #DiscoverKemah): #christmasboatparade2025

Will you submit press releases about the event? yes

Who is responsible for writing and distributing press releases? Contact: Shari Sweeney

Phone: 281-488-7676 Email: shari@clearlakearea.com

What geographic area does your advertising target?

-greater Bay Area Houston region
-facebook 70 miles plus away including Dallas/
Ft Worth, Austin, San Antonio, Corpus area, Lake Charles

How many individuals located in another city or county will your proposed marketing reach?

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Clear Lake Area Chamber of Commerce
 Business/Organization Name

Shari Sweeney
 Applicant's Signature

Sept. 2, 2025
 Date

Shari Sweeney
 Applicant's Printed Name

Christmas Boat Lane Parade on Clear Lake

A project of the Clear Lake Area Chamber of Commerce

2025 project budget –

Goal Net Budget

-The Clear Lake Area Chamber of Commerce new year begins on October 1, 2025. The projected budget for the Christmas Boat Lane Parade will not be approved until the mid-October 2025 Board of Directors meeting.

2023-2024 financial Statement

Clear Lake Area Chamber of Commerce
Balance Sheet
September 30, 2024
Preliminary

ASSETS

CURRENT ASSETS

Cash		\$	333,516
Prosperity OP& ACH	\$	264,483	
Home Bank Op Account		69,033	
Certificate of Deposit & Money Market Accounts			255,409
Amoco CD Accounts		146,947	
ACU of Texas CD Accounts		108,462	
Prepaid Expenses for Special Projects/Division Activities			16,144
Prepaid Insurance			10,161
Prepaid Expense			1,707
Prepaid Training			1,527
Accounts Receivable			13,281
Total Current Assets		\$	631,745

PROPERTY AND EQUIPMENT

Land			23,996
Building			479,107
Furniture and Equipment			49,652
Less Accumulated Depreciation			(316,573)
Total Property and Equipment			236,182
Total Assets		\$	<u>867,927</u>

LIABILITIES AND CAPITAL

CURRENT LIABILITIES

Trust Credit Card			4,255
Accounts Payable			470
Current Portion - EIDL Loan			3,708
Interest Payable - EIDL Loan			176
Payroll Liabilities			1,147
Unclaimed Property-State			100
Deferred Revenue			183,704
Total Current Liabilities			193,560

LONG TERM LIABILITIES

N/P SBA EIDL Loan			142,081
Total Long Term Liabilities			142,081
Total Liabilities		\$	335,641

FUND BALANCE

Unrestricted - Beginning of Year			555,945
Net Income			(23,659)
Total Fund Balance			532,286
Total Liabilities & Fund Balance		\$	<u>867,927</u>

Footnote to Financial Statement

\$200,000.00 Unsecured Line of Credit
Home Bank - 8.5% variable Interest - Line Of Credit Matures 04/23/27
Balance at September 30, 2024 -0-

Clear Lake Area Chamber of Commerce
Income Statement-Preliminary
For The Twelve Months Ending September 30, 2024 *year ending*

	Current Month Actual	Current Month Budget	Year to Date Actual	Year To Date Budget	2023-2024 Budget
Revenues					
Membership Renewals	\$ 29,449	\$ 29,000	\$ 263,913	\$ 320,000	\$ 320,000
New Member Income	6,539	5,500	55,686	74,000	74,000
New Member Fee Income	275	240	2,400	3,000	3,000
Building Fund Revenue	1,789	1,000	10,329	10,000	10,000
Publications	1,681	14,000	10,606	19,000	19,000
Special Projects / Division Activities	12,741	12,000	457,524	490,000	490,000
Interest	973	915	11,623	11,000	11,000
Rent	1,099	1,071	13,188	13,000	13,000
Insurance Claims	-	-	10,000	-	-
Audit Adjustment	5,825	-	10,414	-	-
Other	159	-	5,305	-	-
TOTAL REVENUE	60,530	63,726	850,988	940,000	940,000
Personnel Expenses					
Salaries/Bonuses & Processing Fees	32,118	34,400	405,621	420,000	420,000
Payroll Taxes	2,457	3,017	35,262	36,200	36,200
Insurance-Group & Wk Comp	2,118	1,682	23,316	20,000	20,000
401K Company Match & Expenses	3,164	3,560	40,025	42,000	42,000
Employee Identity Protection	110	60	832	600	600
Training	-	-	2,870	5,000	5,000
TOTAL PERSONNEL EXPENSES	39,967	42,719	507,926	523,800	523,800
Operating and Administrative Exp.					
Audit / Accounting	-	4,500	16,615	20,000	20,000
Bank Charges & Credit Card Fees	1,842	1,250	14,992	15,000	15,000
Building & Equip Maintenance	8,434	837	14,751	10,000	10,000
Computer Licenses/Software	2,427	1,250	12,411	15,000	15,000
Dues to Agencies & Organizations	134	625	4,817	7,500	7,500
Equipment Rental	938	563	9,043	6,800	6,800
Insurance	2,005	2,087	23,974	25,000	25,000
IT Services	655	1,000	8,395	12,000	12,000
Janitorial	400	540	9,250	6,500	6,500
Loan Interest & EIDL Interest	352	713	4,117	8,600	8,600
Member's Expense	-	-	520	-	-
Office Supplies & Expenses	290	1,000	4,949	12,000	12,000
Postage	-	163	1,890	2,000	2,000
Printing	-	63	-	800	800
Property Taxes	-	-	88	-	-
Sales Tax	-	132	-	200	200
Utilities	1,663	1,417	17,173	17,000	17,000
TOTAL OPERATING & ADMIN EXP	19,140	16,140	142,985	158,400	158,400
General Chamber Activities					
Awards and Plaques	2,904	2,730	3,268	3,000	3,000
New Member	-	-	146	-	-
Public Relations	(30)	349	3,602	5,000	5,000
Special Projects / Division Activities	5,343	6,800	175,645	210,000	210,000
Travel	4	1,500	5,537	7,000	7,000
TOTAL GENERAL ACTIVITIES	8,221	11,379	188,198	225,000	225,000
TOTAL EXPENSES	67,328	70,238	839,109	907,200	907,200
EXCESS (DEFICIENCY) BEFORE DEPR	(6,798)	(6,512)	11,879	32,800	32,800
Depreciation	(2,953)	(2,115)	(35,538)	(25,380)	(25,380)
NET INCOME	\$ (9,751)	\$ (8,627)	\$ (23,659)	\$ 7,420	\$ 7,420

2024-2025 Budget

Clear Lake Area Chamber of Commerce Income Statement For One Month Ending October 31, 2024

	Current Month Actual	Current Month Budget	Year to Date Actual	Year To Date Budget	2024-2025 Budget
Revenues					
Membership Renewals	\$ 26,619	\$ 25,000	\$ 26,619	\$ 25,000	\$ 285,000
New Member Income	4,839	4,000	4,839	4,000	60,000
New Member Fee Income	250	250	250	250	2,500
Building Fund Revenue	954	850	954	850	10,000
Publications	100	100	100	100	14,150
Special Projects / Division Activities	77,967	80,000	77,967	80,000	483,000
Interest	1,010	975	1,010	975	11,650
Rent	1,099	1,099	1,099	1,099	13,000
Insurance Claims	-	-	-	-	-
Audit Adjustment	-	-	-	-	-
Other	101	100	101	100	700
TOTAL REVENUE	112,939	112,374	112,939	112,374	880,000
Personnel Expenses					
Salaries/Bonuses & Processing Fees	34,164	34,200	34,164	34,200	416,200
Payroll Taxes	2,613	2,700	2,613	2,700	38,500
Insurance-Group & Wk Comp	2,118	2,150	2,118	2,150	23,000
401K Company Match & Expenses	3,849	3,900	3,849	3,900	42,000
Employee Identity Protection	-	50	-	50	600
Training	1,527	1,525	1,527	1,525	3,500
TOTAL PERSONNEL EXPENSES	44,271	44,525	44,271	44,525	523,800
Operating and Administrative Exp.					
Audit / Accounting	-	-	-	-	12,000
Bank Charges & Credit Card Fees	1,378	1,100	1,378	1,100	13,000
Building & Equip Maintenance	-	-	-	-	10,000
Computer Licenses/Software	713	900	713	900	11,000
Dues to Agencies & Organizations	17	20	17	20	4,500
Equipment Rental	408	725	408	725	8,700
Insurance	2,005	2,100	2,005	2,100	26,000
IT Services	810	670	810	670	8,000
Janitorial	400	540	400	540	6,500
Loan Interest & EIDL Interest	318	325	318	325	3,900
Member's Expense	-	-	-	-	600
Office Supplies & Expenses	1,220	500	1,220	500	6,000
Postage	219	250	219	250	1,800
Printing	-	-	-	-	-
Property Taxes	-	-	-	-	-
Sales Tax	-	-	-	-	-
Utilities	1,593	1,600	1,593	1,600	19,200
TOTAL OPERATING & ADMIN EXP	9,081	8,730	9,081	8,730	131,200
General Chamber Activities					
Awards and Plaques	-	-	-	-	3,000
New Member	29	30	29	30	150
Public Relations	1,322	1,350	1,322	1,350	4,000
Special Projects / Division Activities	34,525	36,000	34,525	36,000	180,000
Travel	-	-	-	-	16,200
TOTAL GENERAL ACTIVITIES	35,876	37,380	35,876	37,380	203,350
TOTAL EXPENSES	89,228	90,635	89,228	90,635	858,350
EXCESS (DEFICIENCY) BEFORE DEPR	23,711	21,739	23,711	21,739	21,650
Depreciation	(2,953)	(2,953)	(2,953)	(2,953)	(38,000)
NET INCOME	\$ 20,758	\$ 18,786	\$ 20,758	\$ 18,786	\$ (16,350)

PROFIT & LOSS SUMMARY

Christmas Boat Lane Parade on Clear Lake

A project of the Clear Lake Area Chamber of Commerce

2024 project budget –

Goal Net Budget	\$24,000.00
Net Revenue	\$23,258.00

Revenue collected from:

Major Sponsors	\$27,500.00
Individual Award Sponsors	\$6,400.00
Participants/Merchandise Sales/Brunch Tickets	\$7,586.00
Total Revenue	\$42,337.00

Expenses:

Promotions (social/print/web) + in kind	\$97.00
Supplies	\$363.00
Merchandise	\$2,004.00
Merchandise taxes	160.89
South Shore Harbour Resort	
Skippers Meeting/Awards Brunch	\$12,684.00
Awards	\$2,660.00
Photographer	\$1,000.00
Other	\$110.11
Total Expenses	\$19,079.00

2025 Christmas Boat Lane Parade

Advertising/Marketing Plan

To bring in visitors and locals the annual Christmas Boat Lane Parade uses promotions through:

- Social Media:
 - Facebook Advertising (70+ miles away from local area)
 - YouTube
 - Twitter
 - Instagram
- Web Media:
 - www.clearlakearea.com
 - Parade coverage on i45NOW (pre-event/live from Kemah Boardwalk during/post awards brunch)
 - Other media Outlets as confirmed
- Clear Lake Connections Podcast
- Merchandise:
 - T-shirts
 - Skipper's Bags
 - Souvenir Plates
 - Awards

PRODUCED BY THE CLEAR LAKE AREA CHAMBER OF COMMERCE

64TH ANNUAL CHRISTMAS BOAT LANE PARADE ON CLEAR LAKE

PARADE SATURDAY, **DECEMBER 13**, 2025

AWARDS BRUNCH SUNDAY, DECEMBER 14, 2025

SPONSORSHIP LEVELS

Sponsorship Investments (all items have varied print deadlines)

Standard sponsorship items for \$1,000 and up:

- Two parade shirts, one skipper's bag and one commemorative plate;
- Listing on www.clearlakearea.com, brunch program and skipper's bag;
- Awards Brunch tickets for two guests with reserve seating;
- Recognition at Skipper's meeting and Awards Brunch

TITLE SPONSOR | \$10,000



- Title sponsor recognition on event marketing (print, social media, chamber members, etc...)
- Title sponsor recognition on www.clearlakearea.com home page parade banner.
- Link and 50 words on Boat Parade page on www.clearlakearea.com.
- Title sponsor recognition on official parade skipper's bags.
- Title sponsor recognition on official parade shirts.
- Opportunity to send two representatives to ride on Lead boat.
- 2 vehicle passes and invitation for six representatives to view the parade from the judge's party.
- Opportunity to welcome the boaters at the Skipper's meeting at South Shore Harbour Resort.
- Opportunity to place a banner and have an exhibitor's table at the Skipper's Meeting.
- Front table for eight guests at Awards Brunch at South Shore Harbour Resort.
- Title sponsor plaque presented at Awards Brunch.
- Presentation of a top award given to a parade winner at the Awards Brunch (we provide this award).
- FOR CITY SPONSORS: Opportunity to present your own City Award (you provide award).
- Opportunity to place a banner and have an exhibitor's table at the Awards Brunch.
- Eight official parade shirts.
- Four Skipper's bags.
- Advertisement in next New Teachers' Luncheon program for Clear Creek ISD in July attended by 600+.
- Two full page advertisements in the "On the Horizons" email blast to Chamber members. (2,200+, you choose the months)



PRESENTING SPONSOR | \$7,500



- Presenting sponsor recognition on event marketing (print, social media, chamber members, etc...)
- Listing on Annual Christmas Boat Lane Parade Shirts (if confirmed by October 31st).
- Opportunity to welcome the boaters at the Skipper's meeting and place a banner.
- Front table for eight guests at the Awards Brunch and opportunity to place a banner.
- Presentation of one of the top awards given to a parade winner at the Awards Brunch (we provide award).
- FOR CITY SPONSORS: Opportunity to present your own City Award (you provide award).
- One vehicle pass for four representatives to view parade from judge's party.
- Link and 30 words on Boat Parade page on www.clearlakearea.com.
- Eight official parade shirts.
- Four Skipper's bags.
- Full page advertisement in the "On the Horizons" email blast to Chamber members. (2,200+, you choose the month)

GOLD ANCHOR Sponsor - \$5,000 (standard items+)

- Listing in some marketing.
- Four official parade shirts and two Skipper's bags.
- Opportunity to place a banner at the Skipper's meeting and at the Awards Brunch.
- Link and 30 words on Boat Parade page on www.clearlakearea.com.
- Front table for four guests at the Awards Brunch.
- Presentation of one of the top awards given to a parade winner at the Awards Brunch (we provide award).
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- One vehicle pass for four representatives to view parade from judge's party.

SILVER ANCHOR SPONSOR - \$3,000 (standard items+)

- Listing in some marketing.
- Link on Boat Parade page on www.clearlakearea.com
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- Four brunch tickets with reserved seating.
- One vehicle pass for two representatives to view parade from judge's party.

BRONZE ANCHOR SPONSOR - \$2,000 (standard items+)

- Listing in some marketing.
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- Four brunch tickets with reserved seating.
- One vehicle pass for two representatives to view parade from judge's party.

ANCHOR LINE SPONSOR - \$1,000 (standard items)

INDIVIDUAL BOATER AWARDS - \$375, \$275 & \$175: First Place, Second Place & Third Place:

Awards Brunch tickets for two guests; Listing on Boat Parade page on www.clearlakearea.com;
Name recognition in Awards Brunch program; Name engraved on sponsored award for winning Captain;
Opportunity to present sponsored award to winner at the brunch.



2024 Christmas Boat Lane Parade

Highest Parade Award given to a boat presented by Kemah



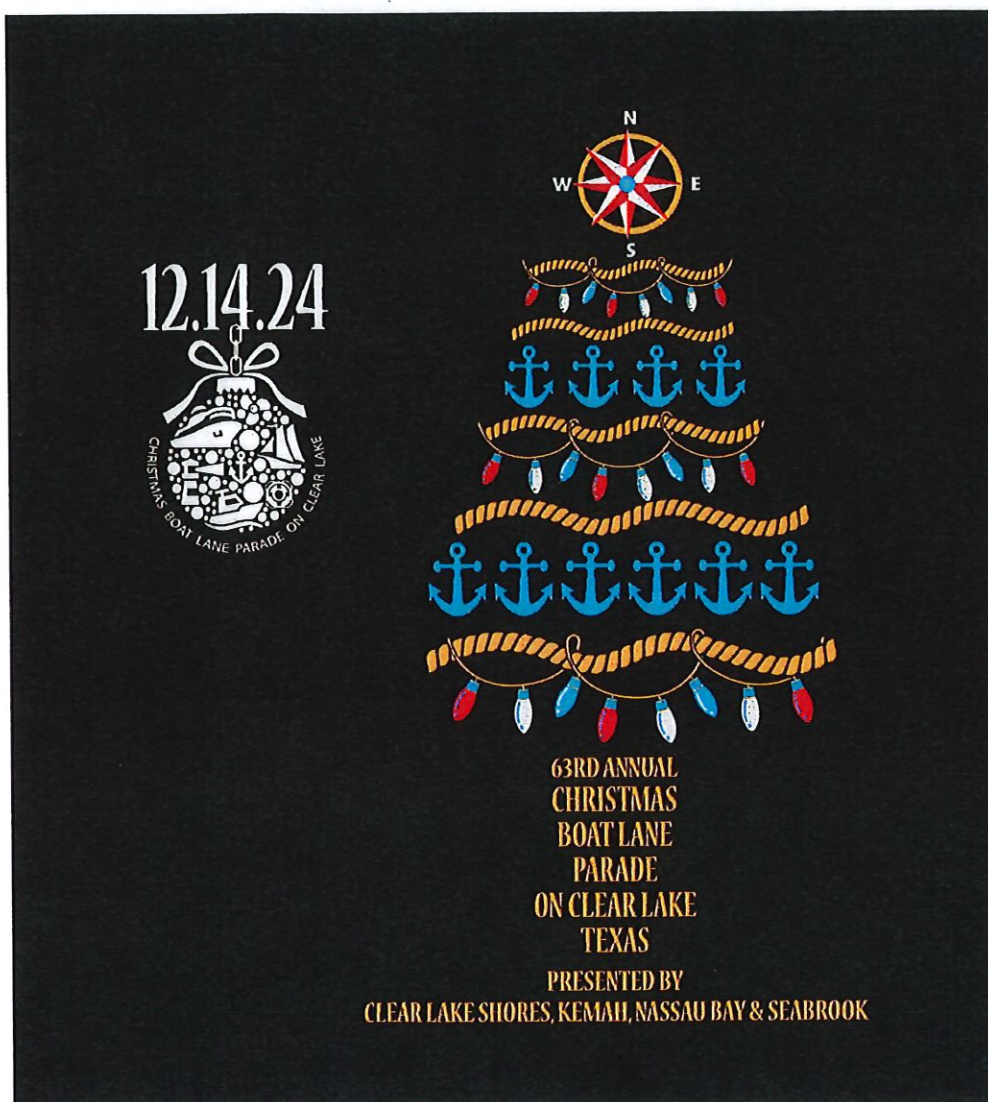
City of Kemah Spirit Award



Presenting sponsor award



SOUVINEER PLATE



shirt front



shirt back



Poster

63RD ANNUAL

CHRISTMAS BOAT LANE PARADE

ON CLEAR LAKE

SATURDAY

12.14.24

6PM

PARADE STARTS IN
NASSAU BAY LAGOON
WITH FIREWORKS

7:30PM

LOOK FOR PARADE ARRIVAL
IN KEMAH/SEABROOK/
CLEAR LAKE SHORES

SPONSORS

PRESENTERS

CLEAR LAKE SHORES
KEMAH
NASSAU BAY
SEABROOK
WEBSTER

SILVER ANCHOR

HOMETOWN BANK
KEMAH BOARDWALK
LZ TECHNOLOGY INC.

BRONZE ANCHOR

SOUTH SHORE HARBOUR RESORT

ANCHOR LINE

DUCKWORTH INSURANCE AGENCY
ENCHANTED ROCK
AULDS MEDIA i45NOW
SEABROOK MARINA INC.
TEXAS NAVY-
SAM HOUSTON SQUADRON



CLICK THE QR CODE OR GO TO
WWW.CLEARLAKEAREA.COM
TO FOLLOW THE PARADE
ROUTE LIVE, REGISTER YOUR
BOAT, MEET THE SPONSORS,
SEE THE AWARDS BRUNCH
SUNDAY MORNING, & MUCH
MORE...



CLEAR LAKE AREA CHAMBER OF COMMERCE
281.488.7676 | 1201 E. NASA PKWY., HOUSTON

63RD ANNUAL CHRISTMAS BOAT LANE PARADE



Presenting Sponsors



Silver Sponsors



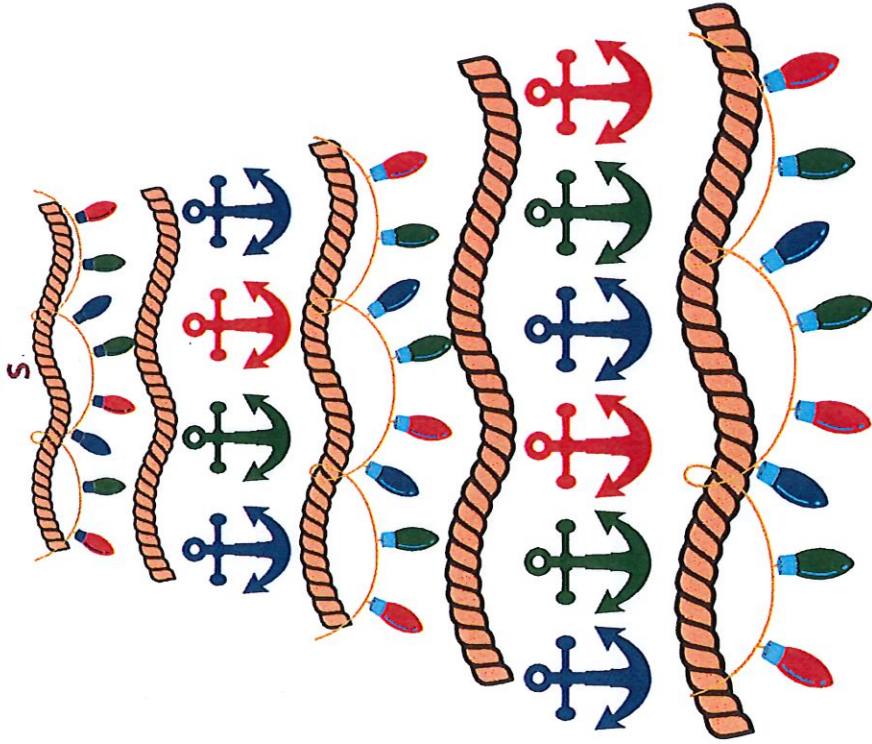
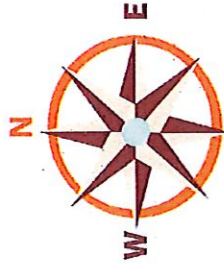
Bronze Sponsor



SOUTH SHORE HARBOUR
resort & conference center

Skipper's Bag

63RD ANNUAL
**CHRISTMAS BOAT LANE
PARADE** ON CLEAR LAKE, TEXAS
12.14.24



SPONSORS
PRESENTERS
CLEAR LAKE SHORES
KEMAH
NASSAU BAY
SEABROOK
WEBSTER

SILVER ANCHOR
HOMETOWN BANK
KEMAH BOARDWALK
LZ TECHNOLOGY INC.

BRONZE ANCHOR
SOUTH SHORE HARBOUR RESORT

ANCHOR LINE
DUCKWORTH INSURANCE AGENCY
ENCHANTED ROCK
i45NOW
SEABROOK MARINA INC.
TEXAS NAVY-
SAM HOUSTON SQUADRON

Thank you to all of the area first responders for keeping us safe...

Nassau Bay
Clear Lake Shores
Houston
Kemah
League City
Seabrook
Webster
Galveston County Sheriff's Office
Harris County Sheriff's Office
Texas Parks & Wildlife
and the U.S. Coast Guard

Skipper's Bag Donors (As of 12/10)

Ally Medical	Moody Neurorehabilitation Institute
Aspire Medical and Wellness, PLLC	My Famous Daiq's & Dogs
Assistance League of the Bay Area	NextCare Urgent Care
Black Diamond Real Estate Group	PostNet of League City
Blackburn Marine	Precinct2gether, Inc.
Case Files with Kat & Ashley	Provident Oak Financial
Christmas Boat Parade Committee	RapidWristBands.com
Crown Trophy	Sailing Angels Foundation
David A. Ortiz Foundation	Sea Lark Chiropractic
Duckworth Insurance Agency	Temperature Solutions
Fairwinds Marine Service	Texas Roadhouse Friendswood
Fantastic Sams Cut & Color	The Alliance for Youth & Families
Grease Monkey	The Boldhouse
H-E-B	The Kippford at Kemah Crossing
HomeTown Bank	The Learning Experience - Space Center
Houston Methodist Clear Lake Hospital	TowBoatUS Clear Lake
Knights Plumbing	Watersedge Apartments
Lake Haven Apartment Homes	Yatchy Gras Foundation

Photos...

to view parade photos scan this QR Code...



63RD ANNUAL CHRISTMAS BOAT LANE PARADE ON CLEAR LAKE, TEXAS



PRESENTED BY

**CLEAR LAKE SHORES, KEMAH, NASSAU BAY,
SEABROOK & WEBSTER**

Awards Brunch

Sunday, December 15, 2024

9:30 AM

South Shore Harbour Resort

A project of the Clear Lake Area Chamber of Commerce

www.clearlakearea.com

Awards Program

Clear Lake Area Chamber of Commerce Special Introductions

Chairman of the Board Jacob Bigger, Kemah Boardwalk

President & CEO Cindy DeWease

Parade Chairman Jim Christiansen, Flying Mermaid Ranch & Orchard

Business Promotions Div. Chair Deeann Duckworth, Duckworth Insurance

Marine Industry Liaison Patrick McAndrew, True North Marine

Tommy Tipton Memorial Old Salt Awards

Skippers who have been in the parade the longest are recognized

Awards Presentations

Sponsor Presentations

PRESENTING

City of Clear Lake Shores

City of Kemah

City of Nassau Bay

City of Seabrook

City of Webster

SILVER ANCHOR

HomeTown Bank

Kemah Boardwalk

LZ Technology Inc.

BRONZE ANCHOR

South Shore Harbour Resort

ANCHOR LINE

Duckworth Insurance Agency

Enchanted Rock

Aulds Media NOW/i45NOW

Seabrook Marina, Inc.

Texas Navy Sarn Houston Squadron

CONTRIBUTOR

Photos by Eddie Harper.com

Individual Awards Sponsors

Aspire Medical and Wellness, PLLC

Black Diamond Real Estate Group

Blackburn Marine

C Cushions

Crew of Miss Nene, Bryan & Rhonda Farmer

Duckworth Insurance Agency

Esteban's Cafe & Cantina

Gary & Kathy Wilson Memorial Award

Houston Methodist Clear Lake Hospital

JTB Demolition Services

Kemah Living Magazine

Knight's Plumbing

Little Yacht Sales

Lone Star Fence & Construction

MarineMax

Old Glory Construction

Opus Bistro

Opus Ocean Grille

Peterson CPA Firm

Scott Crowhurst, Realtor - JLA Realty

Sea Lark Chiropractic

Sea Tow Galveston Bay

Seabrook Marina & Shipyard

Soaring Eagle Ranch

Spectrum/Stellis Hospice

The Leaf & Ash Podcast

TowBoatUS Clear Lake



Parade Committee

Parade Chairman Jim Christiansen, Flying Mermaid Ranch and Orchard
Business Promotions Div. Chairman Deeann Duckworth, Duckworth Insurance

Marine Industry Liaison Patrick McAndrew, True North Marine

Jeff Allen, League City Fire Chief

TJ Aulds, Aulds Media NOW/i45 NOW

Dr. Venessa Bartholomew, Sea Lark Chiropractic

Holly & Pip Bauerlein, TowboatUS Clear Lake

Chuck & Rick Brady, Soaring Eagle Ranch

Kim Christiansen, David A. Ortiz Foundation

Sandy Christiansen, Flying Mermaid Ranch and Orchard

Kat Clemmons, Bay Area Turning Point/Case Files with Kat & Ashley

Kelly Donnell, True North Marine

Ashley Helms, PowerTech Services/Get Social/Case Files with Kat & Ashley

Patti Jett, City of Kemah

Suzy Kerr, LZ Technology

Fran Mackie, Sailing Angels

Yvonne Small, Holiday Inn Webster

Sloan Sweeney, City of Houston - District E, Councilmember Fred Flickinger

Abby West, Shriners Children's Texas

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Elite Fishing Series
Sponsorship	The Kemah Clash 2026
Date(s)	July 2026 TBD
Amount Requested	\$20,400
Previously Sponsored	Yes
Requested	\$25,000
Approved	\$25,000

For Reviewer

Recommend approval?

Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

Elite Fishing Series	7/26/2025
Official Name of Organization	Date of Submission
Pat Malone	info@elitefishingseries.com
Contact Person	Email
3318 Highway 365 Unit 256	321 277 0868
Address	Phone
www.elitefishingseries.com	elitefishingseries
Website Address	Social Media (Facebook, Twitter, Instagram)
Is your organization: <input type="checkbox"/> Non-Profit	<input checked="" type="checkbox"/> Private/For Profit

Organizational Mission and Purpose:

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 20-0267146
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

The Elite Fishing Series	The Kemah Clash 2026
Host Organization	Event/Project/Program Name
6th St between Voodoo Hut and Skallywags	2024 August - 2025 July - 2026 TBD
Primary Location of Event/Program	Date
Wednesday - Saturday 2:00 PM - 5:00 PM maximum	
Event Time(s) - Start & End	Due Date for 60-day Post-Event Report
Total Amount of HOT Funds Requested:	\$20,400.00
How many years have you held this Event or Project?	7 years
Expected Attendance:	2-500 over the 3 days
Primary Purpose of Funded Event/Program/Activity/Facility:	

To promote the event and community of Kemah and all that Kemah has to offer visitors to a world wide audience via the Discovery Channel airings.

How many people attending the Event or Project will use Kemah Hotels? 100-200

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

_____ I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

What percentage of your event/program attendees are estimated to be nonlocal visitors? _____%

What percentage of your event/program attendees are local? _____ %

List any other organizations, government entities or sponsorship funding support for this event/project:

How will HOT Funds be used if awarded?

To help pay for the production cost of the event including camera crews, air buys, promotion and inclusion in the large banner wall printed materials...



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? No the events are always open to the public and free to attend

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

No

List Event Sponsors/Co-Sponsors:

List of tour partners available on Elite Fishing Series dot com select the "partners" tab..

Total Event Budget: _____

Percentage of Hotel Tax Support of Related Costs:

- _____ Percentage of total **event costs** covered by hotel occupancy tax
- _____ Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
- _____ Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. _____ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Out of Home (OOH) advertising<input type="checkbox"/> Radio<input type="checkbox"/> TV commercials<input type="checkbox"/> Booths (events or shows)<input type="checkbox"/> Print ads<input type="checkbox"/> Newspaper coverage<input type="checkbox"/> Other print _____ | <ul style="list-style-type: none"><input type="checkbox"/> Social media ads/boosts<input type="checkbox"/> Display ads (digital banner ads, etc.)<input type="checkbox"/> OTT (internet/streaming ads)<input type="checkbox"/> Digital/Comprehensive campaign<input type="checkbox"/> Direct mail<input type="checkbox"/> Mobile advertising (phones)<input type="checkbox"/> Paid search advertising (PPC) |
|---|---|

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin?

Does the Project have a website, social media page or tagging? If so, list below.

Social Media:

Website:

Tagging (i.e., #DiscoverKemah):

Will you submit press releases about the event? Yes

Who is responsible for writing and distributing press releases? Contact: Pat Malone - Host

Phone: _____ Email: _____ on file

What geographic area does your advertising target?

How many individuals located in another city or county will your proposed marketing reach?

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Elite Fishing Series Tournament and Television Show
Business/Organization Name

Pat Malone
Applicant's Signature

7/27/2025
Date

Pat Malone
Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 1

SAMPLE BUDGET						
Event or Program Name:						
*Denote expenses to be covered using Hotel Occupancy Tax						
					<u>Projected</u>	<u>Actual</u>
<u>Income</u>				Event Fund Account Balance	\$ 75,000.00	
	Sponsorship					
		Tourism Office			\$ 3,000.00	
		Bluebonnet Art Council			\$ 1,000.00	
		A+ Junior College			\$ 250.00	
	Registrations / Tickets				\$ 5,000.00	
	Donations					
		Silent Auction			\$ 750.00	
				Total Income:	\$ 85,000.00	
<u>Expenses</u>						
	Direct Expenses					
		Advertising				
				<i>*Texas Events Calendar (Example)</i>	\$ 2,000.00	
				<i>*AAA Southern Traveler (Example)</i>	\$ 3,000.00	
				<i>*Email blast (Example)</i>	\$ 500.00	
				<i>*Radio</i>	\$ 10,000.00	
		Printing				
			Handouts		\$ 500.00	
		Shirts			\$ 1,000.00	
		Billboards			\$ 50,000.00	
		Security			\$ 2,000.00	
		Transportation			3,000	
		Speakers and Entertainment			7,400	
				Subtotal Direct Expenses:	\$ 79,400.00	
	Indirect Expenses					
		General Overhead				
			Office Supplies		\$ 600.00	
		Support Staff			\$ 5,000.00	
				Subtotal Indirect Expenses:	\$ 5,600.00	
				Total Expenses:	\$ 85,000.00	
				Profit / (Loss):	\$ -	
				*Total HOT expenses	\$ 15,500.00	



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 2

Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: _____

Total Marketing Expenses: _____

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	_____	_____
	_____	_____
magazines:	_____	_____
	_____	_____
flyers	_____	_____
other:	_____	_____



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

Number of Digital Impressions: see pdf attach

Actions/

Clicks:

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.

How many targeted individuals/families are at least 60 miles from Kemah? _____

ELITE

FISHING SERIES TV



2026



NEW!

NEW!



MADE FOR TV FISHING ACTION SPOTLIGHTING YOUR COMMUNITY



Travis Land

2025 KEMAH CLASH
ELITE CHAMPION

MEDIA PROPOSAL

To be recognized and promoted as an
official sponsor partner of the Elite
Fishing Series for the 2026 season



KEMAH

T E X A S

2025 LIGHTHOUSE DISTRICT STAGE SET UP AND FAN INTERACTION





RAIN OR SHINE 5 HD CAMERA OPERATORS CATCH ALL OF THE ACTION





WARNER BROS.
DISCOVERY



COMMUNITY FAN INTERACTION

DIGITAL



MONTHLY IMPRESSIONS AVERAGE FROM 5 ELITE SOCIAL SITES

312,409



Elite Redfish Series was live.

Published by LiveU Solo · June 19, 2020 ·

Day 1 weigh in of the 2020 [#MyrtleGroveMadness](#) event at Tidewater Boats LLC Elite Redfish Series, tour stop 1, p Yamaha Outboards.



40,398
People Reached

3,604
Engagements

122

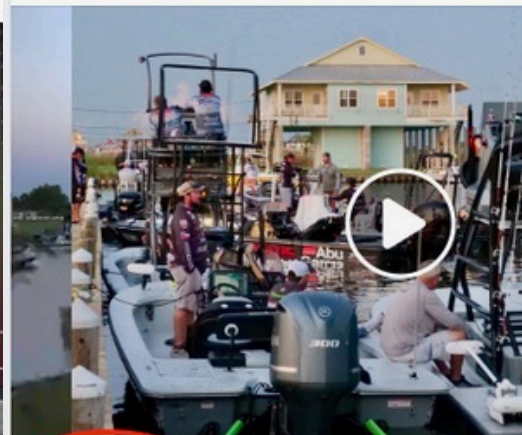
99 Comments



Elite Redfish Series was live.

Published by LiveU Solo · June 19, 2020 ·

Follow along as teams talk about, get ready for day 1 of the [#MyrtleGroveMadness](#) 2020 event



128,536
People Reached

4,540
Engagements

275

29



Elite Redfish Series was live.

Published by LiveU S

The final day of the Showtime on Sabine brought Waterloo Rods...



16,678
People Reached

1,496
Engagements

100

125

6

2024 RECORD SETTING ORGANIC INTERACTION WITH FANS

Elite Fishing Series
July 22 at 9:30 PM

Congratulations Jeremy Reeves you deserved it you fished with class and honor all week...
Congratulations also to second and third place Tony Viator and Will Granberry great job guys, this has to be one of our best top-fives ever, where absolutely anyone could've won the tournament. Travis Land and Bo Favre as well as the rest of the field of elite pros, we are super proud to be working with and for you guys! Polygraphs (3) are finally finished, equipment is packed up and we will be updating with photos, video, stories, etc ASAP.

**2.9 MILLION
FANS REACT**

Post Insights

Total Insights

See more details about your post.

Post Impressions

2,926,712

Post reach

2,907,269

Post Engagement

579,864

Keep your post to grow your audience.
Elite Fishing Series could reach 2614 more people daily for every \$50 you spend.
[Learn More about reach estimates](#)

Boost post

See insights and ads

Boost post

2K

195 comments 184 shares

JULY 2024

**FEB 2024
28 DAY PERIOD**

REACH UP  400 - 500 - 600%

Insights Elite 2024 Growth [See all](#)

Last 28 days : Feb 1 - Feb 28

People reached

218,013

▲513%

Post engagements

58,219

▲630%

Page likes

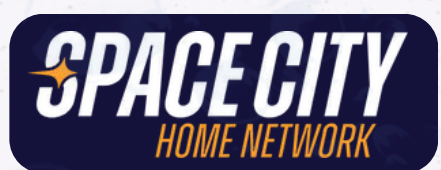
200

▲426%

TIME WARNER DISCOVERY TOPS
431 MILLION HOMES IN 2024.

DESTINATION AMERICA
23,000,000 HOUSEHOLDS

SPACE CITY HOME NETWORK
SW REGIONAL AFFILIATES



Mobile Apps and Streaming Available		
Discovery and Destination America time buys are available through the following subscriptions. Programs airing on Discovery and Destination America air simultaneously on the below platforms.		
DirectTV Stream	AT&T TV	Hulu Live TV
Fubo TV	Philo	Sling TV
	YouTube TV	
D-Go (includes the following shared apps) Discovery shows scheduled for a minimum of a full quarter will be placed on D GO during their airtime flight plus 30 days after the flight		
List of shared apps		
Discovery	TLC	
Travel	Investigation Discovery	
Science	Oprah Winfrey Network	
Animal Planet	Destination America	
HGTV	American Heroes Channel	
Food Channel	Discovery Life	
Cooking Channel	Discovery Family	
AVODs (Ad supported video platforms) available pending approval by the platforms		
Pluto TV (linear and VOD)		
Vudu		
Amazon Marketplace (programs uploaded to Amazon Marketplace by customers and they are charged a nominal fee to view them)		
Outdoor Action by Careco TV (the following platforms are available)		
Available on the following:		
Roku	Glewed TV	
Amazon Fire TV	rlaxx	
Apple TV	vidgo	
Apple App Store	VU	
Google Play	TCL	
Pursuit Up (Available to customers purchasing airtime on Pursuit Network)		
Glewed TV	KlowdTV	Vizio
Xumo	Sports TV	Stirr
Local Now	Select TV	
Samsung TV	Xfinity Flex	

ADDITIONAL
AIRING
PLATFORMS
to Television



#1 NATIONALLY TELEVISED SERIES 2020

Discovery - The Elite Redfish League - Q4 '20 Ratings

Source: Nielsen Media Research MIT

Viewing = Live+7

→ [SEE ELITE EPISODES HERE](#) ←

Network	Program	Date	Day	Time	Viewers	T/C	Duration
DISCOVERY	ELITE FISHING LEAGUE, THE	10/11/20	SUN	07:00 AM - 07:29 AM	153000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	10/18/20	SUN	07:00 AM - 07:29 AM	125310	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	10/25/20	SUN	07:00 AM - 07:29 AM	152500	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	11/01/20	SUN	07:00 AM - 07:29 AM	138000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	11/08/20	SUN	07:00 AM - 07:29 AM	149340	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	11/15/20	SUN	07:00 AM - 07:29 AM	151000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	11/22/20	SUN	07:00 AM - 07:29 AM	163000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	11/29/20	SUN	07:00 AM - 07:29 AM	156000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	12/06/20	SUN	07:00 AM - 07:29 AM	117400	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	12/13/20	SUN	07:00 AM - 07:29 AM	144000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	12/20/20	SUN	07:00 AM - 07:29 AM	156200	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	12/27/20	SUN	07:00 AM - 07:59 AM	188000	1	30
DISCOVERY	ELITE FISHING LEAGUE, THE	TOTALS		TOTALS>>>>	1793750	12	360

1.8 MILLION VIEWERS IN ORIGINAL AIRINGS

The TVHH and viewer information is compiled from Discovery Channel ratings, as well as "Nielsen Overnight Reports" with adjustments for DVR viewing. A combination is used to represent the most accurate estimate of weekly TVHH and viewer delivery available to and used by Careco Multi Media.

Network	Program	Date	Day	Time	Viewers	T/C	Duration
Discovery	Elite Fishing Series	11/21/2021	SUNDAY	07:00-08:00 AM	109,300	1	60
Discovery	Elite Fishing Series	11/28/2021	SUNDAY	07:00-08:00 AM	114,600	1	60
Discovery	Elite Fishing Series	12/05/2021	SUNDAY	07:00-08:00 AM	145,400	1	60
Discovery	Elite Fishing Series	12/12/2021	SUNDAY	07:00-08:00 AM	156,900	1	60
Discovery	Elite Fishing Series	12/19/2021	SUNDAY	07:00-08:00 AM	161,700	1	60
Discovery	Elite Fishing Series	12/26/2021	SUNDAY	07:00-08:00 AM	188,200	1	60
Discovery	Elite Fishing Series	11/21/21-12/26/21	SUNDAYS	07:00-08:00 AM	876,100	6	360
Discovery	Elite Fishing Series	11/20/2022	SUNDAY	07:30-08:00 AM	121,900	1	30
Discovery	Elite Fishing Series	11/27/2022	SUNDAY	07:30-08:00 AM	123,800	1	30
Discovery	Elite Fishing Series	12/04/2022	SUNDAY	07:30-08:00 AM	144,900	1	30
Discovery	Elite Fishing Series	12/11/2022	SUNDAY	07:30-08:00 AM	128,100	1	30
Discovery	Elite Fishing Series	12/18/2022	SUNDAY	07:30-08:00 AM	165,600	1	30
Discovery	Elite Fishing Series	12/25/2022	SUNDAY	07:30-08:00 AM	121,700	1	30
Discovery	Elite Fishing Series	11/20/22-12/25/22	SUNDAYS	07:30-08:00 AM	806,000	6	180
Discovery	Elite Fishing Series	11/19/2023	SUNDAY	07:30-08:00 AM	189,200	1	30
Discovery	Elite Fishing Series	11/26/2023	SUNDAY	07:30-08:00 AM	207,300	1	30
Discovery	Elite Fishing Series	12/03/2023	SUNDAY	07:30-08:00 AM	211,500	1	30
Discovery	Elite Fishing Series	12/10/2023	SUNDAY	07:30-08:00 AM	225,700	1	30
Discovery	Elite Fishing Series	12/17/2023	SUNDAY	07:30-08:00 AM	210,600	1	30
Discovery	Elite Fishing Series	12/24/2023	SUNDAY	07:30-08:00 AM	223,200	1	30
Discovery	Elite Fishing Series	11/20/23-12/25/23	SUNDAYS	07:30-08:00 AM	1.3 MIL	6	180
Discovery	Elite Fishing Series	11/24/2024	SUNDAY	07:30-08:00 AM	309,502	1	30
Discovery	Elite Fishing Series	12/1/2024	SUNDAY	07:30-08:00 AM	377,449	1	30
Discovery	Elite Fishing Series	12/8/2024	SUNDAY	07:30-08:00 AM	355,660	1	30
Discovery	Elite Fishing Series	12/15/2024	SUNDAY	07:30-08:00 AM	412,543	1	30
Discovery	Elite Fishing Series	12/22/2024	SUNDAY	07:30-08:00 AM	386,599	1	30
Discovery	Elite Fishing Series	12/29/2024	SUNDAY	07:30-08:00 AM	492,024	1	30
Discovery	Elite Fishing Series	11/24/24-12/29/24	SUNDAYS	07:30-08:00 AM	2.5 MIL	6	180

The TVHH and viewer information is compiled from Discovery Channel's Nielsen rating reports, as well as adjustments for DVR viewing, digital viewing and streaming platform viewers. A combination is used to represent the most accurate estimate of weekly TVHH delivery and viewership available to Careco.

6.492

2020-24

MILLION

ELITE
FISHING SERIES TV

VIEWERS



AVERAGE TV PACKAGE
COST OF \$ 25,000.00

\$0.125

COST PER IMPRESSION



2026 SOLO PROPOSED TOUR STOPS

LAFITTE, LA
GEORGETOWN, SC
KEMAH, TX
BAYOU SEGNETTE, LA
SLIDELL, LA
JACKSONVILLE, FL
PORT ARTHUR, TX
GALVESTON, TX

PARTNERING FOR MULTIPLE SEASONS LOCKS IN YOUR COST AND ADDS VALUE

Elite Fishing Series pros are part of a very limited, invitation only field of professionals who have invested in their professional fishing brand and understand the importance of attaining a maximum return on investment for each sponsor that partners with them and so does the tour.

Partnering with the Elite Fishing Series for multiple seasons ensures your product, brand and or community receives maximum exposure throughout the season in live competitions, public appearances and multi-media outlets. As part of our commitment we always build the largest, most robust displays of any large format event producers in our field an effort we are proud of.

The Elite Fishing Series spares no expense to professionally represent our partners from south Texas to south Carolina and all points in between. When we produce the high impact stage each with innovative additions like the live fish experience tank right in the middle of the stage which allows visitors to the event to get up close and personal with the giant fish our pros catch in your community's waters.

This is not a hands off the fish area, this is a very interactive area that allows for visitors and community members to see, hold, take pictures and enjoy the live resource prior to our team treating and releasing them back in your waters, alive! No dead fish ever is the focus of our tour as we work to have a large economic impact with no negative impact to the environment.

Allowing the tour to plan further in the future ensures a larger footprint for each multi-season partner like Tidewater Boats, Frogg Toggs and Yamaha Outboards featured on our 12' wide sign mounted to the top of our truss in the picture below.



We would like to offer a significant discount based on knowing we can count on great partners like you for more than just one season which allows us to plan, save and feature in a bigger and better way and in more locations our multi year partners. Multi year partners will enjoy a larger size and placement of their logos and brand marks than our year to year customers.

TITLE SPONSOR DELIVERABLES FOR 2026 EVENT HOSTING

Elite Fishing Series on-site Event Deliverables

- Elite Fishing Series will produce a 3 day Fishing Tournament in the fall of 2026, date TBD presented by **Discover Kemah**.
- Elite Solo Tour event will be preceded by 5 days of official practice for tour pros.
- Stage banner walls and signage barriers to include **Discover Kemah** logos and brand marks.
- Video and still image content from event provided post event via FTP or dropbox.
- Logo and link included on Elite website for all 2026 and the 2027 seasons.
- Host mentions of partner's participation at live weigh in, network broadcasting episode, social network videos and livestream production.

TV Exposure Regional Airings

- **Discover Kemah** to be featured as the official host and presenting sponsor of the event.
- Additional exposure in graphics, voiceovers and special features during partnered episode(s).
- Space City Home Network or similar with original airings and re-air in Q4 of 2026 and Q1 of 2027.

TV Exposure National Airings

- Sponsorship recognition throughout all national, online and social media promoting **Discover Kemah** as presenting sponsor of the Elite Solo Tour and host of the Elite live event.
- Sponsorship recognition promoting **Discover Kemah** as presenting sponsor of a EFL Round episode airing at no additional charge under this presenting sponsor partnership.
- **Discover Kemah** logos and voiceover inclusion in each airing of Elite Fishing Series and Elite Fishing League TV show billboards.
- **Discover Kemah** included in each airing of TV closing credits roll.
- Graphics, bumpers, mentions, re-joins throughout original and re-aired episode on Discovery network and Discovery Go application.
- One(1) :30 second commercial provided by **Discover Kemah** aired during selected episode(s).
- One(1) 1:00 community highlight feature provided aired during selected episode(s).

Networks, availability, times and exact commercial plays may be adjusted but will deliver similar times and networks.

TITLE SPONSOR DISCOUNTED MULTI-YEAR OPTIONAL PRICING

Headturners3, LLC. the governing corp of the Elite Fishing Series will provide all deliverables as shown in this proposal in exchange for:

OPTION A - 1 YEAR CONTRACT TOTAL

\$20,400.00

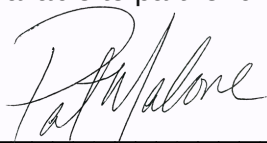
OR

OPTION B - 2 YEAR CONTRACT TOTAL

\$18,875.00 pd in 2026 \$37,750.00 \$18,875.00 paid in 2027

*Additional deliverables to contract: 4 rooms for staff, cameramen and host during the event dates including set up. Elite Fishing will always work to secure these rooms directly with hotelier in return for promotional consideration as we have done in the past. However, if unavailable to partner direct with hotel, with these discounts city would provide the rooms.

Signature: _____
(Elite Fishing Series rep)



Date: 7/27/2025

ELITE
FISHING SERIES

Signature: _____
(Kemah Texas rep)

Date: _____

FY 2024	BUDGETED	PAID
AVIAN PIRATES	\$4,000.00	\$4,000.00
KEMAH SALUTE TO MILITARY	\$23,592.00	\$23,592.00
KREWE DU LAC	\$6,000.00	\$6,500.00
TEXAS OUTLAW CHALLENGE	\$25,000.00	\$25,000.00
YACHTY GRAS	\$15,000.00	\$12,131.96
ELITE REDFISHING	\$25,000.00	\$24,635.00
	<hr/>	
	\$98,592.00	\$95,858.96
CHRISTMAS BOAT PARADE	\$0.00	\$7,605.00
FIREWORKS	\$0.00	\$50,000.00
	<hr/>	
	\$0.00	\$57,605.00
TOTALS	\$98,592.00	\$153,463.96

FY 2025	REQUESTED	APPROVED
T BONE TOMS SWIM	\$5,000.00	\$5,000.00
KREWE DU LAC	\$6,000.00	\$6,000.00
TEXAS OUTLAW CHALLENGE	\$25,000.00	\$25,000.00
YACHTY GRAS	\$20,000.00	\$7,500.00
ELITE REDFISHING	\$25,000.00	\$25,000.00
CHRISTMAS BOAT PARADE	\$7,500.00	\$7,500.00
FIREWORKS	\$50,000.00	\$50,000.00
	<hr/>	
	\$138,500.00	\$126,000.00
BUDGETED-FY 25		\$99,464.00
APPROVED DIFFERENCE		\$26,536.00
COUNCIL CONTINGENCY		\$135,662.00

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Kemah Boardwalk
Sponsorship	Firework Fridays
Date(s)	Fridays in June and July
Amount Requested	\$50,000
Previously Sponsored	Yes
Requested	\$50,000
Approved	\$30,000

For Reviewer

Recommend approval?
Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

<u>Kemah Boardwalk</u>	<u>July 21, 2025</u>
Official Name of Organization	Date of Submission
<u>Krystal Barnes</u>	<u>Krystal.Barnes@ldry.com</u>
Contact Person	Email
<u>215 Kipp Ave, Kemah, TX 77565</u>	<u>281-535-8100</u>
Address	Phone
<u>www.kemahboardwalk.com</u>	<u>@kemahboardwalk</u>
Website Address	Social Media (Facebook, Twitter, Instagram)
Is your organization: <input type="checkbox"/> Non-Profit	<input checked="" type="checkbox"/> Private/For Profit

Organizational Mission and Purpose:

Open daily, providing fun for the whole family!

The Kemah Boardwalk attracts tourist from all over the country during summer months - Firework Fridays enhances the attraction.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 76-435815
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

Kemah Boardwalk

Host Organization

Firework Fridays

Event/Project/Program Name

Kemah Boardwalk

Primary Location of Event/Program

Fridays in June and July

Date

9:30 pm - 9:45 pm

Event Time(s) - Start & End

September 25, 2026

Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: \$50,000

How many years have you held this Event or Project? 2

Expected Attendance: 12-16k

Primary Purpose of Funded Event/Program/Activity/Facility:

Increase foot traffic to enhance summer Fridays / weekends.

How many people attending the Event or Project will use Kemah Hotels? 25%

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

We utilize the Boardwalk Inn

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

_____ I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
June & July '25	\$30,000	48	14-15k
June & July '24	\$50,000	48	12-13k

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Crowd estimates, parking fees

What percentage of your event/program attendees are estimated to be nonlocal visitors? 60 %

What percentage of your event/program attendees are local? 40 %

List any other organizations, government entities or sponsorship funding support for this event/project:

How will HOT Funds be used if awarded?

Firework Friday Sponsorship; assist in paying Fireworks expense.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? No

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

We expect an increase in property revenue compared to years with out this event.

List Event Sponsors/Co-Sponsors:

Discover Kemah

Total Event Budget: \$200,653.00

Percentage of Hotel Tax Support of Related Costs:

25% Percentage of total **event costs** covered by hotel occupancy tax
/ Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
/ Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. _____ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Out of Home (OOH) advertising<input type="checkbox"/> Radio<input type="checkbox"/> TV commercials<input type="checkbox"/> Booths (events or shows)<input type="checkbox"/> Print ads<input type="checkbox"/> Newspaper coverage<input checked="" type="checkbox"/> Other print <u>Flyers & Outside Signage</u> | <ul style="list-style-type: none"><input checked="" type="checkbox"/> Social media ads/boosts<input checked="" type="checkbox"/> Display ads (digital banner ads, etc.)<input type="checkbox"/> OTT (internet/streaming ads)<input type="checkbox"/> Digital/Comprehensive campaign<input type="checkbox"/> Direct mail<input type="checkbox"/> Mobile advertising (phones)<input type="checkbox"/> Paid search advertising (PPC) |
|--|---|

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? April 2026

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: @kemahboardwalk

Website: KemahBoardwalk.com

Tagging (i.e., #DiscoverKemah): #kemahboardwalk ; #fireworkfridays

Will you submit press releases about the event? Yes

Who is responsible for writing and distributing press releases? Contact: PR Department

Phone: _____ Email: landrys@dpwpr.com

What geographic area does your advertising target?

Houston / surrounding areas; SE Texas

How many individuals located in another city or county will your proposed marketing reach?

Combined 383k plus followers on social media -
reaching people all over the state / country.

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Kemah Boardwalk

Business/Organization Name

7/21/2025

Date

Krystal Barnes

Applicant's Signature

Krystal Barnes

Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 2

Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: \$200,653

Total Marketing Expenses: \$10,000

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

Event schedules / flyers are posted all over the property.

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	<u></u>	<u></u>
	<u></u>	<u></u>
magazines:	<u></u>	<u></u>
	<u></u>	<u></u>
flyers	<u></u>	<u></u>
other:	<u></u>	<u></u>



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

Digital Display: Fantasea Fireworks Cruises

Social Paid Ads: Summer Video Ad

Summer Fireworks Cruise

Weekly entertainment ads

Number of Digital Impressions: 700,000 Actions/Clicks: 10,500

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.

400-500k

How many targeted individuals/families are at least 60 miles from Kemah? 40%

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Krewe du Lac
Sponsorship	Events
Date(s)	10/1/25-9/30/26
Amount Requested	\$4,500
Previously Sponsored	y
Requested	\$6,000
Approved	\$6,000

For Reviewer

Recommend approval?

Amount recommended?

Notes:



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

<u>Krewe du Lac Inc.</u>	<u>08/01/2025</u>
Official Name of Organization	Date of Submission
<u>D'Anne Conrad</u>	<u>marmskool@aol.com</u>
Contact Person	Email
<u>1419 Pirates Cove Houston, TX 77058</u>	<u>281-382-1435</u>
Address	Phone
<u>www.krewedulackemah.com</u>	<u>instagram.com/krewedulackemah</u>
Website Address	<u>Facebook.com/KreweduLac</u>
	<u>Spaces/Wix App Krewe du Lac-Kemah</u>
	Social Media (Facebook, Twitter, Instagram)
Is your organization: <input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Private/For Profit

Organizational Mission and Purpose:

Krewe du Lac is a charitable organization that sponsors Mardi Gras and other events during the Carnival season and through the year including a Pub Crawl, coronation ball, and Mardi Gras parade in Kemah. KDL also promotes Kemah in other parades throughout surrounding counties.

Krewe du Lac was formed as a Mardi Gras Krewe to promote the City of Kemah, TX and to support, fund, and promote (but not limited to), the following charities:

Kemah Peace Officer Association,
Sailing Angels, Bay Area Pet Adoptions, Dash Gordon Foundation,
Galveston Bay Foundation,
and Veteran support group SERVE.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 47-2153352
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

<u>Krewe du Lac - Kemah, TX</u>	<u>Krewe du Lac - Kemah, TX Events</u>
<u>Host Organization</u>	<u>Oct 1,2025-Sept. 30, 2026</u>
<u>Kemah and surrounding counties</u>	<u>Event/Project/Program Name</u>
<u>Primary Location of Event/Program</u>	<u>Oct 1,2025-Sept. 30, 2026</u>
<u>Varies by individual activity</u>	<u>Date</u>
<u>Event Time(s) - Start & End</u>	<u>November 1, 2026</u>
	<u>Due Date for 60-day Post-Event Report</u>

Total Amount of HOT Funds Requested: \$4500.00

How many years have you held this Event or Project? 25+ years

Expected Attendance: 2000+

Primary Purpose of Funded Event/Program/Activity/Facility:

Krewe du Lac is a charitable organization that sponsors Mardi Gras and other events during the Carnival season and through the year including a Pub Crawl, coronation ball, and Mardi Gras parade in Kemah. KDL also promotes Kemah in other events & parades throughout surrounding counties.

How many people attending the Event or Project will use Kemah Hotels? 30

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

Krewe du Lac works with the Boardwalk Inn to establish rooms blocks (minimum of ten) for the major events most likely to have overnight guests: December Pub Crawl, February Coronation Ball, and Kemah Mardi Gras Parade. Krewe members and event visitors are encouraged to notify the Kemah Hotel or short-term rental at which they are staying that they are attending a Krewe du Lac event for any Krewe activity as applicable.

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

 X I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

We will ask members/guests staying for a Krewe du Lac event to inform the hotel or B&B of the reason for their stay. We will also ask members/guests to let the Krewe know when they book a room in Kemah.

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
<u>2024 – 2025</u>	<u>\$6000</u>	<u>25</u>	<u>2000+</u>
<u>2023 – 2024</u>	<u>\$6000</u>	<u>10</u>	<u>2000+</u>
<u>2022 - 2023</u>	<u>\$6000</u>	<u>10</u>	<u>2000+</u>

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

Pub Crawl: Sign-In Sheet
Parades: Crowd Estimates, Float Riders (sign-in sheet)
Ball: Sign-In Sheet

What percentage of your event/program attendees are estimated to be nonlocal visitors? 45 %

What percentage of your event/program attendees are local? 55 %

List any other organizations, government entities or sponsorship funding support for this event/project:

T-Bone Tom's - Pomodoro's Restaurant - Opus Ocean Grille - Collard's Jewelers -
Kemah Flowers - Alspaugh's Boutique - Schafer's Coastal Bar & Grille - Marcus Triplett
Membership Dues
Activity Tickets & Fees
Raffles & Krewe Shop Sales (money may go to charities or to the Krewe Float)

How will HOT Funds be used if awarded?

Advertising and marketing of events City of Kemah, and Kemah accommodations and promotional materials/items



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? Admission requirements vary by event.

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

A net profit is not anticipated.
The Krewe has rebuilt the parade float which will require proper storage and maintenance.

List Event Sponsors/Co-Sponsors:

T-Bone Tom's - Pomodoro's Restaurant - Opus Ocean Grille - Collard's Jewelers -
Kemah Flowers - Alspaugh's Boutique - Schafer's Coastal Bar & Grille - Marcus Triplett

Total Event Budget: \$26,607

Percentage of Hotel Tax Support of Related Costs:

16.9% Percentage of total **event costs** covered by hotel occupancy tax
0% Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
0% Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

<input type="checkbox"/> Out of Home (OOH) advertising <input type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input type="checkbox"/> Booths (events or shows) <input type="checkbox"/> Print ads <input type="checkbox"/> Newspaper coverage <input checked="" type="checkbox"/> Other print <u>local Magazines</u>	<input checked="" type="checkbox"/> Social media ads/boosts <input checked="" type="checkbox"/> Display ads (digital banner ads, etc.) <input type="checkbox"/> OTT (internet/streaming ads) <input type="checkbox"/> Digital/Comprehensive campaign <input checked="" type="checkbox"/> Direct mail <input type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC)
---	--

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

Krewe du Lac uses social media and our website to publicize the events sponsored in Kemah and on behalf of Kemah. Krewe du Lac uses direct mailing to our large database to promote upcoming events as well. Krewe du Lac uses promotional items with Kemah information to give out during the other parades and events in surrounding counties.
Krewe du Lac also uses its website and social media to advertise and promote Krewe and Kemah activities and events. Many of these activities are scheduled in advance so that visitors can book hotel rooms to make participation easier. KDL works with the city and police department to best schedule events to link into the local events.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? October 1, 2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: Facebook.com/Krewedulac
Spaces/Wix App Krewe du Lac- Kemah
Instagram.com/krewedulackemah

Website: Website: www.krewedulackemah.com

Tagging (i.e., #DiscoverKemah): #Krewedulac #Krewedulackemah #DiscoverKemah

Will you submit press releases about the event? No

Who is responsible for writing and distributing press releases? Contact: _____

Phone: _____ Email: _____

What geographic area does your advertising target?

100 mile radius from Kemah

How many individuals located in another city or county will your proposed marketing reach?

100,000

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Krewe du Lac of Kemah, TX

Business/Organization Name

D'Anne Conrad

Applicant's Signature

08/01/2025

Date

D'Anne Conrad

Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

SEE SEPARATE ATTACHMENT 1

SAMPLE BUDGET

Event or Program Name:

*Denote expenses to be covered using Hotel Occupancy Tax

						<u>Projected</u>	<u>Actual</u>
Income							
				Event Fund Account Balance		\$ 75,000.00	
	Sponsorship						
		Tourism Office			\$ 3,000.00		
		Bluebonnet Art Council			\$ 1,000.00		
		A+ Junior College			\$ 250.00		
	Registrations / Tickets				\$ 5,000.00		
	Donations						
		Silent Auction			\$ 750.00		
				Total Income:	\$ 85,000.00		
Expenses							
	Direct Expenses						
		Advertising					
				<i>*Texas Events Calendar (Example)</i>	\$ 2,000.00		
				<i>*AAA Southern Traveler (Example)</i>	\$ 3,000.00		
				<i>*Email blast (Example)</i>	\$ 500.00		
				<i>*Radio</i>	\$ 10,000.00		
		Printing					
				Handouts	\$ 500.00		
		Shirts			\$ 1,000.00		
		Billboards			\$ 50,000.00		
		Security			\$ 2,000.00		
		Transportation			3,000		
		Speakers and Entertainment			7,400		
				Subtotal Direct Expenses:	\$ 79,400.00		
	Indirect Expenses						
		General Overhead					
				Office Supplies	\$ 600.00		
		Support Staff			\$ 5,000.00		
				Subtotal Indirect Expenses:	\$ 5,600.00		
				Total Expenses:	\$ 85,000.00		
				Profit / (Loss):	\$ -		
				*Total HOT expenses	\$ 15,500.00		



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Attachment 2

SEE ALSO ATTACHMENT 2A Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: \$26,607

Total Marketing Expenses: \$5450

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

The Krewe's Into Kemah Mardi Gras Parade would be placed in newspapers, magazines, and flyers

The Christmas Pub Crawl & Toy Drive & Coronation Ball would be in magazine and flyers

Socials & other events would be on flyers

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	Galveston Daily News	
	Seabreeze	
magazines:	Bay Area Houston Magazine	
	other local magazines	
flyers		
	distributed by Krewe du Lac	
other:		



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

Krewe du Lac uses social media and our website to publicize the events sponsored in Kemah and on behalf of Kemah. Krewe du Lac uses direct mailing to our large database to promote upcoming events as well. Krewe du Lac uses promotional items with Kemah information to give out during the other parades and events in the State of Texas with emphasis on Houston-Galveston Region & Lake Charles (LA)

Krewe du Lac posts on Facebook, Instagram, website, and Spaces by Wix phone application. Once the annual schedule of events is determined, KDL publishes that schedule online and on paper to promote event participation and encourage overnight stays.

Krewe du Lac prints posters, post cards, and Pub Crawl placards with the schedule annually for distribution.

Krewe du Lac will work with free advertising options around the State of Texas to promote the event including Texas Highways, Texas Parks & Recreation, and Houston Culture Map.

We hope to have the following companies spotlight Kemah events again - David James with Eye Candy Media - www.davidjames.info and John Pfister with Action 5 News, <https://johnpfister.smugmug.com/Kemah-Mardi-Gras-Parade-25>

Number of Digital Impressions: _____ Actions/Clicks: _____

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

Krewe du Lac will work to promote on the Kelly Williams Show on My Home TV, Action 5 News, and i45Now as well as other local TV Stations serving the greater Houston area.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.

Krewe du Lac participates in various cook-offs & a fish-off. We set up a booth with info to promote our group and Kemah.

Krewe du Lac provides promotional giveaways at various events such as the Ball, parades, Christmas pub crawl, socials, and other events where a booth and/or float is set up.

Krewe du Lac Float has an electronic sign, Discover Kemah banner and flag to promote Kemah during parades and events throughout surrounding counties.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.
100,000

How many targeted individuals/families are at least 60 miles from Kemah? 5000+



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 1: SAMPLE BUDGET

ANTICIPATED REVENUE (Profit)

Ball Tickets	8,925.00
Sponsors (T-Bone Tom's, Alspahgh, Pomodoro's Collard Jewelers)	2,000.00
Raffle Tickets	2,000.00
Parade Ride Tickets	1,500.00
Membership Dues	4,682.00
Donations	3,000.00
SUB-TOTAL	22,107.00
Kemah HOT Funds, if awarded	4,500.00
Total	26,607.00

ANTICIPATED EXPENSES (Loss)

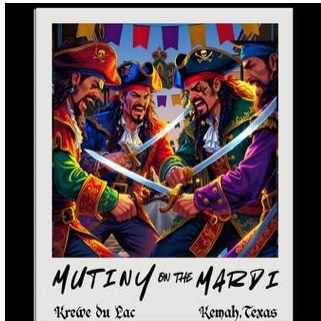
Ball Expenses	6,500.00
Printing & Copying	550.00
Advertising & Marketing	950.00
Bank & CC Fees	200.00
Post Office	175.00
CPA Fees	150.00
Web Site	700.00
Event Supplies	800.00
Entertainment	2,000.00
King Cake Party	500.00
Parade Fees	700.00
Charity Donations	4,200.00
Float Maintenance & Decorations	1,250.00
Promotional Items (HOT Fund Expense)	4,500.00
Transportation Expense (drivers to pull float)	550.00
Fund Raising Expenses	500.00
Insurance	1,362.00
Float Storage	1,020.00
Total	26,607.00



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 2A: PLANNED & PROPOSED ADVERTISING: PROMOTION ITEM SAMPLES

The final selection of all promotional flyers, items, and designs has not been made. Please see samples from 2024-2025 and proposed items.





2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 2A CONTINUED: PLANNED & PROPOSED ADVERTISING: PROMOTION ITEM SAMPLES



Customized
Lighthouse
Squeezie Stress...





2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 2B: 2025 – 2026 CALENDAR OF EVENTS

Krewe du Lac plans the upcoming year beginning in June of each year. Major Mardi Gras activities are set based upon the actual date of Fat Tuesday which moves annually. Mardi Gras: Galveston holds their celebrations the two weekends prior to Fat Tuesday and then the final city parade on the special day itself. Krewe du Lac participates in Mardi Gras activities around Galveston County: Texas City, City of Galveston, and Kemah.

KDL also plans monthly/bi-monthly social events to continue the fun year-round plus participates in events in surrounding counties.

Below is the tentative schedule for Krewe du Lac events, Oct. 1, 2025 – Sept. 30, 2025. Some events are dependent upon the City of Kemah, local city planners, and other organizations.

October 2025

- KDL Social – TBA
- 10/25 – 8PM Halloween Party at Last House on the Left – Kemah*

November 2025

- KDL Social – TBA

December 2025

- 12/? – TBA Kemah Christmas Tree Lighting and parade (?)
- 12/6 – 6PM Holiday in the Park Parade – League City
- 12/12 – 6PM KDL Christmas Pub Crawl & Toy Drive at T-Bone Tom's
- 12/13 – 7PM 64th Annual Christmas Boat Lane Parade
- KDL Social - TBA

January 2026

- 1/4 – 2-4PM King's Cake Party at Opus Ocean Grille
- 1/23 – 6PM KDL Coronation Ball at Landry's Kemah Boardwalk*
- TBA – Krewes Into Kemah Mardi Gras Parade (possible 1/24 or 1/31)*
- TBA – Texas City Mainland Mardi Gras Parade (possible 1/24 or 1/31)

February 2026

- 2/6 to 2/8 – Galveston Mardi Gras First Weekend – KDL to participate in one parade TBA
- 2/7 – Yachty Gras
- 2/13 – 7:30PM All Krewe Parade (Galveston)
- 2/15- Noon Shriner's Children's Texas Sunshine Kids Parade – Galveston (with Dash Gordon Foundation)
- 2/17 – 6:30PM Fat Tuesday parade (Galveston)



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 2B CONTINUED: 2025 – 2026 CALENDAR OF EVENTS

March 2026

- KDL Social – TBA

April 2026

- KDL Social – TBA

May 2026

- KDL Social – TBA

June 2026

- KDL Social – TBA

July 2026

- 4/4 – Kemah Independence Day Parade*
- KDL Social – TBA

August 2026

- KDL Social – TBA

September 2026

- KDL Social – TBA

*Indicates Hotel Use

Krewe du Lac participates in an annual Chili Cook-off, annual Gumbo or BBQ Cook-off, and fishing tournament - all sponsored by other groups. Those dates have not been announced at this time.

Krewe du Lac participates and/or volunteers at City of Kemah events and local volunteer organizations throughout the year. Those dates have yet to be announced.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 3: POST EVENT REPORT

As the year does not end until September 30, 2025, a full Post Event Report will be submitted at that time. An after-action report for the Krewes Into Kemah Mardi Gras Parade was submitted to the City February 16, 2025.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION


ATTACHMENT 4: 2024 – 2025 FINANCIAL STATEMENT

REVENUE	
Ball Tickets	8,500.00
Sponsors	2,000.00
Raffle Tickets	1,293.76
Parade Ride Tickets	1,127.50
Membership Dues	4,371.01
Donations	3,102.00
Kemah Hot Funds	6,000.00
Total	26,394.27
EXPENSES	
Ball Expenses	4,654.48
Printing & Copying	348.73
Bank & CC Fees	94.31
Post Office	150.00
Web Site	467.64
Entertainment	1,050.00
King Cake Party	433.24
Parade Fees	400.00
Charity Donations	3,693.00
Medallions	1,450.02
Insurance	1,362.00
Float Decorations & Maintenance	1,038.83
Float Construction	11,252.02
Total	26,394.27



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 5: 501-C3 INTERNAL REVENUE SERVICE DOCUMENTATION

	Department of the Treasury Internal Revenue Service Tax Exempt and Government Entities P.O. Box 2508 Cincinnati, OH 45201	Date: 08/14/2024 Employer ID number: 47-2153352 Person to contact: Name: Customer Service ID number: 31954 Telephone: 877-829-5500 Accounting period ending: December 31 Public charity status: 170(b)(1)(A)(vi) Form 990 / 990-EZ / 990-N required: Yes Effective date of exemption: July 19, 2024 Contribution deductibility: Yes Addendum applies: No DLN: 26053604008754
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Dear Applicant:

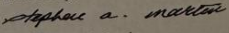
We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 35152P



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

ATTACHMENT 6: PROOF OF INSURANCE

NEW		FIRST-CLASS MAIL	
Renewal of Number			
POLICY DECLARATIONS		United States Liability Insurance Company	
No. NBP1572643		1190 Devon Park Drive, Wayne, Pennsylvania 19087	
		A Member Company of United States Liability Insurance Group	
NAMED INSURED AND ADDRESS:		This insurance contract is with an insurer not licensed to transact insurance in this state and is issued and delivered as surplus line coverage under the Texas insurance statutes. The Texas Department of Insurance does not audit the finances or review the solvency of the surplus lines insurer providing this coverage, and this insurer is not a member of the property and casualty insurance guaranty association created under 462, Insurance Code. Chapter 225 Insurance Code, requires payment of a 4.85 percent tax on gross premium.	
KREWE DU LAC, INC.			
PO BOX 48			
KEMAH, TX 77565			
POLICY PERIOD: (MO. DAY YR.) From: 01/09/2025 To: 01/09/2026		12:01 A.M. STANDARD TIME AT YOUR MAILING ADDRESS SHOWN ABOVE	
FORM OF BUSINESS: Non-Profit Corporation			
BUSINESS DESCRIPTION: Foundation			
IN RETURN FOR THE PAYMENT OF THE PREMIUM, AND SUBJECT TO ALL THE TERMS OF THIS POLICY, WE AGREE WITH YOU TO PROVIDE THE INSURANCE AS STATED IN THIS POLICY.			
THIS POLICY CONSISTS OF THE FOLLOWING COVERAGE PARTS FOR WHICH A PREMIUM IS INDICATED. THIS PREMIUM MAY BE SUBJECT TO ADJUSTMENT.			
Businessowners Liability Coverage Part		PREMIUM \$1,147.00	
Businessowners Property Coverage Part		\$105.00	
Wholesaler Broker Fee		\$110.00	
TOTAL:		\$1,362.00	
Coverage Form(s) and Endorsement(s) made a part of this policy at time of issue See Endorsement EOD (1/95)			
Agent: TAPCO- KL (5576) (5576) PO Box 296 Burlington, NC 27216		Issued: 01/10/2025 3:13 PM	
Broker: Angie Smith Agency 2450 South Shore Blvd Ste 200 League City, TX 77573		By: <i>Thomas P. Murrey</i> Authorized Representative	
UPD (08-07) THESE DECLARATIONS TOGETHER WITH THE COMMON POLICY CONDITIONS, COVERAGE PART DECLARATIONS, COVERAGE PART COVERAGE FORM(S) AND FORMS AND ENDORSEMENTS, IF ANY, ISSUED TO FORM A PART THEREOF, COMPLETE THE ABOVE NUMBERED POLICY.			
Page 1 of 1			

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Offshore Thunder Productions
Sponsorship	Texas Outlaw Challenge
Date(s)	6/17-21/26
Amount Requested	\$30,000
Previously Sponsored	Yes
Requested	\$25,000
Approved	\$25,000

For Reviewer

Recommend approval?

Amount recommended?

Notes:



JUL 30 2025
4:48pm

2025/2026

KEMAH
T E X A S

HOTEL OCCUPANCY TAX

FUNDING APPLICATION



Hotel Occupancy Tax Sponsorship Program
Application Packet



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

OFFSHORE THUNDER PRODUCTIONS LLC

Official Name of Organization

7/31/25

Date of Submission

PAUL ROBINSON

Contact Person

paul@texasoutlawchallenge.com

Email

4600 COUNTRY CLUB DR DICKINSON TX

Address

281-702-8744

Phone

texasoutlawchallenge.com

Website Address

(same)

Social Media (Facebook, Twitter, Instagram)

Is your organization:

☐

Non-Profit

☒

Private/For Profit

Organizational Mission and Purpose:

PROMOTE MARINE RECREATION INDUSTRY TO INTERNATIONAL AND NATIONAL AUDIENCES AND PARTICIPANTS IN A 5-DAY BOATING EVENT FEATURING THE CLEAZAKE AND KEMAH AREA

SUPPORT LOCAL CHARITY ORGANIZATIONS

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: 80-0162831
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

OFFSHORE THUNDER PRODUCTIONS LLC
Host Organization

TEXAS OUTLAW CHALLENGE
Event/Project/Program Name

KEMAH + CLEAR LAKE
Primary Location of Event/Program

JUNE 17-21, 2026
Date

5-DAY EVENT
Event Time(s) - Start & End

AUGUST 2026
Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: \$ 30,000

How many years have you held this Event or Project? 18

Expected Attendance: 3000 to 5000

Primary Purpose of Funded Event/Program/Activity/Facility:

- SAME AS ORGANIZATIONAL MISSION AND PURPOSE -

How many people attending the Event or Project will use Kemah Hotels? 50%

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

BOARDWALK	20
COURTYARD	40
DAYS INN	20
SCOTTISH INN	20
HILTON	10

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

_____ I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

REGISTRATION REQUEST FORM

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
2025	\$ 25K	ESTIMATE: 954 Room Nights	2000 estimate
2024	\$ 15K	ESTIMATE: 900 Room Nights	1500 estimate
2023	\$ 15K	ESTIMATE: 900 Room Nights	1200 estimate

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

SPECLATION ESTIMATES
TICKET SALES
REGISTRATION FORMS

What percentage of your event/program attendees are estimated to be nonlocal visitors? 60 %

What percentage of your event/program attendees are local? 40 %

List any other organizations, government entities or sponsorship funding support for this event/project:

SEABROOK \$ 30K
NASSAU BAY \$ 15K
LEANDER LIFT \$ 5K

How will HOT Funds be used if awarded?

ADVERTISING, MEDIA CAMPAIGNS, WEBSITE, DIRECT MAILING, PROMOTIONALS



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? YES

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

NET PROFIT: 0 \$K, FUNDING CHARITY

List Event Sponsors/Co-Sponsors:

KEMAH
SHADROCK
NASSAU BAY

Total Event ^{COST} Budget: \$ 270K

Percentage of Hotel Tax Support of Related Costs:

- 15% Percentage of total **event costs** covered by hotel occupancy tax
0 Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
0 Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. n/a %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- ☒ Out of Home (OOH) advertising
- ☒ Radio
- ☐ TV commercials
- ☒ Booths (events or shows)
- ☒ Print ads
- ☒ Newspaper coverage
- ☐ Other print _____

- ☒ Social media ads/boosts
- ☒ Display ads (digital banner ads, etc.)
- ☒ OTT (internet/streaming ads)
- ☒ Digital/Comprehensive campaign
- ☒ Direct mail
- ☒ Mobile advertising (phones)
- ☒ Paid search advertising (PPC)

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

- PLEASE REVIEW ATTACHED MARKETING SUMMARY -



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? NOV 1, 2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: TEXAS OUTLAW CHALLENGE

Website: TEXASOUTLAWCHALLENGE.COM

Tagging (i.e., #DiscoverKemah): YES

Will you submit press releases about the event? YES

Who is responsible for writing and distributing press releases? Contact: PAUL ROBINSON

Phone: 281-762-8744 Email: PAUL@TEXASOUTLAWCHALLENGE.COM

What geographic area does your advertising target?

NATIONAL + INTERNATIONAL

How many individuals located in another city or county will your proposed marketing reach?

IN 2025 WE REACHED 7 MILLION + AUDIENCE
(SEE OUR MARKETING REPORT ENCLOSED IN THIS APPLICATION PACKET)

IV. CERTIFICATION

I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

OFFSHORE TURNER PRODUCTIONS LLC

Business/Organization Name

Paul Robinson

Applicant's Signature

7/31/2025

Date

PAUL ROBINSON

Applicant's Printed Name



TEXAS OUTLAW CHALLENGE

2026 EVENT SCHEDULE



Registered Participant armbands MUST be worn for entry into event activities.

TIME

LOCATION

Monday, June 15th	On-Line Registration Deadline (Midnight)	
Wednesday June 17	WELCOME OUTLAWS (Early Arrival)	
▶ 6PM-8PM	Clearlake Power Boat Service: OUTLAW OPEN HOUSE & Gift	CLPBS
▶ 8PM-10PM	SHOOTER Pre-Party!	Sammy G's
Thursday June 18	REGISTRATION & STAMPEDE STREET PARTY	
▶ 9AM-4PM	Team Arrivals	Kemah
▶ 11am-2PM	LOCK'N LOAD FUN RUN OUTLAW Kick-off Pool Party	Houston Yacht Club
▶ 6PM-9PM	GUNSLINGER Poker Run <i>Captain Bag Pick-up (Mandatory)</i>	Voodoo Hut - Kemah
▶ 6PM-11PM	STAMPEDE Street Party: Bars & Bands, Extreme Boat Displays	Downtown Kemah
Friday June 19	OUTLAW SHOOTOUT	
▶ 8:30AM Sharp	SHOOT-OUT Boats (Only) Mandatory Safety Meeting	Lakewood Yacht Club
▶ 9:AM	SHOOT-OUT Boat Staging	Lakewood Yacht Club
▶ 9:AM-NOON	SHOOT-OUT: Spectator Viewing Brunch Party (Public)	"Shoreline Corral"
▶ 10:00 – NOON	SHOOT-OUT Competition – "OFFSHORE OUTLAWS"	Clearlake

ATTENTION: NO WAKE Zone: 8AM – NOON in Clearlake

Friday June 19	GUNSLINGER POKER RUN (Day 1)	
▶ 9:00AM (Stop)	GUNSLINGER Poker Run Safety Meeting – Mandatory for all Captains	Sammy G's
▶ 1PM-5PM (Stop)	MOST WANTED OUTLAW Pool Party/Lunch, Presented by DH TECH	Kenny's Casa
Random: (Stop)	<i>Marina Bay Harbor Marina</i>	Kemah Channel
Random: (Stop)	<i>Blue Marlin</i>	Kemah Channel
▶ 5PM-7PM (Stop)	HANG'EN HIGH @ "Topwater Oasis" Palapa Bar & Buffet	Topwater Grill
▶ 6PM -8PM (Stop)	CABO CLUB (Random Stop)	Clearlake
▶ 7PM-9PM (Stop)	RAFT-OFF at SAMMY G'S	Sammy G's
▶ 10PM	MISS OUTLAW BIKINI Contest	Kipp Rose - Kemah

Saturday June 20	GUNSLINGER POKER RUN (Day 2)	
▶ 9AM-11AM(Stop)	O'NEILS – (Breakfast Buffet)	Bayland Marina – Bay Town
▶ 10AM-Noon (Stop)	GULF OF AMERICA – Offshore Run (circle the anchored Cruiser)	Gulf of America
▶ Noon -3PM (Stop)	GUNSLINGER POOL PARTY & LUNCH	Harborwalk
▶ 4PM-7PM (Stop)	ACE IN THE HOLE "Champagne Showcase" Dockside Party	Pier 6
▶ 7PM-11PM (Stop)	OUTLAWS Awards Finale & Charity Casino	Hilton Hotel Ballroom

ALL CARDS (POKER GAME PLAY) MUST BE COMPLETED BY 10:30 PM

Sunday June 21	WOUNDED KNEE Pool Party	
▶ 11AM-Afternoon	Presented By: PMC INDUSTRIAL SERVICES	Allan's Channel Ranch

Registered Participant Armbands MUST be worn for entry into ALL event activities.

THANK YOU!



TEXAS OUTLAW CHALLENGE

2026 Marketing TARGETS

&


2025 Promotions RESULTS












2026 Marketing and Promotions for the Texas Outlaw Challenge and the Texas Outlaw Fishing Tournament.

Exposure and Audience Reach for the event and all City and Industry Advertisers was via: Traditional Marketing, Social Media, Digital, Broadcasting, Internet, Website, Radio, Sponsor co-promotions, direct mail, e-blast, retail promotions, banners, marketing and public relations campaign to name a few. Note this is an overview of the Marketing and PR Campaign and does not include all marketing as some items have expired or some items via Broadcasting were live mentions and were not recorded. The Facebook Page, Website, Post Event follow-ups and updates for The Outlaw Challenge are constantly being updated with new updates and posts - reach/views are constantly expanding.

The Texas Outlaw Fishing Tournament expanded the reach via follower through joining over 25 fishing groups for expanded exposure.

Social media is expansive, this marketing overview shows a few examples of various FB pages, Instagram, Twitter, Snapchat YouTube; however, cannot encompass all the posts, reposts and organic social media that is supplement via Texas Outlaw Challenge sponsors, advertisers, supports, and followers.

Media/Marketing Outlet	Marketing Type	Distribution	Impressions/ Reach/Views Visitors/Likes /Circulation
National/International Industry Publications (Print and Digital) 	<u>Major National Industry Magazines</u> <i>SpeedBoat Magazine: Full Page Color Ads, Cover Story in 1st Quarter, Pre-& Post Event Coverage and Event Coverage; Video and Links, FB Posts. Eblast and full event coverage in August issue. On-site coverage and article. Social Media coverage on the full 5-day event Helicopter coverage</i> <u>August 2022 issue to be released with full event coverage.</u> <i>Speed on The Water: Event highlights full page ads and calendar of events. Social Media promotions</i> <i>Offshore Only.com: Promotions, add and articles. On-line supplemental promotions</i> <i>Powerboating in Paradise – Add it to the monthly Magazine and mentions on the calendar. Distribution of Magazine at various events.</i>	National and International	1,878,450

   	<p><i>Onsite coverage by Speedboat, Poker Runs America and Circus Media</i></p>		
<p>Broadcast – Radio</p>   	<p>Online event Calendar Listing an FB - Clear Channel Media Group: KBME - Sports radio, KODA-FM - Adult contemporary music, KPRC - Talk radio, KQBT - Classic Rock, KTBZ-FM - Alternative rock, KTRH-AM - News Talk radio- <u>Reach via full broadcasting numbers</u> Online Event Calendar inclusion. Additional Pod Cast for the event</p> 	<p>Local</p>	<p>482,300 Reach</p>
<p>Broadcasting- Television</p>   	<p>Mentions on Website- Listing on Community Calendar of Events for Local TV (ABC, NBC, CBS & CW) Texas Outlaw Challenge Promotional Video was sent to each station with an invite to attend.</p> <p>VHF 69 Radio Broadcast of the Shootout Races on Friday - 2 Hours. Face Book live via Texas Outlaw Challenge FB for 3 hours.</p>	<p>Local</p>	<p>551,460 Impressions</p>
<p>Event Advertisers / Manufacturers Cross Promotion – Local Area Merchants, Hotels, Charities</p>	<p>Over 60 sponsors - this is a small sampling of promotional & co-promotions with sponsors via their websites, social media, E-blasts, postcard distribution and promotions Manufacturers/Dealers promotions via websites and FB.</p>	<p>Local, Regional with some national organic distribution</p>	<p>392,540 Reach</p>



Recognition and thanks to the cities, mayor and council of Seabrook, Kemah and Nassau Bay for their support.

This most significant performance boating event in Texas that supports a number of local Texas cities - Clear Lake, Nassau Bay, Kemah, El Lago, Pasadena, Seabrook, Baytown League City, San Leon, and Galveston!

Location Sponsors: Beacon Hill Guest House Bed & Breakfast, Best Western, Boardwalk Inn, Comfort Inn & Suites, Holiday Inn Kemah, The Hampton Inn Houston NASA, Clipper House Inn, Palm Lodge and Breakfast, Hilton Houston, Quality Inn Yacht Basin, Springhill Suites, La Quinta, Palm Lodge Bed and Breakfast, Old Parsonage Guest Houses Bed and Breakfast, Courtyard by Marriott Houston NASA

4:38 Jul 30 6
OUTLAWS! IT'S T...
Facebook page.

Special thanks to all our sponsors for their support! (Add a link to the sponsors here)

Thank you to the Cities of Seabrook, Kemah, Nassau Bay, Pasadena, El Lago, Clear Lake Shores, and League City for their support and sponsorship!

Shoutout to the volunteers!

See you at the Texas Outlaw Challenge



Face to Face Promotions



Events Regional/National:

The following are a few of the major events: Desert Storm Poker Run & Shootout, 1000 Island Poker Run, Lake Travis Power Boat Club, Tic Faw 200 Poker Run, World Finals Offshore Boat Races – Key West, Florida, Miami Boat Show, Lake of the Ozarks, TOPPS, TOPPS – Conroe, Texoma Powerboat Association, Possum Kingdom Muscle Boat Association, Orange Beach Flora Bama Run, Florida, Dallas, Texas Regional NHRA, Belle Rosa, LA NHRA; Tulsa, Ok NHRA to name a few

On-site promotions and distribution of invitations; full page ads, banners, exhibits, public relations, social media & website promotions.



Local, Regional & National

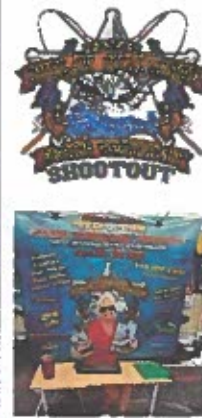


65,290 Reach

Face to Face Promotions continued with For the Texas Outlaw Fishing Tournament



Participated in over a dozen- attending various fishing tournaments, support with booth and entry fees in each. Distribution of promotional material for event: , 1st Annual Fishing Tournament Jackie's Brickhouse, Got Fish Expo, First Responders Fishing Tournament, Galveston Fishing Charters, Houston Fishing Show - GRBCC, The Boaters Club Clear Lake Member Meeting, Pat Doyle 20th Annual Fishing Tournament, and Sisters Helping Sisters Fishing, 27th annual AADE Saltwater Fishing Tournament to name a few. Also, hand distribution of invitations to over 40 businesses



Magazines – Print & Digital (Local)



Support from local area magazine Post show overview of the event promotions via Social Media and on site. promotions: event coverage via FB live, Promotions. Calendar listings in Culture Map, Texas Mariner, Bay Area Houston, Gulf coast Mariner and to name a few in addition to the fishing magazines for the Texas Outlaw Fishing Tournament and all supplemented with social media. [culturemap](#)

Local/ Regional

153.240 Circulation

Newspaper Print & Digital



Houston Chronicle, Houston Community Newspapers 26 Regional Papers; Culture Map, Galveston Daily News - includes calendar listing on the website and FB. Listing via website for Houston 365 – Top Things to do in Houston
Circulation number reflects the entire circulation of the media.

Local/ Regional

969,735 Circulation



Promotional Material / Public Relations



A comprehensive assortment of Promotional material and Public Relations was used for the event. Included by not limited to Invitations, Flyers, Banners, Postcards, Tents, Banners, Maps, Tents, Newsletter, Poker Run Punch Card, Advertiser Promotions, Public Admission, Press Releases, E-blasts Promotions (National/Regional/Local) Sponsors were included in the Public Relations Campaigns and on-site signage.



Local/ Regional /National



65,980 Reach



Social Media General



This is an exceedingly small sampling of the general FB, Twitter, Instagram, Social Media, You Tube – General / Organic was supplanted with Event expanding to Twitter, Instagram and Snapchat. Included Texas Outlaw Fishing Tournament and Videos. Note, a majority of the social media information will be found in the Official FB Social media section. This is only a sampling

Organic

852,490 Views/Followers



Official FB Pages / Social Media



Daily Postings, Pre-Posting, reposting, Shares, Likes and Paid Promotions; Heavy Social Media Coverage, Video Posting and Outreach, Media Postings, Features. Two FB Pages Community and 2 Group and the addition of the Texas Outlaw Fishing Tournament FB Page. Over 600 Posts since in 2023 in addition to the reposts and shares. Coverage various social media, video, YouTube, Reels and Facebook Live. *This includes joining 40 fishing groups and informing members of the new event.*

This does not include an organic reach.



**Local/Regional
/National/
Organic**

**1512314
Reach
Views
13825
- Followers**

www.Texasoutlawchallenge.com



Official Website for both events - Key information and promotion vehicle. Six months of promotions – with the maximum promotion the last two months prior to the event.



**Local/Regional
/National/
Organic**

**49345
Page Views**

2026 TEXAS OUTLAW CHALLENGE: EVENT BUDGET ESTIMATE

Event Dates: June 17-21, 2026

Attendance: 150+ Boat Teams & 1700 Guests + 1250+ Spectators

EVENT COSTS: (2026 Estimates)

2025 Advertising: (Plus 5%)

- Local Banner/Signage Services
- Local Advertising Purchases
- Advertising Shirt Design and Production
- Advertising Printing and packaging
- National Magazine Ads
- Marine Clubs and Newsletter Production
- Local and National Mailing
- Website Production and Advertising Management
- Media Relations Management and Support
- Advertising Exposure and Outreach Campaign (Local, State, National, International)
- Pre-Event marine function(s) advertising articles

2026 TOTAL Estimate: \$112,350

2025 Transportation: (Pus 5%)

- Event Shuttles
- VIP Support
- Helicopter (x3) Support

2026 TOTAL Estimate = \$11,655

2025 Food & Beverage: (Plus 5%)

- Wednesday Volunteers
- Wednesday Welcome
- Thursday Registration
- Friday Breakfast
- Friday Lunch
- Friday Dinner
- Saturday Breakfast
- Saturday Lunch Event
- Saturday Dinner Event
- Sunday Lunch

2026 TOTAL Estimate = \$80,325

2025 Safety & Security: (Plus 5%)

- Ambulance Services (x2)
- Safety Dive Team
- Emergency Response Watercraft
- Helicopter Standby Service
- GPS Speed Limit Devices
- Safety Flags and Buoys
- Security
- **2026 TOTAL Estimate = \$16,380**

2025 Local Equipment and Infrastructure Rentals and Contracting: (Plus 5%)

- Sanitation = \$4800
- Tenting = \$5500
- Dockage and Site Reservation(s) Contracting = \$5000
- Dock Preparations (Additional Safety) = \$2500
- **2026 TOTAL Estimate = \$18,690**

2025 Shipping: (Plus 5%)

- Sponsor/Vendor Support= \$5000
- Participant Packages = \$2500
- Magazine Ad Distribution = \$2500
- **2026 TOTAL Estimate = \$10,500**

2025 Accommodations: (Plus 5%)

- Complimentary VIP (3) = \$2000
- National Photography Crew = \$1000
- Media Crew = \$1200
- National Magazine Representatives/Editors = \$1000
- **2026 TOTAL Estimate = \$5460**

2025 Awards: (Plus 5%)

- Appreciation for Sponsors = \$6000
- Event Winners = \$10,000
- VIP's = \$4000
- **2026 TOTAL Estimate = \$21,000**

2026 TOTAL EVENT COST ESTIMATE = \$276,360



2025 Texas Outlaw Challenge: Local Revenue Summary

Event Date: June 18-22 (representing 18th Annual)

Attendance Base: 100+ Poker Run boats & 1500 guests + 300 guest Fishing Tournament

TRANSPORTATION

100 boats (200gal fuel tanks) = 20,000 gals x \$5.25 = \$105,000

\$105,000 x two fill-ups = \$210,000

40 Non-local participant trucks (boat towing) x 60 gallons (re-fuel) = 2400 gal x \$4.00 = \$9600

Rental Cars (40) x \$150 = \$6000 + Fuel (40x15galx\$4.85) = \$2910.

TOTAL TRANSPORTATION = \$228,510

ACCOMMODATIONS

Event is a 4 night evening-stay activity

Non-Local: Vendors + Visiting Weekend Spectators = 100 Rooms (estimate) = 400 Room Nights

Non-Local: Registrations (from Registration Form): 50 boats = 100 (Captain and 1st Mate) + 284 Crew = 384 Non-Local Guests
384 persons is represented by 50 couples, and 284 singles

COUPLES: 50 divided by 2 = 25 rooms (couples) x 4 night event-stay = 100 room nights

SINGLES: 284 rooms – (55% sharing a room) = 156 rooms x 4 night event-stay = 624 room nights

Fishing Tournament: 150 participants and vendors (estimate 30 rooms for 2 nights) = 60 room nights

Average room night cost including taxes = \$150

TOTAL ACCOMMODATIONS = (200+100+624+60) = 984 Room nights x \$150. = \$147,600

FOOD & BEVERAGE (Event Participant Purchases)

Thursday: Event Food = \$3000.00

Thursday Evening: Beverages = 900 participants x 2drinks x \$7.00 (average) = \$12,614.00

Friday Breakfast: 900 x \$8.00 = \$7200.00

Friday Lunch: 900 x \$20.00 = \$18,000.00

Friday Evening: \$13,500.00

Friday Afternoon/Evening: Beverages = 1500 participants x 3drinks x \$6.00 (average) = \$27,000.00

Saturday (Event food): \$18,000.00

Saturday Beverages: = 1500 participants x 3drinks x \$7.00 (average) = \$31,500.00

Sunday Lunch and Beverages: 500 x \$10.00 = \$5000.00

Weekend grocery purchases: On-board boat and hotel room groceries:

Visiting Guests Purchases: 900 x (\$10 each of 4-days) = \$36,000

Boat Groceries and Beverages: 170 x \$100 = \$17,000

EVENT FOOD & BEVERAGE = \$188,804.00

2025 Texas Outlaw Challenge: Local Revenue Summary

Page 2

LOCAL EQUIPMENT RENTALS AND SUPPORT PURCHASES

Tent rentals and banquet supplies = \$25,500
Security = \$8500
Sanitation = \$4000
Media Helicopter and Photo Staff = \$7500
Local Food Purchases and labor prep for banquets = \$11,500
Support Equipment & Shipping = \$11,000
Guest shuttles (during late evenings) = \$2500
Local Labor and infrastructure for event production = \$12000
TOTAL = \$82,500.00

ADVERTISING (National & International Marketing)

Local Banner/Signage Services = \$6500
Local Advertising & Ad Merchandise Purchases = \$24000
Local Award Purchases for Sponsors and Guests = \$9800
Advertising Printing and Packaging Purchases = \$9000
National Magazine Ads - \$7000
Distribution to National Clubs and Newsletters - \$2500
Local and National Mailing - \$3500
Website Advertising Management - \$7500
Media Relations Support - \$8000
Exposure and Audience Reach Program (Local, State, National & International) - \$25,000
Marketing & Communications Management Service - \$4200
TOTAL = \$103,950.00

2025 TOTAL Estimate: "SUPPORTING LOCAL COMMERCE"= \$751,364

JOIN US FOR THE **18TH ANNUAL**
TEXAS OUTLAW CHALLENGE
LOCK N' LOAD

June 18 - 22, 2025

SALOON Street Party

EXTREME Shoot Out

2-DAY POKER RUN

OUTLAW Pool Parties

CASINO Charity Gala

Register Online At:

TexasOutlawChallenge.com



KEMAH
TEXAS



Beck & Beck
SEGUIN | BUICK GMC



HARBORWALK

Speedboat
MAGAZINE

HUNTER
HEAVY
EQUIPMENT

KEWOOD
YACHT CLUB



WICK
BOAT CLUB



RON HOOVER
RV & MARINE CENTERS



BOAT YARD



HOUSTON
TRUCK PARTS

WMF INVESTMENTS



2010
CK



American Offshore



MUFF-IT
MUFFLER



DILLON
AUTO SALES

LaKing's



NXTLVL
MARINE



CONFECTIONERY
BULLOCK
MARINE



TORY FOR THIS YEAR'S EVENT. THANK YOU!

Texas Marine Island Services

Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

Evaluation Criteria

Criteria	Points Possible	Points Awarded	Notes
Tourism Impact (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	0–30		
Economic Benefit (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	0–25		
Marketing & Promotion Plan (Is there a clear plan to promote Kemah to tourists beyond the local community?)	0–20		
Alignment with State HOT Guidelines (Is the request consistent with allowed uses of HOT funds under Texas law?)	0–15		
Budget & Accountability (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	0–10		

Total Points: _____ / 100

Reviewer Comments:

Organization	Party Parrots and Texas Festival Groubds
Sponsorship	Non listed
Date(s)	9/19/25-1/20/26
Amount Requested	\$4,000
Previously Sponsored Requested Approved	Yes - but not approved last year

For Reviewer

Recommend approval?

Amount recommended?

Notes:

Citizens for Avian Protection, Inc

10878 Westheimer, Ste 254

Houston, TX 77042

713.805.3100 / 713.783.2473

www.caphouston.org / www.partyparrots.com

August 1, 2025

RE: Kemah HOT FUND Application Request 2025-2026

Dear Dept of Tourism:

Cap, Inc. Is a Texas 501(C)3 Non-Profit organization that provides rescue and rehabilitation for tropical endangered parrot species west of Houston, TX. Enclosed is our application for the HOT FUNDS for the 2025-2026 season. In conjunction with our local partners Party Parrots Parading Pirates and Texas Festival Grounds we offering our proposal for consideration. We have received funds in previous years, however, did not qualify for the 2024-2025 year. We are eager to continue our local collaboration with our city partners in Kemah as Tourism Ambassadors so that more visitors will " stay and play" in "The Gateway to the Bay". " Krewes in Kemah" and the City Logo appear on all our promotional materials, banners,flyers and Custom Flags. Numerous outstanding photos of the Pirate Ship have appeared on the front page covers of the Galveston Daily News and the Bay Area News magazine and social media praising Kemah, TX. The pirates provide colorful and photogenic volunteers at all events. We have continously been an AWARAD WINNING TEAM promoting Kemah Tourism near and far. In our request for consideration is a sampling of our upcoming personal appearance calendar for 2025-2026. In addition, we are adding a Pirate Poker Pub Crawl (Lighthouse District)and a Pirate Soiree (Clear Creek Winery) Fundraisers. This will provide an additional evening for lodging revenue for the community. According to the in house records maintained by Jackies Brickhouse, attendance has continued to increase annually with an average of 500 customers. The Pirate Fest Weekend is unquestionably a financial windfall for the community. Please feel free to contact us with any questions or concerns.

Best Regards



City of Kemah Hot Fund Application Attachment

Personal Appearance Schedule

September 2025

Galveston Sandcastle

Pirate Soiree

Galveston Pirate Festival

October 2025

Galveston Parade of Mystic Boo

Kemah Trunk or Treat

November 2025

Kemah Veterans Day

December 2025

Kemah Christmas Tree Lighting

Shop with a Cop Pub Crawl Fundraiser

Kemah Christmas Boat Parade

January 2026

Texas City Mardi Gras of the Mainland Parade

Kemah Mardi Gras Pirate Poker Pre Fest Fundraiser

Kemah Mardi Gras Parade

Kemah Pirate Fest Float Appearance/Celebrity Autograph Signing

Kemah Pirate Fest

FEBRUARY 2026

Galveston Mardi Gras Poster Reveal

Galveston Mardi Gras Krewe of Aquarius Parade

Galveston Mardi Gras Krewe of Babalu Parade

Galveston Mardi Gras Krewe of KRBE Parade

Galveston Mardi Gras Shriners Children's Parade

Galveston Mardi Gras Fat Tuesday All Krewe Parade

MARCH 2026

Houston 100 Club St. Patrick's Day Parade

Bubba Bayou Chili Cookoff Fundraiser

APRIL 2026

Galveston Steampunk Festival

Houston Art Car

MAY 2026

Houston International Festival

JULY 2026

Kemah 4th of July Parade

Kemah Red/White/Blue Festival



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

I. ORGANIZATION INFORMATION

Citizens For Avian Protection, Inc

Official Name of Organization

August 1, 2025

Date of Submission

Scarlett Macaw

Contact Person

smacaw@partyparrots.com & smacaw@hotmail.com

Email

10878 Westheimer, Ste. 254, Hou., TX. 77042

Address

713.783.2473(w)/ 713.805.3100(c)

Phone

www.caphouston.org/ www.partyparrots.com

Website Address

Social Media (Facebook, Twitter, Instagram)

Is your organization: ☒ Non-Profit

☐ Private/For Profit

Organizational Mission and Purpose:

Party Parrots Parading Pirates and the Kemah Pirate Ship Float utilizes exotic birds and pirate themed costumed performers, volunteers and walkers and a rolling pirate ship float to entertain, fundraise and increase community awareness about avian conservation. The goal of these projects are to promote tourism in the Kemah, TX area by representing the City in Public Events, Parades, Fundraisers and Community Activism.

The following required documents must be submitted with the application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: EIN # 86-1050458
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned and/or marketing copies from the previous event



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

II. EVENT/PROJECT/PROGRAM INFORMATION

Party ~~at~~ and Texas Festival Grounds
Party Parrots and Texas Festival Grounds

Host Organization

Kemah Lighthouse District

Primary Location of Event/Program

6pm - 10pm both events

Event Time(s) - Start & End

Event/Project/Program Name

September 19,2025 & January 30,2026

Date

November 18,2025 & March 31,2026

Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: 4000.00

How many years have you held this Event or Project? 2nd yr Pub Crawl & 1st year new event adding to our calendar

Expected Attendance: 50 Winery event 150 Pub Crawl

Primary Purpose of Funded Event/Program/Activity/Facility:

Fundraiser for CAP, Inc non-profit

How many people attending the Event or Project will use Kemah Hotels? 50 + each event

Do you reserve a room block for this event at an area hotel, and if so, for how many rooms and at which hotels?

Hotels will provide an event code to track the progress and provide an event post statement. Post event surveys along with internal marketing surveys to include hotels, motels, RV camping, camping,private lodging, Air B&B and marina lodging.

If no room block has been established, contact the following Kemah hotels to establish availability, room blocks, and room rates:

1. Boardwalk Inn: 8 Kemah Water Front, (281) 334-9880
2. Courtyard by Marriott: 805 Harris Ave, (281) 334-0003
3. Days Inn: 1413 SH 146, (281) 549-4118
4. Hotel Bliss: 1411 Hwy 146, (281) 538-0077
5. Scottish Inn: 601 Texas Ave, (281) 334-4855

An additional list of Kemah Bed and Breakfasts and Short-Term Rental properties is available at kemahtx.gov.



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

X I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

If no room block is established, how will you measure your event's impact on area hotel activity?

Marketing surveys to attendees

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from Kemah HOT Funds, attendance, and the number of hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Methods used to determine attendance: (i.e., crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

What percentage of your event/program attendees are estimated to be nonlocal visitors? 90 %

What percentage of your event/program attendees are local? 10 %

List any other organizations, government entities or sponsorship funding support for this event/project:

Party Parrots, Texas Festival Ground, Galveston Steampunk Festival and Texas Ren Fest

How will HOT Funds be used if awarded?

Marketing and advertising the event to attract more attendees



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Will the event charge admission? yes

Do you anticipate a net profit from the event? What is the anticipated amount if there is a net profit, and how will it be used?

If a profit is received a portion will be set aside for future local tourism and the remainder will be donated to the non-profit CAP, Inc.

List Event Sponsors/Co-Sponsors:

Party Parrots, Texas Festival Grounds, Texas Ren Fest, Galveston Steampunk Festival, Clear Creek Winery and Advanced Marine LLC

Total Event Budget: 11,750.00 Combined Events

Percentage of Hotel Tax Support of Related Costs:

100 Percentage of total **event costs** covered by hotel occupancy tax
Percentage of total **facility costs** covered by HOT for the Funded Event/Program/Activity
Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

If staff costs are covered, estimate the percentage of time staff spend annually on the funded event(s) compared to other activities. _____ %

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Discover Kemah encourages organizations to market, advertise and promote projects to audiences at least 60 miles from Kemah. Check all elements the proposed Marketing Plan includes that meet this:

- ☒ Out of Home (OOH) advertising
- ☒ Radio
- ☐ TV commercials
- ☒ Booths (events or shows)
- ☒ Print ads
- ☒ Newspaper coverage
- ☒ Other print magazines

- ☒ Social media ads/boosts
- ☒ Display ads (digital banner ads, etc.)
- ☒ OTT (internet/streaming ads)
- ☒ Digital/Comprehensive campaign
- ☐ Direct mail
- ☐ Mobile advertising (phones)
- ☐ Paid search advertising (PPC)

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

When will the campaign begin? Aug 2025

Does the Project have a website, social media page or tagging? If so, list below.

Social Media: Facebook

Website: www.partyparrots.com & www.caphouston.org

Tagging (i.e., #DiscoverKemah): #PartyParrots & #ParadingPirates

Will you submit press releases about the event? yes

Who is responsible for writing and distributing press releases? Contact: Scarlett Macaw

Phone: 713.783.2473 /713.805.3100 Email: smacaw@partyparrots.com

What geographic area does your advertising target?

Houston Metro & Bay Area

How many individuals located in another city or county will your proposed marketing reach?

1000's

IV. CERTIFICATION

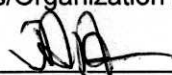
I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of Kemah and Discover Kemah in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside the City of Kemah.

I certify the information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Kemah must be expended as I have represented in this application and according to any requirements set by the City of Kemah Council and the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Kemah, said funds will be returned to the City of Kemah within ten (10) days from the date the City of Kemah demands such.

I understand that submission of an application does not guarantee funding, in whole or in part.

Citizens For Avian Protection, Inc & Party Parrots

Business/Organization Name


Applicant's Signature

August 1, 2025

Date

Scarlett Macaw

Applicant's Printed Name



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

2

Attachment 2

Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan, which is a required supplement to all Sponsorship Funding applications.

Overall Project budget: 11000.00

Total Marketing Expenses: 5000.00

Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

Flyers, banners, t-shirts, membership to local Convention Bureaus: Houston First, Galveston Convention and Visitors Bureau, League City Chamber of Commerce, Galveston Daily News and local magazines:

Bay Area

List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	<u>Galveston Daily News</u>	<u>33000</u>
	<u></u>	<u></u>
magazines:	<u>Bay Area News</u>	<u>300,000</u>
	<u></u>	<u></u>
flyers	<u></u>	<u></u>
other:	<u>Houston First Convention Bureau</u>	<u>>2 million</u>



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- Include the number of subscriptions for the print advertising. The media agency usually supplies this information.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e., total reach, Click-Thru- Rates, unique/new page visitors, length of page sessions, etc.)

Membership Convention Bureau

Facebook Insights

Website

Number of Digital Impressions: 8000 Actions/Clicks: 10,000

Radio/TV

Briefly describe any radio or TV promotions and the goals or reach of each.

Other

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.

See Personal Appearance Schedule Attachment, Booths and Parades



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach.

Type text here

text here

How many targeted individuals/families are at least 60 miles from Kemah? 90%

Type text here



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

Post Event Report Form

August 2025

Must be submitted no later than 60 days following project completion

Organization Information

Name of Organization	Citizens For Avian Protection, Inc & Party Parrots		
Address	10878 Westheimer, Ste 254		
City/State/Zip	Houston, TX 77042		
Contact Person	Scarlett Macaw		
Contact Phone Number	Cell 713.805.3100	Work/Home	713.783.2473
Email			
Website	86-1050458		
Non Profit?	Federal Tax I.D.#		
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Proposal Information

Name of Project	Pirates Pre-Party Pirate Fest		
Date of Project	February 14, 2025		
Amount of HOT Sponsorship Funds Awarded	0.00		
Amount of Funds eligible for reimbursement			
Number of attendees			
Local Visitors	estimated 200	actual	150
Out of Town Visitors	estimated 100	actual	70
Number of Hotel rooms booked by project participants	10		
<p>Please provide documentation on how attendance and hotel room bookings were tracked or how business development was promoted through your project.</p> <p>Survey Poll</p>			

Citizens for Avian Protection

Income Statement

For the Years 2025-2026

Revenue		Total
	Tickets – 50 at \$25/each	1,000.00
	Silent auction/raffle \$20/person	<u>1,000.00</u>
Total Revenue		2,000.00
Expenses		
Marketing	Advertising	-750.00
	Flyers, Posters	-500.00
	T-shirts	-250.00
	Promos – lanyards, shot glasses	-500.00
	Photography	<u>-1,000.00</u>
Marketing Total:		-3,000.00
	Hotel – 5 rooms	-1,000.00
	Gas - pirate ship	-500.00
	Entertainment/4 birds	-1,000.00
	General Office supplies/printing	<u>-250.00</u>
Total Expenses		-5,750.00
Total Revenue and Expenses		-3750.00

Citizens for Avian Protection – Pub Crawl

Income Statement

For the Years 2025-2026

Revenue		Total
	Tickets – 50 at \$25/each	1,000.00
	Silent auction/raffle \$20/person	<u>1,000.00</u>
Total Revenue		2,000.00
Expenses		
Marketing	Advertising	-750.00
	Flyers, Posters	-500.00
	T-shirts	-250.00
	Promos – lanyards, shot glasses	-500.00
	Photography	<u>-1,000.00</u>
Marketing Total:		-3,000.00
	Hotel – 5 rooms	-1,000.00
	Gas - pirate ship	-500.00
	Entertainment/4 birds	-1,000.00
	General Office supplies/printing	<u>-250.00</u>
Total Expenses		-5,750.00
Total Revenue and Expenses		-3750.00

Citizens for Avian Protection – Winery Venue**Income Statement**

For the Years 2025-2026

Revenue		Total
	Tickets – 50 at \$25/each	1,000.00
	Silent auction/raffle \$20/person	<u>1,000.00</u>
Total Revenue		2,000.00
Expenses		
Marketing	Advertising	-750.00
	Winery venue	-1,000.00
	Flyers, Posters	-500.00
	Promos – lanyards, shot glasses	-500.00
	Hotel – 5 rooms	<u>-500.00</u>
Total Marketing		-3,250.00
	Gas - pirate ship	-500.00
	Entertainment/4 birds	-1,000.00
	General Office supplies/printing	-250.00
	Photography	<u>-1,000.00</u>
Total Expenses		-6,000.00
Total Revenue and Expenses		-4,000.00

HOT SPONSORSHIP REQUESTS AND RECOMMENDATIONS

Organization	Amount Requested	Last Year	Recommended Award	Score	Rank
Boardwalk	50,000	30,000	19,000	82	5
Krewe du Lac	4,500	6,000	4,500	75	6
Yachty Gras	12,500	7,500	7,500	95	1
Outlaw Challenge	30,000	25,000	25,000	86	3
Boot Scoot	2,000	na	1,000	50	8
BLM publications	16,784	na	10,000	75	6
Elite Fishing	20,400	19,756	18,000	95	1
Party Parrots	4,000	0	0	17	11
3 Bros	5,000	na	2,500	45	9
Chamber	7,500	7,500	7,500	83	4
Children of	16,000	0	0	32	10
	168,684	95,756	95,000		

Boardwalk Fireworks (Fridays June - July) *

Courtyard Houston Kemah

805 Harris Ave, Kemah, TX 77565

Daily Insights

Fri, June 06, 2025

Visits

227

Vs. Last Year ⓘ

-3% (233)

Vs. Prev. Friday ⓘ

-12% (259)

Vs. Avg. Friday ⓘ

-34% (343)

Kemah Boardwalk

215 Kipp Ave, Kemah, TX 77565

Daily Insights

Fri, June 06, 2025

Visits

7.1K

Vs. Last Year ⓘ

-10% (7.91K)

Vs. Prev. Friday ⓘ

+98% (3.58K)

Vs. Avg. Friday ⓘ

-13% (8.2K)

Courtyard Houston Kemah

805 Harris Ave, Kemah, TX 77565

Daily Insights

Fri, June 13, 2025

Visits

140

Vs. Last Year ⓘ

-61% (360)

Vs. Prev. Friday ⓘ

-38% (227)

Vs. Avg. Friday ⓘ

-59% (343)

Kemah Boardwalk

215 Kipp Ave, Kemah, TX 77565

Daily Insights

Fri, June 13, 2025

Visits

5.3K

Vs. Last Year ⓘ

-23% (6.86K)

Vs. Prev. Friday ⓘ

-25% (7.1K)

Vs. Avg. Friday ⓘ

-35% (8.2K)

Courtyard Houston Kemah

805 Harris Ave, Kemah, TX 77565

Daily Insights

Fri, June 20, 2025

Visits

432

Vs. Last Year ⓘ

+38% (312)

Vs. Prev. Friday ⓘ

+209% (140)

Vs. Avg. Friday ⓘ

+26% (343)

Kemah Boardwalk

215 Kipp Ave, Kemah, TX 77565

Daily Insights

Fri, June 20, 2025

Visits

7.69K

Vs. Last Year ⓘ

+2% (7.54K)

Vs. Prev. Friday ⓘ

+45% (5.3K)

Vs. Avg. Friday ⓘ

-6% (8.2K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Fri, June 27, 2025		Daily Insights Fri, June 27, 2025	
Visits 331	Vs. Last Year ⓘ +14% (290)	Visits 7.89K	Vs. Last Year ⓘ -2% (8.03K)
Vs. Prev. Friday ⓘ -23% (432)	Vs. Avg. Friday ⓘ -3% (343)	Vs. Prev. Friday ⓘ +3% (7.69K)	Vs. Avg. Friday ⓘ -4% (8.2K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Fri, July 04, 2025		Daily Insights Fri, July 04, 2025	
Visits 742	Vs. Last Year ⓘ -22% (956)	Visits 19.87K	Vs. Last Year ⓘ -7% (21.3K)
Vs. Prev. Friday ⓘ +124% (331)	Vs. Avg. Friday ⓘ +117% (343)	Vs. Prev. Friday ⓘ +152% (7.89K)	Vs. Avg. Friday ⓘ +142% (8.2K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Fri, July 11, 2025		Daily Insights Fri, July 11, 2025	
Visits 174	Vs. Last Year ⓘ -67% (521)	Visits 6.74K	Vs. Last Year ⓘ +76% (3.83K)
Vs. Prev. Friday ⓘ -77% (742)	Vs. Avg. Friday ⓘ -49% (343)	Vs. Prev. Friday ⓘ -66% (19.87K)	Vs. Avg. Friday ⓘ -18% (8.2K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Fri, July 18, 2025	Daily Insights Fri, July 18, 2025
Visits 435	Visits 5.71K
Vs. Last Year ⓘ +22% (356)	Vs. Last Year ⓘ -7% (6.14K)
Vs. Prev. Friday ⓘ +150% (174)	Vs. Prev. Friday ⓘ -15% (6.74K)
Vs. Avg. Friday ⓘ +27% (343)	Vs. Avg. Friday ⓘ -30% (8.2K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Fri, July 25, 2025	Daily Insights Fri, July 25, 2025
Visits 260	Visits 5.33K
Vs. Last Year ⓘ -50% (517)	Vs. Last Year ⓘ +2% (5.24K)
Vs. Prev. Friday ⓘ -40% (435)	Vs. Prev. Friday ⓘ -7% (5.71K)
Vs. Avg. Friday ⓘ -24% (343)	Vs. Avg. Friday ⓘ -35% (8.2K)

*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

Chamber Christmas Boat Parade (Dec 14) *

<div>Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565</div> <div>Daily Insights Sat, December 14, 2024</div> <div><div>Visits</div><div>371</div><div>Vs. Last Year ⓘ +19% (311)</div><div>Vs. Prev. Saturday ⓘ +83% (203)</div><div>Vs. Avg. Saturday ⓘ 0% (371)</div></div>	<div>Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565</div> <div>Daily Insights Sat, December 14, 2024</div> <div><div>Visits</div><div>12.31K</div><div>Vs. Last Year ⓘ +91% (6.44K)</div><div>Vs. Prev. Saturday ⓘ +277% (3.27K)</div><div>Vs. Avg. Saturday ⓘ 0% (12.31K)</div></div>
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*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

Elite Fishing Tournament (July 16-19) *

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Wed, July 16, 2025	Daily Insights Wed, July 16, 2025
Visits 294	Visits 2.64K
Vs. Last Year ⓘ +65% (178)	Vs. Last Year ⓘ -6% (2.82K)
Vs. Prev. Wednesday ⓘ +46% (202)	Vs. Prev. Wednesday ⓘ +7% (2.47K)
Vs. Avg. Wednesday ⓘ 0% (294)	Vs. Avg. Wednesday ⓘ 0% (2.64K)
Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Thu, July 17, 2025	Daily Insights Thu, July 17, 2025
Visits 200	Visits 5.95K
Vs. Last Year ⓘ -14% (232)	Vs. Last Year ⓘ +28% (4.65K)
Vs. Prev. Thursday ⓘ +42% (141)	Vs. Prev. Thursday ⓘ +30% (4.56K)
Vs. Avg. Thursday ⓘ 0% (200)	Vs. Avg. Thursday ⓘ 0% (5.95K)
Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Fri, July 18, 2025	Daily Insights Fri, July 18, 2025
Visits 435	Visits 5.71K
Vs. Last Year ⓘ +22% (356)	Vs. Last Year ⓘ -7% (6.14K)
Vs. Prev. Friday ⓘ +150% (174)	Vs. Prev. Friday ⓘ -15% (6.74K)
Vs. Avg. Friday ⓘ 0% (435)	Vs. Avg. Friday ⓘ 0% (5.71K)

*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

Krewe du Lac Mardi Gras Parade (February 15) *

<div><div>Courtyard Houston Kemah</div><div>805 Harris Ave, Kemah, TX 77565</div></div> <div><div>Daily Insights</div><div>Sat, February 15, 2025</div></div> <div><div>Visits</div><div>305</div></div> <div><div>Vs. Last Year ⓘ</div><div>-23% (398)</div></div> <div><div>Vs. Prev. Saturday ⓘ</div><div>-6% (324)</div></div> <div><div>Vs. Avg. Saturday ⓘ</div><div>0% (305)</div></div>	<div><div>Kemah Boardwalk</div><div>215 Kipp Ave, Kemah, TX 77565</div></div> <div><div>Daily Insights</div><div>Sat, February 15, 2025</div></div> <div><div>Visits</div><div>5.59K</div></div> <div><div>Vs. Last Year ⓘ</div><div>+13% (4.94K)</div></div> <div><div>Vs. Prev. Saturday ⓘ</div><div>-15% (6.61K)</div></div> <div><div>Vs. Avg. Saturday ⓘ</div><div>0% (5.59K)</div></div>
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*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

Texas Outlaw Challenge (June 18-21) *

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Wed, June 18, 2025		Daily Insights Wed, June 18, 2025	
Visits 162	Vs. Last Year ⓘ 0% (162)	Visits 2.57K	Vs. Last Year ⓘ +431% (484)
Vs. Prev. Wednesday ⓘ -17% (196)	Vs. Avg. Wednesday -8% (176)	Vs. Prev. Wednesday ⓘ +61% (1.6K)	Vs. Avg. Wednesday +12% (2.3K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Thu, June 19, 2025		Daily Insights Thu, June 19, 2025	
Visits 214	Vs. Last Year ⓘ +32% (162)	Visits 6.2K	Vs. Last Year ⓘ +1,181% (484)
Vs. Prev. Thursday ⓘ +44% (149)	Vs. Avg. Thursday ⓘ +38% (154)	Vs. Prev. Thursday ⓘ +87% (3.32K)	Vs. Avg. Thursday ⓘ +30% (4.78K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565		Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565	
Daily Insights Fri, June 20, 2025		Daily Insights Fri, June 20, 2025	
Visits 432	Vs. Last Year ⓘ +38% (312)	Visits 7.69K	Vs. Last Year ⓘ +2% (7.54K)
Vs. Prev. Friday ⓘ +209% (140)	Vs. Avg. Friday ⓘ +53% (282)	Vs. Prev. Friday ⓘ +45% (5.3K)	Vs. Avg. Friday ⓘ +10% (6.99K)

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565	Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565
Daily Insights Sat, June 21, 2025	Daily Insights Sat, June 21, 2025
Visits 591	Visits 10.38K
Vs. Last Year ⓘ +46% (405)	Vs. Last Year ⓘ -13% (11.97K)
Vs. Prev. Saturday ⓘ +70% (348)	Vs. Prev. Saturday ⓘ +28% (8.12K)
Vs. Avg. Saturday ⓘ +47% (402)	Vs. Avg. Saturday ⓘ +8% (9.59K)

*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

Toughest 10 K (September 14) * **

<p>Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565</p> <p>Daily Insights Sat, September 13, 2025</p> <table> <tr> <td>Visits 177</td> <td>Vs. Last Year ⓘ -39% (291)</td> </tr> <tr> <td>Vs. Prev. Saturday ⓘ +23% (144)</td> <td>Vs. Avg. Saturday ⓘ 0% (177)</td> </tr> </table>	Visits 177	Vs. Last Year ⓘ -39% (291)	Vs. Prev. Saturday ⓘ +23% (144)	Vs. Avg. Saturday ⓘ 0% (177)	<p>Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565</p> <p>Daily Insights Sat, September 13, 2025</p> <table> <tr> <td>Visits 6.64K</td> <td>Vs. Last Year ⓘ -8% (7.22K)</td> </tr> <tr> <td>Vs. Prev. Saturday ⓘ +9% (6.09K)</td> <td>Vs. Avg. Saturday ⓘ 0% (6.64K)</td> </tr> </table>	Visits 6.64K	Vs. Last Year ⓘ -8% (7.22K)	Vs. Prev. Saturday ⓘ +9% (6.09K)	Vs. Avg. Saturday ⓘ 0% (6.64K)
Visits 177	Vs. Last Year ⓘ -39% (291)								
Vs. Prev. Saturday ⓘ +23% (144)	Vs. Avg. Saturday ⓘ 0% (177)								
Visits 6.64K	Vs. Last Year ⓘ -8% (7.22K)								
Vs. Prev. Saturday ⓘ +9% (6.09K)	Vs. Avg. Saturday ⓘ 0% (6.64K)								
<p>Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565</p> <p>Daily Insights Sun, September 14, 2025</p> <table> <tr> <td>Visits 171</td> <td>Vs. Last Year ⓘ -14% (199)</td> </tr> <tr> <td>Vs. Prev. Sunday ⓘ -28% (237)</td> <td>Vs. Avg. Sunday ⓘ 0% (171)</td> </tr> </table>	Visits 171	Vs. Last Year ⓘ -14% (199)	Vs. Prev. Sunday ⓘ -28% (237)	Vs. Avg. Sunday ⓘ 0% (171)	<p>Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565</p> <p>Daily Insights Sun, September 14, 2025</p> <table> <tr> <td>Visits 6.02K</td> <td>Vs. Last Year ⓘ -6% (6.41K)</td> </tr> <tr> <td>Vs. Prev. Sunday ⓘ +91% (3.16K)</td> <td>Vs. Avg. Sunday ⓘ 0% (6.02K)</td> </tr> </table>	Visits 6.02K	Vs. Last Year ⓘ -6% (6.41K)	Vs. Prev. Sunday ⓘ +91% (3.16K)	Vs. Avg. Sunday ⓘ 0% (6.02K)
Visits 171	Vs. Last Year ⓘ -14% (199)								
Vs. Prev. Sunday ⓘ -28% (237)	Vs. Avg. Sunday ⓘ 0% (171)								
Visits 6.02K	Vs. Last Year ⓘ -6% (6.41K)								
Vs. Prev. Sunday ⓘ +91% (3.16K)	Vs. Avg. Sunday ⓘ 0% (6.02K)								

*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

** This event has not been a previous HOT sponsorship recipient.

YachtyGras Parade (March 1) * **

Courtyard Houston Kemah 805 Harris Ave, Kemah, TX 77565				Kemah Boardwalk 215 Kipp Ave, Kemah, TX 77565			
Daily Insights Sat, March 01, 2025				Daily Insights Sat, March 01, 2025			
Visits		Vs. Last Year ⓘ		Visits		Vs. Last Year ⓘ	
305		+24% (246)		11.5K		+17% (9.84K)	
Vs. Prev. Saturday ⓘ		Vs. Avg. Saturday ⓘ		Vs. Prev. Saturday ⓘ		Vs. Avg. Saturday ⓘ	
+7% (285)		+3% (295)		+616% (1.61K)		+75% (6.56K)	

*Boardwalk Inn is located within a larger enclosed structure. Therefore, visitation data is unavailable. This report presents data for Kemah Boardwalk, the enclosing property.

** The original date for the parade was Feb 22; however, it was rescheduled due to severe weather.

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