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**WORKSHOP  
AGENDA**

January 7, 2026  
5:00 PM

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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**

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

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
<b>Official Name of Organization</b>	<b>Date of Submission</b>
Jeremy Fermo	JeremyFermo@3brosrunning.com
<b>Contact Person</b>	<b>Email</b>
11635 Beaverbrook st	409-344-2575
<b>Address</b>	<b>Phone</b>
3brosrunning.com	3 Bros Running on all socials
<b>Website Address</b>	Social Media (Facebook, Twitter, Instagram)
Is your organization:	<input type="checkbox"/> Non-Profit <input checked="" type="checkbox"/> 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

3 Bros Running Company	Toughest 10k Kemah
Host Organization	Event/Program Name
Kemah Boardwalk	Sept 14, 2025
Primary Location of Event/Program	Date
5 am - 9 am	Nov 13, 2025
Event Time(s) - Start & End	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 accommodations 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](http://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?

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 Chevrolet, 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 Chevrolet, 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 type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input checked="" 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 checked="" type="checkbox"/> OTT (internet/streaming ads) <input checked="" type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input checked="" type="checkbox"/> Mobile advertising (phones) <input checked="" type="checkbox"/> Paid search advertising (PPC)
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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 @3brosrunning 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@3brosrunning.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

<b>Toughest 10k Kemah Budget</b>		
<b>Event or Program Name:</b>	Toughest 10k Kemah	
*Denote expenses to be covered using Hotel Occupancy Tax		
<u>Income</u>	<u>Projected</u>	<u>Actual</u>
<b>Event Fund Account Balance</b>	\$ 30,000	
Sponsorship		
Dicks Sporting Goods	\$ 1500.00	
Speedy Stop	\$ 250.00	
Fertita Chevrolet	\$ 800.00	
	<b>Total Income:</b>	<b>\$ 32,550</b>
<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	
	<b>Subtotal Direct Expenses:</b>	<b>\$ 26,500</b>
Indirect Expenses		
General Overhead		
Office Supplies	\$ 650.00	
Support Staff	\$ 5,400.00	
	<b>Subtotal Indirect Expenses:</b>	<b>\$ 6,000.00</b>
	<b>Total Expenses:</b>	<b>\$ 32,550</b>
	<b>Profit / (Loss):</b>	<b>\$ -</b>
	<b>*Total HOT expenses</b>	<b>\$ 5,000</b>



## 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		
magazines:		
flyers	500	500
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.)

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

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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..

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

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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.

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### 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

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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

- Post-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



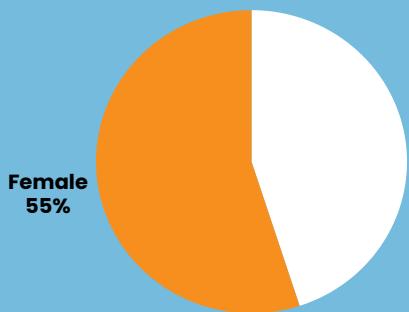
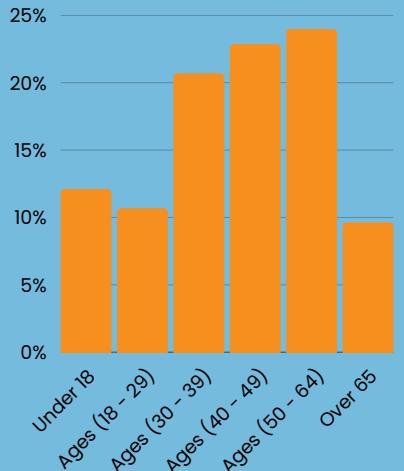
5 Countries



22 States



274 Cities



**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**

AUGUST

3, 2024



91K Views

TO

43K Reach

MARCH

20, 2025



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

Total Points: \_\_\_\_\_ / 100

Reviewer Comments:

Organization	Butler Longhorn Museum
Sponsorship	Boot Scootin' Boogie
Date(s)	6/27/2026
Amount Requested	\$2,000
Previously Sponsored	No
Requested	N/A
Approved	N/A

**For Reviewer**

Recommend approval?

Amount recommended?

Notes:



## 2026 HOTEL OCCUPANCY TX FUNDING APPLICATION

### 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 FM518F 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
- 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
<b>Total Income</b>	<b>53,120</b>

### Cost of Goods Sold

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

### 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
<b>Total Expenses</b>	<b>36970</b>
<b>Net Income</b>	<b>8450</b>

~~Art Marketing Event~~**II. A EVENT/PROJECT/PROGRAM INFORMATION**Butler Longhorn Museum

Host Organization

Museum/Kemah Community Center

Primary Location of Event/Program

Fri 2/26-7p-9p Sat 2/27-6:30p-10p

Event Time(s) - Start &amp; End

Kemah's Boot Scoot'n Boogie

Event/Project/Program Name

2/27/2026

Date

6/27/26

Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: 2000How many years have you held this Event or Project? New Event to Kemah ( Held Tyrs Prior to 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 II*

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](http://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 Conwell  
Applicant's Signature

8/17/2025  
Date

Annette Conwell  
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:

~~None~~ 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 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 type="checkbox"/> OTT (internet/streaming ads)
<input type="checkbox"/> Booths (events or shows)	<input 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 _____	<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</u>	<u>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**

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

# 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@butlerlonghormuseum.com](mailto:info@butlerlonghormuseum.com)**

**501c3**



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



[butlerlonghornmuseum.org](http://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](mailto: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 20<sup>th</sup> 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](http://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@butlerlonghormuseum.org](mailto:info@butlerlonghormuseum.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
<b>Tourism Impact</b> (Does the event/project demonstrate potential to attract visitors to Kemah and generate overnight stays?)	<b>0–30</b>		
<b>Economic Benefit</b> (Will the event/project create a positive economic impact for local businesses, restaurants, hotels, etc.?)	<b>0–25</b>		
<b>Marketing &amp; Promotion Plan</b> (Is there a clear plan to promote Kemah to tourists beyond the local community?)	<b>0–20</b>		
<b>Alignment with State HOT Guidelines</b> (Is the request consistent with allowed uses of HOT funds under Texas law?)	<b>0–15</b>		
<b>Budget &amp; Accountability</b> (Is the budget clear, realistic, and supported by documentation? Is there a plan for post-event reporting?)	<b>0–10</b>		

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

### 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 FM518F 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
- 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
<b>Total Income</b>	<b>53,120</b>

### Cost of Goods Sold

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

### 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
<b>Total Expenses</b>	<b>36970</b>
<b>Net Income</b>	<b>8450</b>

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

Butter Longhorn Museum  
 Host Organization

Texas (Beyond 60-mile Radius)  
 Primary Areas Promoted

10/1/2025  
 Campaign Launch Date

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

8/17/2025  
 Date

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

Report Total Amount of HOT Funds Requested: 167,84

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% Yellof  
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 throughout 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:

10% 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 ToDo  
? Galveston Day - 24,000 subscribers + online - targeting cruise  
Social media - All directed outside 60 mile radius

### IV. CERTIFICATION

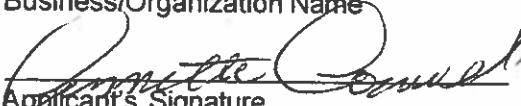
I have read the City of Kemah's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the 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



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  
1/4 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**

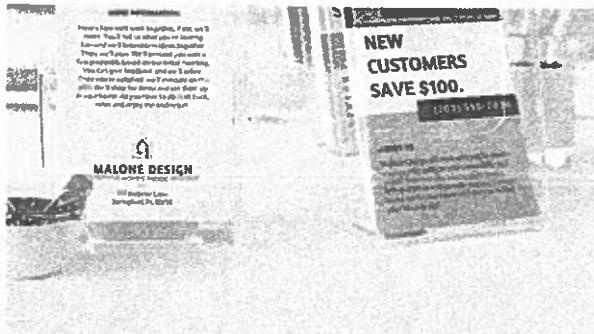
*Attached*

## SCREEN VISION MEDIA

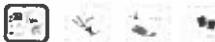
**Once again this would be showcasing the museum thru a Play and Staycation or pre-cruise stay. This is movie theatre advertising between movies. We have done This before with great results. As noted on documents attached The plan is for 75 movie screens and a 26 week run. This plan Can be customized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

**Up to \$10,072**

*Attached*



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



*Vistaprint*

[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

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 Have a design? Upload and edit it

[Get a pre-printed sample](#)

[Specs & Templates](#)

[Product Options](#)

## 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

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
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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

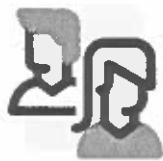
Canva 100lb Card Gloss Qty. 1000 \$300

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



2.5

**M** 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 types<sup>1</sup>—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.<sup>2</sup>

But before they decide on a business, **96% of people on Yelp are comparing their options**.<sup>2</sup> 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.<sup>2</sup>

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.<sup>2</sup>

## 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.**<sup>3</sup>



**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.**<sup>4</sup> 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.**<sup>2</sup>

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.<sup>2</sup> 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

## Yelp Conversion Tracking

September 3, 2024

### 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](mailto:theemporium@comcast.net)  
**Subject:** Fwd: Public Service Advertising  
**Date:** Aug 17, 2025 at 1:53:24 PM  
**To:** Annette's Emporium [theemporium@comcast.net](mailto:theemporium@comcast.net)

---

Sent from my iPhone

Begin forwarded message:

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

Sent from my iPhone

Begin forwarded message:

**From:** "Vela, Lee" <[leevela@clearchannel.com](mailto:leevela@clearchannel.com)>  
**Date:** July 21, 2025 at 4:22:55PM CDT  
**To:** [info@butlerlonghornmuseum.org](mailto:info@butlerlonghornmuseum.org)  
**Cc:** "Dean, Tammy"  
<[tammydean@clearchannel.com](mailto: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](mailto:leevela@clearchannel.com)  
[clearchanneloutdoor.com](http://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.
- 6) Clear Channel Outdoor reserves the right to review, approve or reject all artwork.
- 7) 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 Deacon  
[tammydeacon@clearchannel.com](mailto:tammydeacon@clearchannel.com)

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

1. Organization:

---

---

2. Address:

**From:** Monica [info@butlerlonghormuseum.com](mailto:info@butlerlonghormuseum.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](mailto:theemporium@comcast.net)

---

Sent from my iPhone

Begin forwarded message:

**From:** David Lindsey <[dlindsey@screenvisionmedia.com](mailto:dlindsey@screenvisionmedia.com)>  
**Date:** July 17, 2025 at 4:34:01 PM CDT  
**To:** [info@butlerlonghormuseum.org](mailto:info@butlerlonghormuseum.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,

DAVE LINDSEY  
Screenvision Media Network  
West Region  
800.222.1234  
[www.screenvisionmedia.com](http://www.screenvisionmedia.com)

Downloading  
**image415261.png**  
11 KB

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

268 KB

P**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	ADDRESS	CITY	STATE	ZIP	DMA	COUNTY	SCREENS	IMPRESSIONS	3-MEDIA
5687	Cinema On-Screen	Galveston PrimeTime Cinemas	GALVESTON, TX	Texas	77554	HOUSTON	GALVESTON, TX	11	58,096	\$673
5985	Cinema On-Screen	Pearland PrimeTime Cinema	PEARLAND, TX	Texas	77581	HOUSTON	BRAZORIA, TX	6	58,416	\$713
5989	Cinema On-Screen	Tomball PrimeTime Cinema 6	TOMBALL, TX	Texas	77375	HOUSTON	HARRIS, TX	7	51,631	\$620
7416	Cinema On-Screen	Texas City Premiere Lux Cine 12	TEXAS CITY, TX	Texas	77591	HOUSTON	GALVESTON, TX	12	132,662	\$1,592
9549	Cinema On-Screen	Sing Pearland	HOUSTON, TX	Texas	77048	HOUSTON	HARRIS, TX	12	152,490	\$1,830
9615	Cinema On-Screen	Amc Houston 8	HOUSTON, TX	Texas	77002	HOUSTON	HARRIS, TX	8	68,895	\$827
9628	Cinema On-Screen	Schulman Bay City 8	BAY CITY, TX	Texas	77414	HOUSTON	MATAGORDA, TX	8	73,200	\$878
808007	Cinema On-Screen	Star Cinema Grill City Centre	HOUSTON, TX	Texas	77024	HOUSTON	HARRIS, TX	8	127,891	\$1,536
8436	Cinema On-Screen	Moonstruck Drive-In	HOUSTON, TX	Texas	77020	HOUSTON	HARRIS, TX	3	100,183	\$1,803

Client: Butler Longhorn Museum  
 Email: [info@butlerlonghornmuseum.com](mailto:info@butlerlonghornmuseum.com)  
 Phone: 832-679-6571  
 Agency: 0  
 Sales Rep: David Lindsey  
 Email: [dlindsey@screenvisionmedia.com](mailto:dlindsey@screenvisionmedia.com)  
 Phone: 281-935-9750  
 Date Created: 7/17/2025

Total Impressions	822,664
Audio Only	\$12.73
Total Net Media	\$10,472
Total Creative Costs	\$0
<b>GRAND TOTAL</b>	<b>\$10,472</b>

Front & Center Everywhere Affiliate	Inventory	Spot Duration	Audio	Start	End	# of Weeks	Campaign Scope	# of Venues	# of Screens	# of Impressions	P2+	P2+ Net CPM	Net Media	Creative Costs
Screenvision EPS	ROS - All Ratings	15	Audio	8/4/25	2/1/26	26	Local	6	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

JENNIFER REYNOLDS/The Daily News  
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**

## 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



A fence surrounds the Christian Jordan Building in the 1900 block of Strand Street in Galveston on Wednesday.

— 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

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

Rody 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



the end of my current term in December 2026," Rody said.

"However, after careful consideration and prayer, I have accepted a rare and excep-

tional opportunity to join the faculty at Houston Christian University later this year."

**See RODY » A7**

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# Galveston County District Attorney

to retire next month

#### From Staff Reports

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

Rody 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.

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"However, after careful consideration and prayer, I have accepted a rare and excep-

tional opportunity to join the faculty at Houston Christian University later this year."

**See RODY » A7**

## THE EXPERTS I NEED, WHEREVER I NEED THEM

Methodist  
Methodist Health System





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

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

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:  Non-Profit

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

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](http://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 #
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:

<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>      </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 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](http://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 advertised 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.

7/30/2025

Business/Organization Name

Date

*Mercedes Moore*

Mercedes Moore

Applicant's Signature

Applicant's Printed Name



## 2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

### Attachment 1

<b>SAMPLE BUDGET</b>		
<b>Event or Program Name:</b>		
*Denote expenses to be covered using Hotel Occupancy Tax		
<u>Income</u>	<u>Event Fund Account Balance</u>	<u>Projected</u>
Sponsorship		\$ 75,000.00
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	
	<b>Total Income:</b>	<b>\$ 85,000.00</b>
<u>Expenses</u>		
Direct Expenses		
Advertising		
*Texas Events Calendar (Example)	\$ 2,000.00	
*AAA Southern Traveler (Example)	\$ 3,000.00	
*Email blast (Example)	\$ 500.00	
*Radio	\$ 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	
	<b>Subtotal Direct Expenses:</b>	<b>\$ 79,400.00</b>
Indirect Expenses		
General Overhead		
Office Supplies	\$ 600.00	
Support Staff	\$ 5,000.00	
	<b>Subtotal Indirect Expenses:</b>	<b>\$ 5,600.00</b>
	<b>Total Expenses:</b>	<b>\$ 85,000.00</b>
	<b>Profit / (Loss):</b>	<b>\$ -</b>
	<b>*Total HOT expenses</b>	<b>\$ 15,500.00</b>



## 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.)

---

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---

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

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

Shari Sweeney

Contact Person

1201 NASA Pkwy, Houston 77058

Address

www.clearlakearea.com

Website Address

Is your organization:



Non-Profit

Sept. 2, 2025

Date of Submission

Shari@clearlakearea.com

Email

281-488-7674

Phone

clachamber(FB) clacctx(X, Insta, YouTube)

Social Media (Facebook, Twitter, Instagram)

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. ~~NO~~ 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](http://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 Fall
12/2023	\$7,500	Boardwalk Inn Full	Kemah Boardwalk Fall
12/2022	\$7,500	Boardwalk Inn Full	Kemah Boardwalk Fall

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

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: clacctx

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: 281-488-7107 Email: shari@clearlakearea.com

What geographic area does your advertising target?

-Greater Bay Area Houston region  
-Facebook 70 miles plus away including Dallas/FtWorth, 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

80

ASSETS	
<u>CURRENT ASSETS</u>	
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
<u>PROPERTY AND EQUIPMENT</u>	
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>
<u>LIABILITIES AND CAPITAL</u>	
<u>CURRENT LIABILITIES</u>	
Truist 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
<u>LONG TERM LIABILITIES</u>	
N/P SBA EIDL Loan	142,081
Total Long Term Liabilities	142,081
Total Liabilities	\$ 335,641
<u>FUND BALANCE</u>	
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	Current Month	Year to Date	Year To Date	2023-2024
	Actual	Budget	Actual	Budget	Budget
<b>Revenues</b>					
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	-	-
<b>TOTAL REVENUE</b>	<b>60,530</b>	<b>63,726</b>	<b>850,988</b>	<b>940,000</b>	<b>940,000</b>
<b>Personnel Expenses</b>					
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
<b>TOTAL PERSONNEL EXPENSES</b>	<b>39,967</b>	<b>42,719</b>	<b>507,926</b>	<b>523,800</b>	<b>523,800</b>
<b>Operating and Administrative Exp.</b>					
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
<b>TOTAL OPERATING &amp; ADMIN EXP</b>	<b>19,140</b>	<b>16,140</b>	<b>142,985</b>	<b>158,400</b>	<b>158,400</b>
<b>General Chamber Activities</b>					
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
<b>TOTAL GENERAL ACTIVITIES</b>	<b>8,221</b>	<b>11,379</b>	<b>188,198</b>	<b>225,000</b>	<b>225,000</b>
<b>TOTAL EXPENSES</b>	<b>67,328</b>	<b>70,238</b>	<b>839,109</b>	<b>907,200</b>	<b>907,200</b>
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)
<b>NET INCOME</b>	<b>\$ (9,751)</b>	<b>\$ (8,627)</b>	<b>\$ (23,659)</b>	<b>\$ 7,420</b>	<b>\$ 7,420</b>



# 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
<b>Revenues</b>					
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
<b>TOTAL REVENUE</b>	<b>112,939</b>	<b>112,374</b>	<b>112,939</b>	<b>112,374</b>	<b>880,000</b>
<b>Personnel Expenses</b>					
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
<b>TOTAL PERSONNEL EXPENSES</b>	<b>44,271</b>	<b>44,525</b>	<b>44,271</b>	<b>44,525</b>	<b>523,800</b>
<b>Operating and Adminstrative Exp.</b>					
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
<b>TOTAL OPERATING &amp; ADMIN EXP</b>	<b>9,081</b>	<b>8,730</b>	<b>9,081</b>	<b>8,730</b>	<b>131,200</b>
<b>General Chamber Activities</b>					
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
<b>TOTAL GENERAL ACTIVITIES</b>	<b>35,876</b>	<b>37,380</b>	<b>35,876</b>	<b>37,380</b>	<b>203,350</b>
<b>TOTAL EXPENSES</b>	<b>89,228</b>	<b>90,635</b>	<b>89,228</b>	<b>90,635</b>	<b>858,350</b>
<b>EXCESS (DEFICIENCY) BEFORE DEPR</b>	<b>23,711</b>	<b>21,739</b>	<b>23,711</b>	<b>21,739</b>	<b>21,650</b>
Depreciation	(2,953)	(2,953)	(2,953)	(2,953)	(38,000)
<b>NET INCOME</b>	<b>\$ 20,758</b>	<b>\$ 18,786</b>	<b>\$ 20,758</b>	<b>\$ 18,786</b>	<b>\$ (16,350)</b>



## PROFIT & LOSS SUMMARY

Christmas Boat Lane Parade on Clear Lake  
 A project of the Clear Lake Area Chamber of Commerce

### 2024 project budget –

<b>Goal Net Budget</b>	<b>\$24,000.00</b>
<b>Net Revenue</b>	<b>\$23,258.00</b>

#### 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](http://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](http://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](http://www.clearlakearea.com) home page parade banner.
- Link and 50 words on Boat Parade page on [www.clearlakearea.com](http://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](http://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](http://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](http://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](http://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

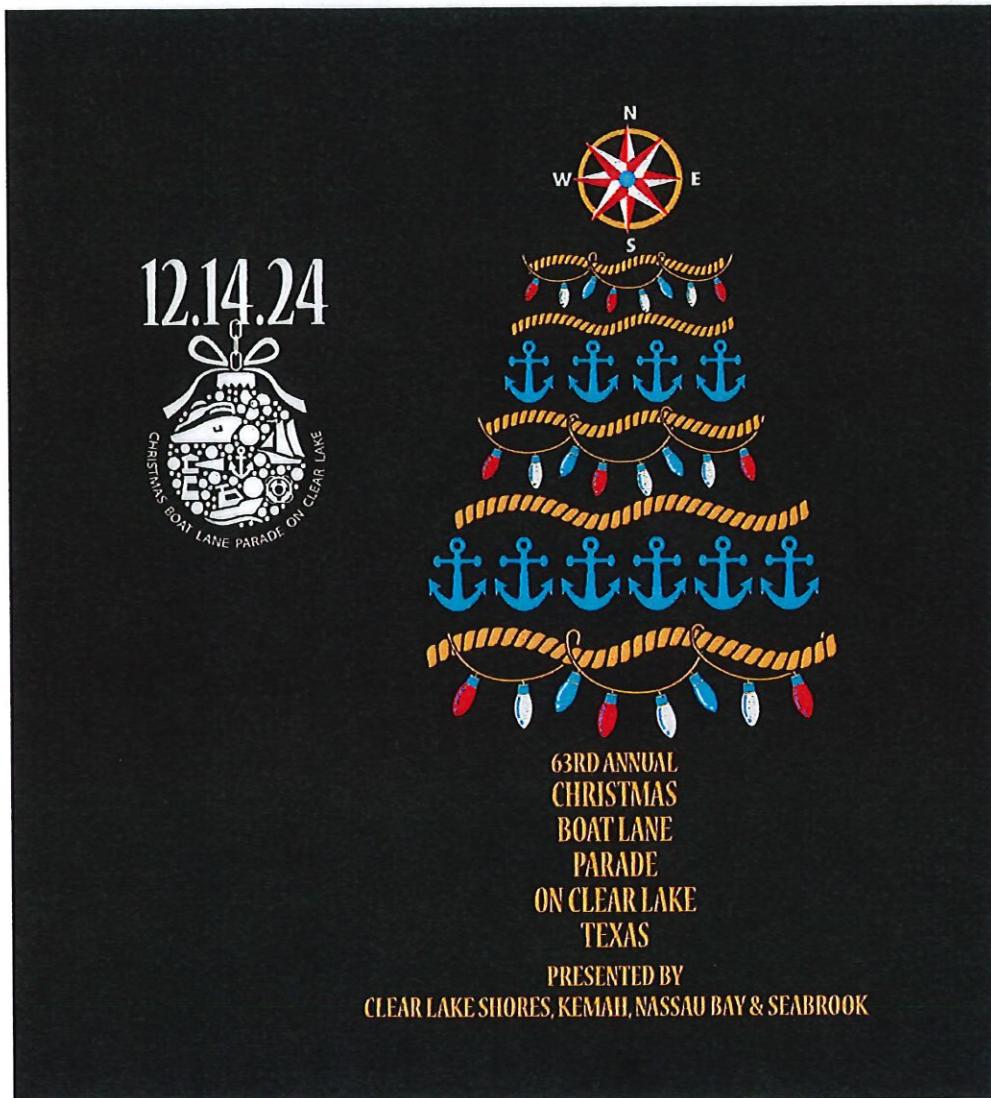


Presenting sponsor award





# SOUVINEER PLATE





shirt front





shirt back





63RD ANNUAL

# CHRISTMAS BOAT LANE PARADE

ON CLEAR LAKE



**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**

**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-

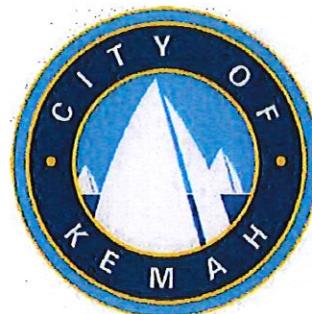
SAM HOUSTON SQUADRON



# 63RD ANNUAL CHRISTMAS BOAT LANE PARADE



## Presenting Sponsors



## Silver Sponsors



LZ TECHNOLOGY, INC.  
*Woman Owned Small Business*



## Bronze Sponsor

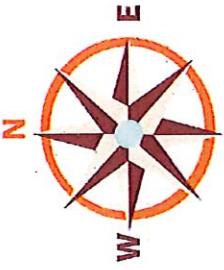


SOUTH SHORE HARBOUR  
resort & conference center



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

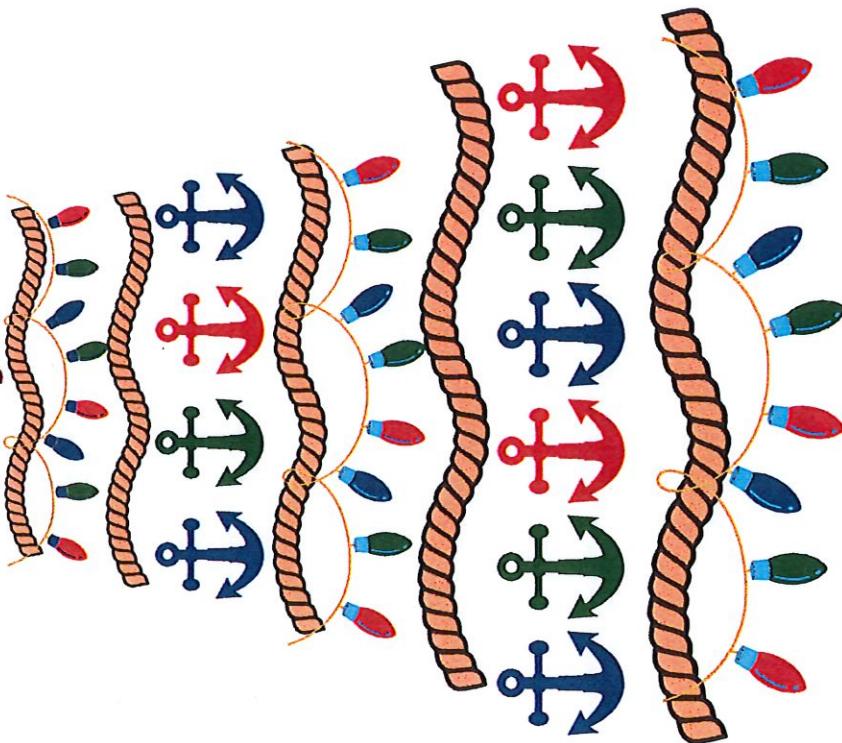
ENCHANTED ROCK

i45NOW

SEABROOK MARINA INC.

TEXAS NAVY-

SAM HOUSTON SQUADRON



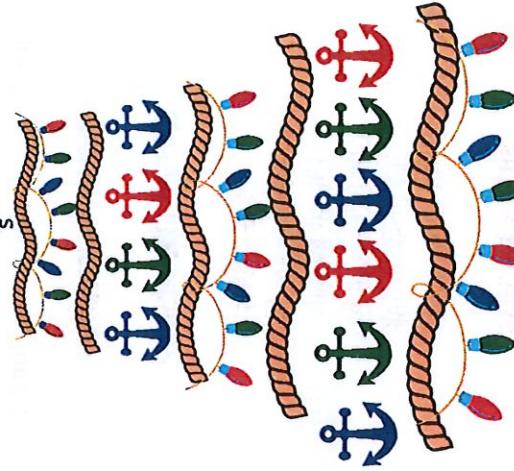


## Brunch Program

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

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

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

Photos...  
to view parade photos scan this QR Code....



Sunday, December 15, 2024  
9:30 AM

South Shore Harbour Resort

A project of the Clear Lake Area Chamber of Commerce  
[www.clearlakearea.com](http://www.clearlakearea.com)

## Awards Brunch

PRESENTED BY  
CLEAR LAKE SHORES, KEMAH, NASSAU BAY,  
SEABROOK & WEBSTER

**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 Deean 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 Sam Houston Squadron

**CONTRIBUTOR**

PhotosbyEddieHarper.com

*Parade Committee*

Parade Chairman Jim Christiansen, Flying Mermaid Ranch and Orchard  
Business Promotions Div. Chairman Deean 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. Vanessa Bartholomew, Sea Lark Chiropractic  
Holly & Pip Bauerlein, TowboatUS Clear Lake

Chuck & Ricki Brady, Soaring Eagle Ranch

Kim Christiansen, David A. Ortiz Foundation

Sandy Christiansen, Flying Mermaid Ranch and Orchard

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

Kelly Donnell, True North Marine

Patti Jett, City of Kemah

Suzi 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

Aspire Medical and Wellness, PLLC  
Black Diamond Real Estate Group  
Blackburn Marine

MarineMax  
Old Glory Construction  
Opus Bistro

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

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

# Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

## Evaluation Criteria

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

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: <u>2-500 over the 3 days</u>	
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](http://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:

<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 _____	<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

7/27/2025

Business/Organization Name

Date

Pat Malone

Pat Malone

Applicant's Signature

Applicant's Printed Name



## 2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

### Attachment 1

<b>SAMPLE BUDGET</b>		
<b>Event or Program Name:</b>		
*Denote expenses to be covered using Hotel Occupancy Tax		
<u>Income</u>	<u>Event Fund Account Balance</u>	<u>Projected</u>
Sponsorship		\$ 75,000.00
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	
	<b>Total Income:</b>	<b>\$ 85,000.00</b>
<u>Expenses</u>		
Direct Expenses		
Advertising		
*Texas Events Calendar (Example)	\$ 2,000.00	
*AAA Southern Traveler (Example)	\$ 3,000.00	
*Email blast (Example)	\$ 500.00	
*Radio	\$ 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	
	<b>Subtotal Direct Expenses:</b>	<b>\$ 79,400.00</b>
Indirect Expenses		
General Overhead		
Office Supplies	\$ 600.00	
Support Staff	\$ 5,000.00	
	<b>Subtotal Indirect Expenses:</b>	<b>\$ 5,600.00</b>
	<b>Total Expenses:</b>	<b>\$ 85,000.00</b>
	<b>Profit / (Loss):</b>	<b>\$ -</b>
	<b>*Total HOT expenses</b>	<b>\$ 15,500.00</b>



## 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!



WB  
WARNER BROS.  
DISCOVERY



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  
TEXAS

# 2025 LIGHTHOUSE DISTRICT STAGE SET UP AND FAN INTERACTION





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





WARNER BROS.  
DISCOVERY



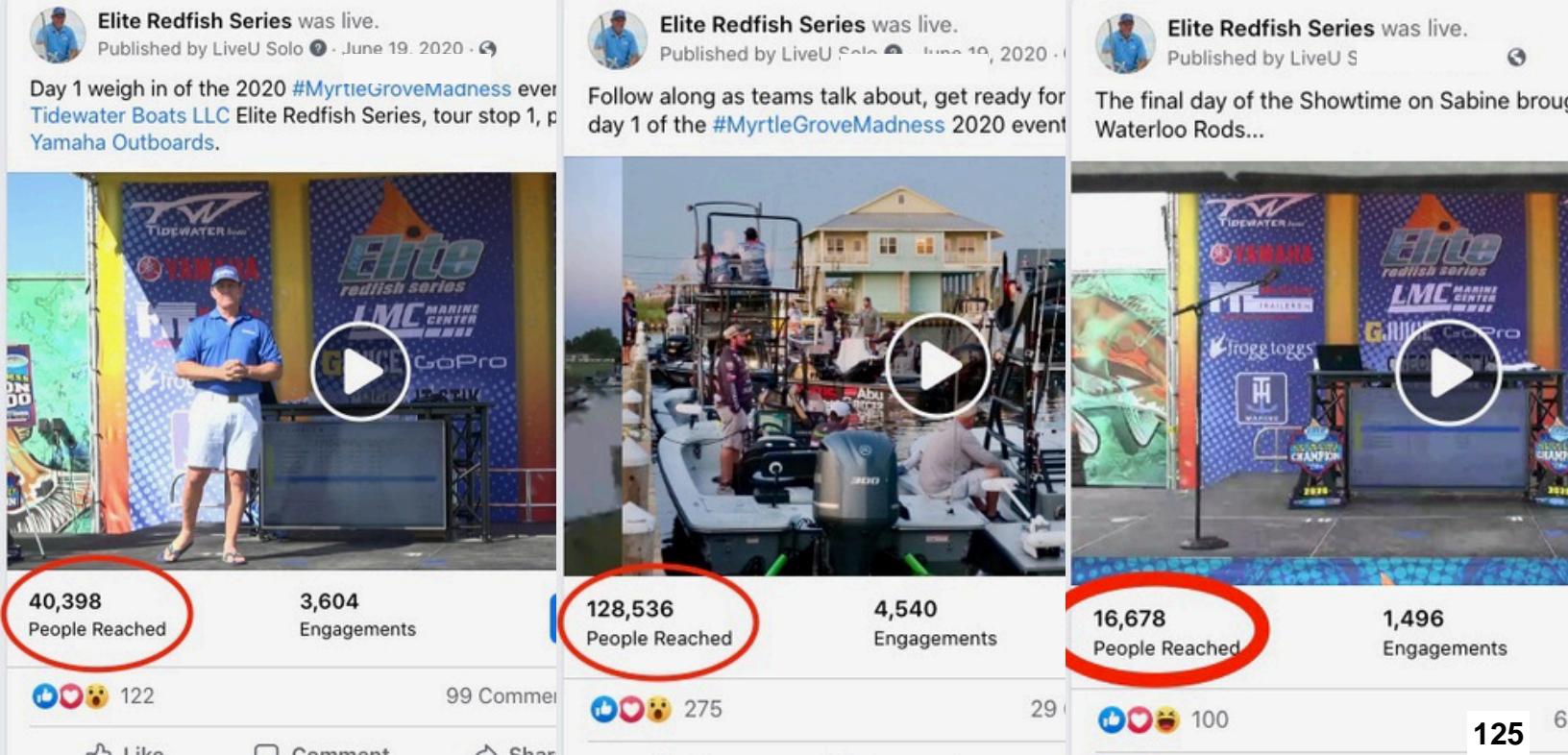
# COMMUNITY FAN INTERACTION

## DIGITAL

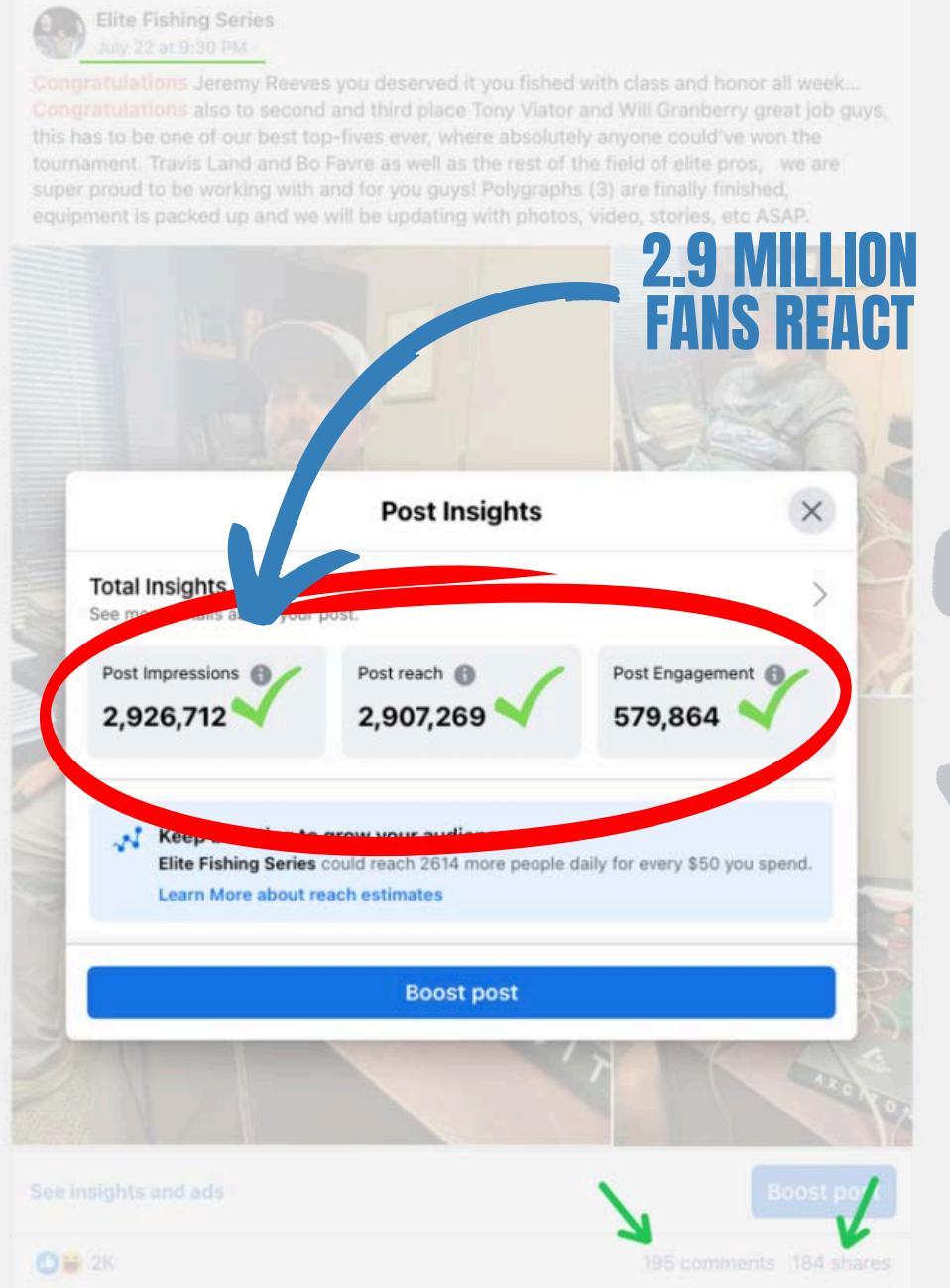


## MONTHLY IMPRESSIONS AVERAGE FROM 5 ELITE SOCIAL SITES

**312,409**



# 2024 RECORD SETTING ORGANIC INTERACTION WITH FANS



2.9 MILLION  
FANS REACT

2024

FEB 2024  
28 DAY PERIOD

REACH UP  
400 - 500 - 600%



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)

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	180000	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.



WARNER BROS.  
DISCOVERY

# #1 NATIONALLY TELEVISED SERIES 2021- 2024



WARNER BROS.  
DISCOVERY

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** MILLION  
2020-24 **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-airs 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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Kemah Texas rep)



FY 2024	BUDGETED	PAID	FY 2025	REQUESTED	APPROVED
AVIAN PIRATES	\$4,000.00	\$4,000.00	T BONE TOMS SWIM	\$5,000.00	\$5,000.00
KEMAH SALUTE TO MILITARY	\$23,592.00	\$23,592.00	KREWE DU LAC	\$6,000.00	\$6,000.00
KREWE DU LAC	\$6,000.00	\$6,500.00	TEXAS OUTLAW CHALLENGE	\$25,000.00	\$25,000.00
TEXAS OUTLAW CHALLENGE	\$25,000.00	\$25,000.00	YACHTY GRAS	\$20,000.00	\$7,500.00
YACHTY GRAS	\$15,000.00	\$12,131.96	ELITE REDFISHING	\$25,000.00	\$25,000.00
ELITE REDFISHING	\$25,000.00	\$24,635.00	CHRISTMAS BOAT PARADE	\$7,500.00	\$7,500.00
	<hr/>	<hr/>	FIREWORKS	<hr/>	<hr/>
	\$98,592.00	\$95,858.96		\$50,000.00	\$50,000.00
				<hr/>	<hr/>
CHRISTMAS BOAT PARADE	\$0.00	\$7,605.00	BUDGETED-FY 25	\$99,464.00	
FIREWORKS	<hr/>	<hr/>	APPROVED DIFFERENCE	<b>\$26,536.00</b>	
	\$0.00	\$50,000.00	COUNCIL CONTINGENCY	\$135,662.00	
	<hr/>	<hr/>			
TOTALS	\$98,592.00	\$153,463.96			

# Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

## Evaluation Criteria

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

Total Points: \_\_\_\_\_ / 100

Reviewer Comments:

# Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

## Evaluation Criteria

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

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

Kemah Boardwalk	July 21, 2025
Official Name of Organization	Date of Submission
Krystal Barnes	Krystal.Barnes@ldry.com
Contact Person	Email
215 Kipp Ave, Kemah, TX 77565	281-535-8100
Address	Phone
www.kemahboardwalk.com	@kemahboardwalk
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

Kemah Boardwak  
\_\_\_\_\_  
Primary Location of Event/Program

9:30 pm - 9:45 pm  
\_\_\_\_\_  
Event Time(s) - Start & End

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](http://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:

<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 &amp; Outside Signage</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 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](mailto: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](#)

[7/21/2025](#)

Business/Organization Name

Date

[Krystal Barnes](#)

[Krystal Barnes](#)

Applicant's Signature

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	<hr/>	<hr/>
	<hr/>	<hr/>
magazines:	<hr/>	<hr/>
	<hr/>	<hr/>
flyers	<hr/>	<hr/>
other:	<hr/>	<hr/>



## 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

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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.

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

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

#### Krewe du Lac Inc.

Official Name of Organization

D'Anne Conrad

Contact Person

1419 Pirates Cove Houston, TX 77058

Address

[www.krewedulackemah.com](http://www.krewedulackemah.com)

Website Address

Is your organization:  Non-Profit  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

**Krewe du Lac - Kemah, TX**

Host Organization

Kemah and surrounding counties

Primary Location of Event/Program

Varies by individual activity

Event Time(s) - Start & End

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](http://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?

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 #
2024 – 2025	\$6000	25	2000+
2023 – 2024	\$6000	10	2000+
2022 - 2023	\$6000	10	2000+

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 _____ local Magazines	<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): Kemah du Lac uses social media and our website to publicize the events sponsored in Kemah and on behalf of Kemah. Kemah du Lac uses direct mailing to our large database to promote upcoming events as well. Kemah du Lac uses promotional items with Kemah information to give out during the other parades and events in surrounding counties.

Kemah du Lac also uses its website and social media to advertise and promote 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

08/01/2025

Business/Organization Name

Date

D'Anne Conrad

D'Anne Conrad

Applicant's Signature

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>
<b>Income</b>	<b>Event Fund Account Balance</b>	\$ 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	
	<b>Total Income:</b>	<b>\$ 85,000.00</b>	
<b>Expenses</b>			
Direct Expenses			
Advertising			
*Texas Events Calendar (Example)		\$ 2,000.00	
*AAA Southern Traveler (Example)		\$ 3,000.00	
*Email blast (Example)		\$ 500.00	
*Radio		\$ 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	
	<b>Subtotal Direct Expenses:</b>	<b>\$ 79,400.00</b>	
Indirect Expenses			
General Overhead			
Office Supplies		\$ 600.00	
Support Staff		\$ 5,000.00	
	<b>Subtotal Indirect Expenses:</b>	<b>\$ 5,600.00</b>	
	<b>Total Expenses:</b>	<b>\$ 85,000.00</b>	
	<b>Profit / (Loss):</b>	<b>\$ -</b>	
	<b>*Total HOT expenses</b>	<b>\$ 15,500.00</b>	



## 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 Krewes 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](http://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
<b>SUB-TOTAL</b>	<b>22,107.00</b>
Kemah HOT Funds, if awarded	4,500.00
<b>Total</b>	<b>26,607.00</b>

#### ANTICIPATED EXPENSES (Loss)

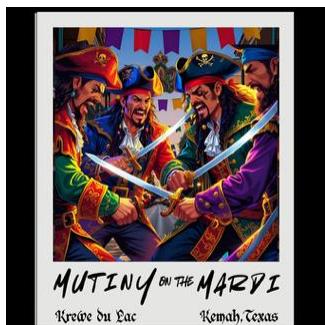
Ball Expenses	6,500.00
Printing & Copying	550.00
Advertising & Marketing	950.00
Bank & CC Fees	200.00
Post Office	175.00
CPA Fees	150.00
Web Site	700.00
Event Supplies	800.00
Entertainment	2,000.00
King Cake Party	500.00
Parade Fees	700.00
Charity Donations	4,200.00
Float Maintenance & Decorations	1,250.00
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
<b>Total</b>	<b>26,607.00</b>



## 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 64<sup>th</sup> 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
<b>Total</b>	<b>26,394.27</b>

#### 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
<b>Total</b>	<b>26,394.27</b>



## 2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

### ATTACHMENT 5: 501-C3 INTERNAL REVENUE SERVICE DOCUMENTATION

<b>Department of the Treasury</b> <b>Internal Revenue Service</b> <b>Tax Exempt and Government Entities</b> P.O. Box 2508 Cincinnati, OH 45201	<b>Date:</b> 08/14/2024 <b>Employer ID number:</b> 47-2153352 <b>Person to contact:</b> Name: Customer Service ID number: 31954 Telephone: 877-829-5500 <b>Accounting period ending:</b> December 31 <b>Public charity status:</b> 170(b)(1)(A)(vi) <b>Form 990 / 990-EZ / 990-N required:</b> Yes <b>Effective date of exemption:</b> July 19, 2024 <b>Contribution deductibility:</b> Yes <b>Addendum applies:</b> No <b>DLN:</b> 26053604008754
<p>Dear Applicant:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.</p> <p>For important information about your responsibilities as a tax-exempt organization, go to <a href="http://www.irs.gov/charities">www.irs.gov/charities</a>. 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.</p> <p>Sincerely, <i>Stephen A. Martin</i> Stephen A. Martin Director, Exempt Organizations Rulings and Agreements</p> <p><small>Letter 947 (Rev. 2-2020) Catalog Number 39152P</small></p>	



2025 HOTEL OCCUPANCY TX FUNDING APPLICATION

## **ATTACHMENT 6: PROOF OF INSURANCE**

FIRST-CLASS MAIL

**NEW**  
Renewal of Number

**POLICY DECLARATIONS**

**No. NBP1572643**

**United States Liability Insurance Company**  
1190 Devon Park Drive, Wayne, Pennsylvania 19087  
A Member Company of United States Liability Insurance Group

**NAMED INSURED AND ADDRESS:**  
**KREWE DU LAC, INC.**  
**PO BOX 48**  
**KEMAH, TX 77565**

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.

**POLICY PERIOD: (MO. DAY YR.)** From: 01/09/2025 To: 01/09/2026

**FORM OF BUSINESS:** Non-Profit Corporation

**BUSINESS DESCRIPTION:** Foundation

12:01 A.M. STANDARD TIME AT YOUR  
MAILING ADDRESS SHOWN ABOVE

**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.

	PREMIUM
Businessowners Liability Coverage Part	\$1,147.00
Businessowners Property Coverage Part	\$105.00
Wholesaler Broker Fee	\$110.00
<b>TOTAL:</b>	<b>\$1,362.00</b>

**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 286  
Burlington, NC 27216

Broker: Angie Smith Agency  
2450 South Shore Blvd  
Ste 200  
League City, TX 77573

Issued: 01/10/2025 3:13 PM

By:   
Howard P. Nealey  
Authorized Representative

THESE DECLARATIONS, 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.

UPD (08-07)

# Hotel Occupancy Tax Sponsorship Application

Applicant Name:

Event/Project Name:

## Evaluation Criteria

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

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**  
TEXAS

# 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

PAUL ROBINSON

Contact Person

4600 COUNTRY CLUB DR DICKINSON TX

Address

texasoutlawchallenge.com

Website Address

7/31/25

Date of Submission

paul@texasoutlawchallenge.com

Email

281-702-8744

Phone

(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 CLEARLAKE 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

KEMAH + CLEAR LAKE  
Primary Location of Event/Program

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

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
DAY'S 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](http://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: 984 Room Nights	2000 estinst.
2024	\$ 15k	Estimate: 900 Room Nights	1500 attinst.
2023	\$ 15k	Estimate: 900 Room Nights	1200 attinst.

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

SPECTATOR 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  
NASCAR BAY \$ 15k  
LEAGUE CITY \$ 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  
SKABR, INC.  
NASSAU BAY

Total Event Budget: <sup>COST</sup> \$ 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. NA %

### 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 checked="" type="checkbox"/> Out of Home (OOH) advertising <input checked="" type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input checked="" 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 checked="" type="checkbox"/> Display ads (digital banner ads, etc.) <input checked="" type="checkbox"/> OTT (internet/streaming ads) <input checked="" type="checkbox"/> Digital/Comprehensive campaign <input checked="" type="checkbox"/> Direct mail <input checked="" type="checkbox"/> Mobile advertising (phones) <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):

- 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: texoutlawchallenge

Website: texoutlawchallenge.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: 281-702-8744 Email: PAUL@TEXOUTLAWCHALLENGE.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 15 <sup>th</sup>	<b>On-Line Registration Deadline (Midnight)</b>
Wednesday June 17	<b>WELCOME OUTLAWS</b> (Early Arrival)
► 6PM-8PM	Clearlake Power Boat Service: OUTLAW OPEN HOUSE & Gift
► 8PM-10PM	SHOOTER Pre-Party!
CLPBS Sammy G's	
Thursday June 18	<b>REGISTRATION &amp; STAMPEDE STREET PARTY</b>
► 9AM-4PM	Team Arrivals
► 11am-2PM	<b>LOCK'N LOAD FUN RUN</b> OUTLAW Kick-off Pool Party
► 6PM-9PM	<b>GUNSLINGER</b> Poker Run <i>Captain Bag Pick-up (Mandatory)</i>
► 6PM-11PM	<b>STAMPEDE Street Party: Bars &amp; Bands, Extreme Boat Displays</b>
Kemah Houston Yacht Club Voodoo Hut - Kemah Downtown Kemah	
Friday June 19	<b>OUTLAW SHOOTOUT</b>
► 8:30AM Sharp	SHOOT-OUT Boats (Only) <b>Mandatory Safety Meeting</b>
► 9:AM	SHOOT-OUT Boat Staging
► 9:AM-NOON	SHOOT-OUT: Spectator Viewing Brunch Party (Public)
► 10:00 – NOON	<b>SHOOT-OUT Competition – “OFFSHORE OUTLAWS”</b>
Lakewood Yacht Club Lakewood Yacht Club “Shoreline Corral” Clearlake	
<b>ATTENTION: NO WAKE Zone: 8AM – NOON in Clearlake</b>	
Friday June 19	<b>GUNSLINGER POKER RUN (Day 1)</b>
► 9:00AM (Stop)	<b>GUNSLINGER</b> Poker Run Safety Meeting – <b>Mandatory for all Captains</b>
► 1PM-5PM (Stop)	<b>MOST WANTED OUTLAW</b> Pool Party/Lunch, Presented by DH TECH
Random: (Stop)	<i>Marina Bay Harbor Marina</i>
Random: (Stop)	<i>Blue Marlin</i>
► 5PM-7PM (Stop)	<b>HANG'EN HIGH</b> @ “Topwater Oasis” Palapa Bar & Buffet
► 6PM -8PM (Stop)	<b>CABO CLUB</b> (Random Stop)
► 7PM-9PM (Stop)	<b>RAFT-OFF at SAMMY G'S</b>
► 10PM	<b>MISS OUTLAW BIKINI Contest</b>
Sammy G's Kenny's Casa Kemah Channel Kemah Channel Topwater Grill Clearlake Sammy G's Kipp Rose - Kemah	
Saturday June 20	<b>GUNSLINGER POKER RUN (Day 2)</b>
► 9AM-11AM(Stop)	<b>O'NEILS</b> – (Breakfast Buffet)
	Bayland Marina – Bay Town
► 10AM-Noon (Stop)	<b>GULF OF AMERICA</b> – Offshore Run (circle the anchored Cruiser)
	Gulf of America
► Noon -3PM (Stop)	<b>GUNSLINGER POOL PARTY &amp; LUNCH</b>
	Harborwalk
► 4PM-7PM (Stop)	<b>ACE IN THE HOLE</b> “Champagne Showcase” Dockside Party
	Pier 6
► 7PM-11PM (Stop)	<b>OUTLAWS</b> Awards Finale & Charity Casino
	Hilton Hotel Ballroom
<b>ALL CARDS (POKER GAME PLAY) MUST BE COMPLETED BY 10:30 PM</b>	
Sunday June 21	<b>WOUNDED KNEE</b> 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)  	<p><b><u>Major National Industry Magazines</u></b></p> <p><b><i>SpeedBoat Magazine:</i></b> Full Page Color Ads, Cover Story in 1st Quarter, Pre- &amp; 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</p> <p><b><u>August 2022 issue to be released with full event coverage.</u></b></p> <p><b><i>Speed on The Water:</i></b> Event highlights full page ads and calendar of events. Social Media promotions</p> <p><b><i>Offshore Only.com:</i></b> Promotions, add and articles. On-line supplemental promotions</p> <p><b><i>Powerboating in Paradise</i> – Add it to the monthly Magazine and mentions on the calendar. Distribution of Magazine at various events.</b></p>	National and International	1,878,450

   	<p><i>Onsite coverage by Speedboat, Poker Runs America and Circus Media</i></p>		
<p><b>Broadcast – Radio</b></p>    	<p>Online event Calendar Listing an FB - Clear Channel Media Group: KBME - Sports radio, KODA-FM - Adult contemporary music, KPRC - Talk radio, KGBT - Classic Rock, KTBZ-FM - Alternative rock, KTRH-AM - News Talk radio- <u>Reach via full broadcasting numbers</u></p> <p>Online Event Calendar inclusion. Additional Pod Cast for the event</p> 	<p><b>Local</b></p>	<p><b>482,300 Reach</b></p>
<p><b>Broadcasting- Television</b></p>     	<p>Mentions on Website- Listing on Community Calendar of Events for Local TV (ABC, NBC, CBS &amp; CW)</p> <p>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.</p> <p>Face Book live via Texas Outlaw Challenge FB for 3 hours.</p>	<p><b>Local</b></p>	<p><b>551,460 Impressions</b></p>
<p><b>Event Advertisers / Manufacturers</b></p> <p><b>Cross Promotion – Local Area Merchants, Hotels, Charities</b></p>	<p>Over 60 sponsors - this is a small sampling of promotional &amp; co-promotions with sponsors via their websites, social media, E-blasts, postcard distribution and promotions</p> <p>Manufacturers/Dealers promotions via websites and FB.</p>	<p><b>Local, Regional with some national organic distribution</b></p>	<p><b>392,540 Reach</b></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 10:00  
OUTLAWS! IT'S T...  
SINGING HIGH TIDES ON THE  
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, 27<sup>th</sup> annual AADE Saltwater Fishing Tournament to name a few. Also, hand distribution of invitations to over 40 businesses



**FIRST RESPONDERS FISHING TOURNAMENT**



**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**



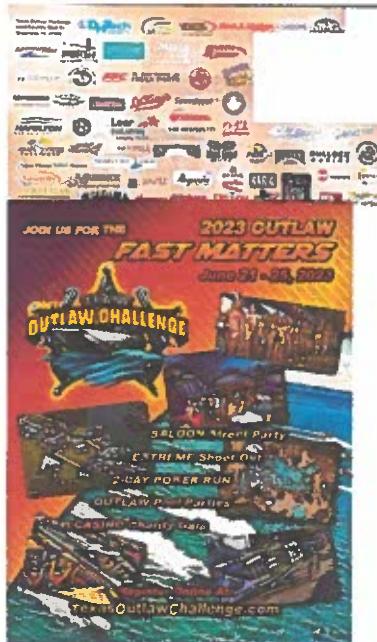
**Houston Chronicle, Houston Community Newspapers 26 Regional Papers; Culture Map, Galveston Daily News** - includes calendar listing on the website and FB. Listing via website for Houston 365 – Top Things to do in Houston  
*Circulation number reflects the entire circulation of the media.*



**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.



[www.Texasoutlawchallenge.com](http://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

1512314  
Reach  
Views  
13825  
- Followers

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: (Plus 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 18<sup>th</sup> 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 1<sup>st</sup> Mate) + 284 Crew = 384 Non-Local Guests  
384 persons is represented by 50 couples, and 284 singles**

**COPLES: 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 ACCOMODATIONS = (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

PMC



HARBORWALK

Speedboat  
MAGAZINE

HUNTER  
HEAVY EQUIPMENT

KEWOOD  
SCT CLUB



SoulShine  
Custom Colors in This Quality



ICK

Wazanorah  
INSURANCE AGENCY

RON HOOVER  
RV & MARINE CENTERS



WMF INVESTMENTS



HOUSTON  
TRUCK PARTS



American Offshore



MUFF-IT  
MUFFLER



DILLON  
AUTO SALES



LaKing's  
CONFECTIONERY  
BULLOCK MARINE



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

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	Yes - but not approved last year
Requested	
Approved	

**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](http://www.caphouston.org) / [www.partyparrots.com](http://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 continuously 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 4<sup>th</sup> 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

Scarlett Macaw

Contact Person

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

Address

[www.caphouston.org](http://www.caphouston.org) / [www.partyparrots.com](http://www.partyparrots.com)

Website Address

Is your organization:  Non-Profit

August 1, 2025

Date of Submission

[smacaw@partyparrots.com](mailto:smacaw@partyparrots.com) & [smacaw@hotmail.com](mailto:smacaw@hotmail.com)

Email

713.783.2473(w) / 713.805.3100(c)

Phone

Social Media (Facebook, Twitter, Instagram)

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 Fand 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

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](http://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?

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

F  
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:

<input checked="" type="checkbox"/> Out of Home (OOH) advertising <input checked="" type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input checked="" type="checkbox"/> Booths (events or shows) <input checked="" type="checkbox"/> Print ads <input checked="" type="checkbox"/> Newspaper coverage <input checked="" type="checkbox"/> Other print <u>magazines</u>	<input checked="" type="checkbox"/> Social media ads/boosts <input checked="" type="checkbox"/> Display ads (digital banner ads, etc.) <input checked="" type="checkbox"/> OTT (internet/streaming ads) <input checked="" type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC)
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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](http://www.partyparrots.com) & [www.caphouston.org](http://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](mailto: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

A handwritten signature in black ink, appearing to read 'Scarlett Macaw'.

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>
magazines:	<u>Bay Area News</u>	<u>300,000</u>
flyers		
other:	<u>Houston First Convention Bureau</u>	<u>&gt;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

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Facebook Insights

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Website

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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.

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### 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

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### 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

Aug 2025 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		
Contact Person	Houston, TX 77042	Scarlett Macaw
Contact Phone Number	Cell 713.805.3100	Work/Home 713.783.2473
Email		
Website		
Non Profit?	86-1050458	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Federal Tax I.D.#

### 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	
<b>Please provide documentation on how attendance and hotel room bookings were tracked or how business development was promoted through your project.</b>		
Survey Poll		

**Citizens for Avian Protection****Income Statement**

For the Years 2025-2026

<b>Revenue</b>		<b>Total</b>
	Tickets – 50 at \$25/each	1,000.00
	Silent auction/raffle \$20/person	<u>1,000.00</u>
<b>Total Revenue</b>		<b>2,000.00</b>
<b>Expenses</b>		
Marketing	Advertising	-750.00
	Flyers, Posters	-500.00
	T-shirts	-250.00
	Promos – lanyards, shot glasses	-500.00
	Photography	<u>-1,000.00</u>
<b>Marketing Total:</b>		<b>-3,000.00</b>
	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>
<b>Total Expenses</b>		<b>-5,750.00</b>
<b>Total Revenue and Expenses</b>		<b>-3750.00</b>

**Citizens for Avian Protection – Pub Crawl****Income Statement**

For the Years 2025-2026

**Revenue**

	<b>Total</b>
Tickets – 50 at \$25/each	1,000.00
Silent auction/raffle \$20/person	<u>1,000.00</u>
<b>Total Revenue</b>	<b>2,000.00</b>

**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>
<b>Marketing Total:</b>		<b>-3,000.00</b>
	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>
<b>Total Expenses</b>		<b>-5,750.00</b>
<b>Total Revenue and Expenses</b>		<b>-3750.00</b>

**Citizens for Avian Protection – Winery Venue****Income Statement**

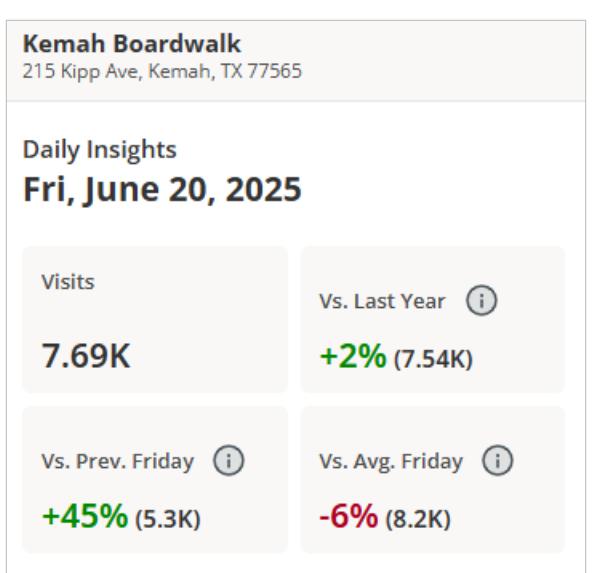
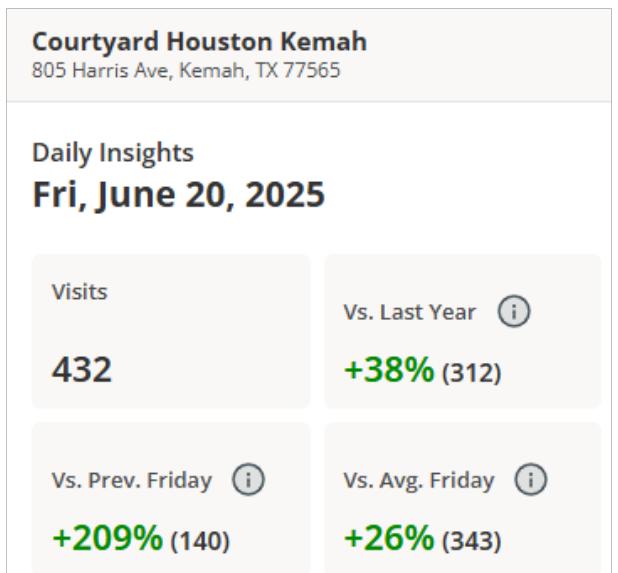
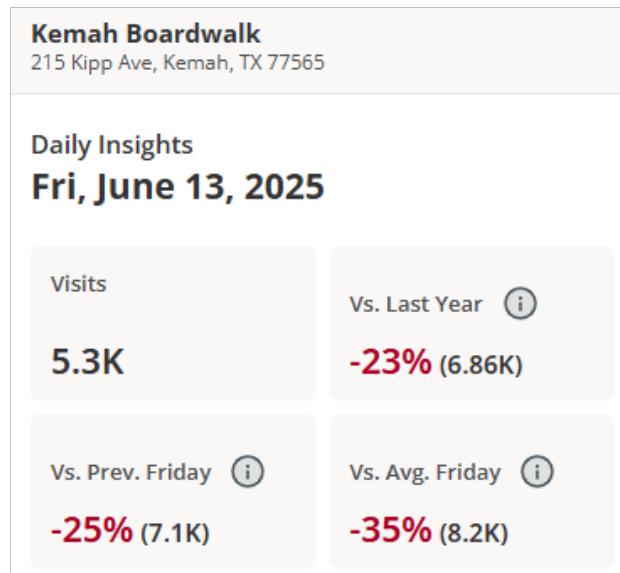
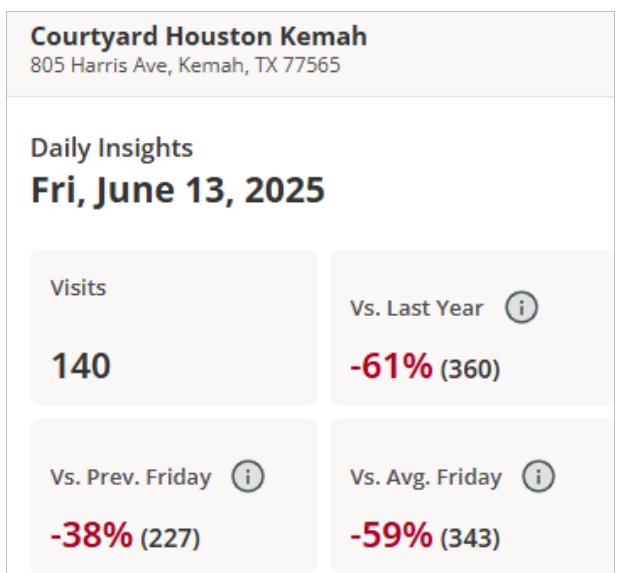
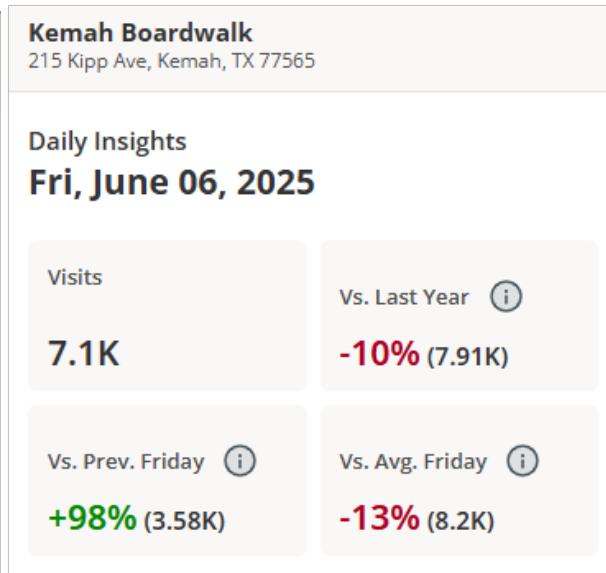
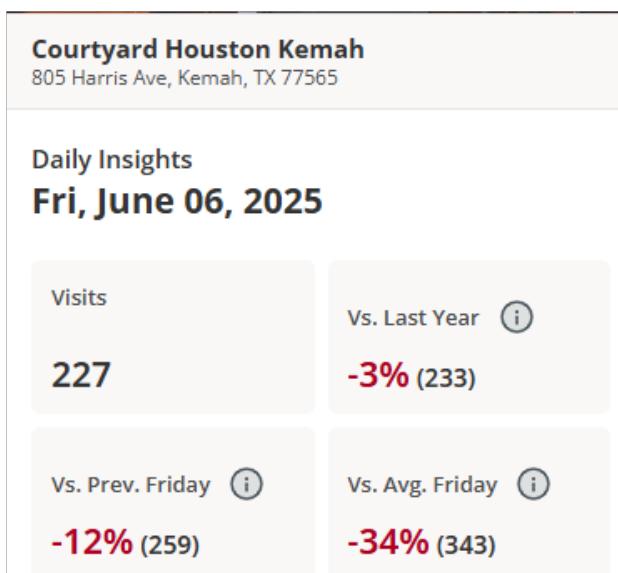
For the Years 2025-2026

<b>Revenue</b>		<b>Total</b>
	Tickets – 50 at \$25/each	1,000.00
	Silent auction/raffle \$20/person	<u>1,000.00</u>
<b>Total Revenue</b>		<b>2,000.00</b>
<b>Expenses</b>		
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>
<b>Total Marketing</b>		<b>-3,250.00</b>
	Gas - pirate ship	-500.00
	Entertainment/4 birds	-1,000.00
	General Office supplies/printing	-250.00
	Photography	<u>-1,000.00</u>
<b>Total Expenses</b>		<b>-6,000.00</b>
<b>Total Revenue and Expenses</b>		<b>-4,000.00</b>

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 oftf	16,000	0	0	32	10
	<b>168,684</b>	<b>95,756</b>	<b>95,000</b>		

## Boardwalk Fireworks (Fridays June - July) \*



<p><b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565</p> <p><b>Daily Insights</b> <b>Fri, June 27, 2025</b></p> <table> <tbody> <tr> <td>Visits</td><td>Vs. Last Year <span>i</span></td></tr> <tr> <td><b>331</b></td><td><b>+14% (290)</b></td></tr> <tr> <td>Vs. Prev. Friday <span>i</span></td><td>Vs. Avg. Friday <span>i</span></td></tr> <tr> <td><b>-23% (432)</b></td><td><b>-3% (343)</b></td></tr> </tbody> </table>	Visits	Vs. Last Year <span>i</span>	<b>331</b>	<b>+14% (290)</b>	Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>	<b>-23% (432)</b>	<b>-3% (343)</b>	<p><b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565</p> <p><b>Daily Insights</b> <b>Fri, June 27, 2025</b></p> <table> <tbody> <tr> <td>Visits</td><td>Vs. Last Year <span>i</span></td></tr> <tr> <td><b>7.89K</b></td><td><b>-2% (8.03K)</b></td></tr> <tr> <td>Vs. Prev. Friday <span>i</span></td><td>Vs. Avg. Friday <span>i</span></td></tr> <tr> <td><b>+3% (7.69K)</b></td><td><b>-4% (8.2K)</b></td></tr> </tbody> </table>	Visits	Vs. Last Year <span>i</span>	<b>7.89K</b>	<b>-2% (8.03K)</b>	Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>	<b>+3% (7.69K)</b>	<b>-4% (8.2K)</b>
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<b>Courtyard Houston Kemah</b>
805 Harris Ave, Kemah, TX 77565

**Daily Insights**  
**Fri, July 18, 2025**

Visits	Vs. Last Year <span>i</span>
<b>435</b>	<b>+22% (356)</b>
Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>
<b>+150% (174)</b>	<b>+27% (343)</b>

<b>Kemah Boardwalk</b>
215 Kipp Ave, Kemah, TX 77565

**Daily Insights**  
**Fri, July 18, 2025**

Visits	Vs. Last Year <span>i</span>
<b>5.71K</b>	<b>-7% (6.14K)</b>
Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>
<b>-15% (6.74K)</b>	<b>-30% (8.2K)</b>

<b>Courtyard Houston Kemah</b>
805 Harris Ave, Kemah, TX 77565

**Daily Insights**  
**Fri, July 25, 2025**

Visits	Vs. Last Year <span>i</span>
<b>260</b>	<b>-50% (517)</b>
Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>
<b>-40% (435)</b>	<b>-24% (343)</b>

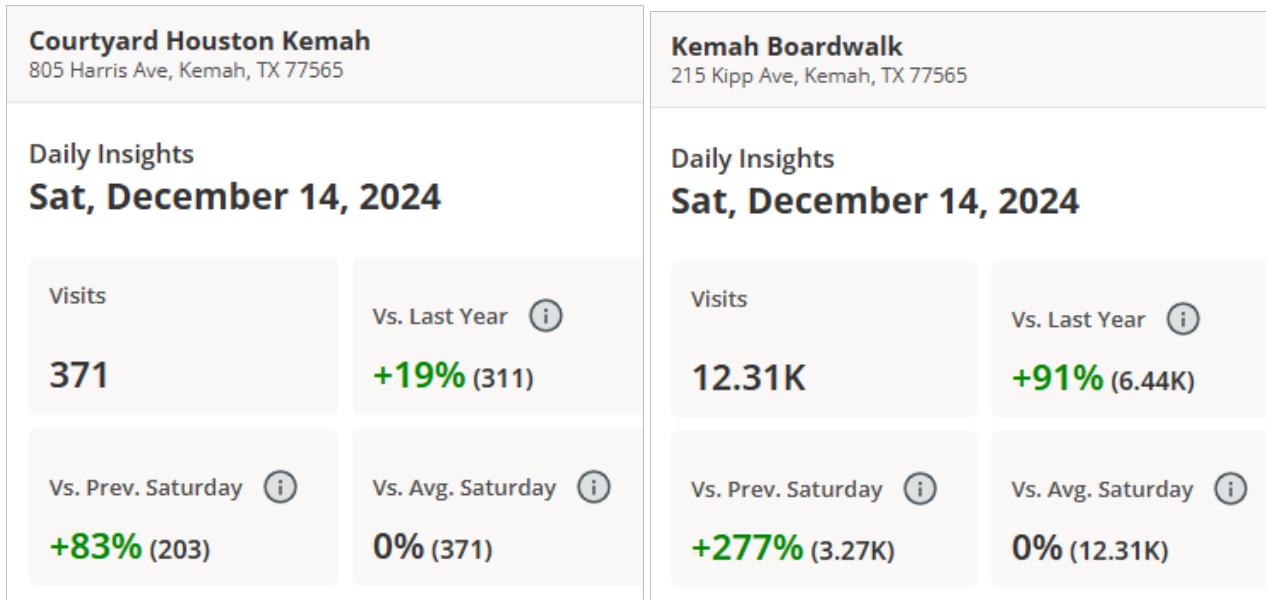
<b>Kemah Boardwalk</b>
215 Kipp Ave, Kemah, TX 77565

**Daily Insights**  
**Fri, July 25, 2025**

Visits	Vs. Last Year <span>i</span>
<b>5.33K</b>	<b>+2% (5.24K)</b>
Vs. Prev. Friday <span>i</span>	Vs. Avg. Friday <span>i</span>
<b>-7% (5.71K)</b>	<b>-35% (8.2K)</b>

\*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) \*



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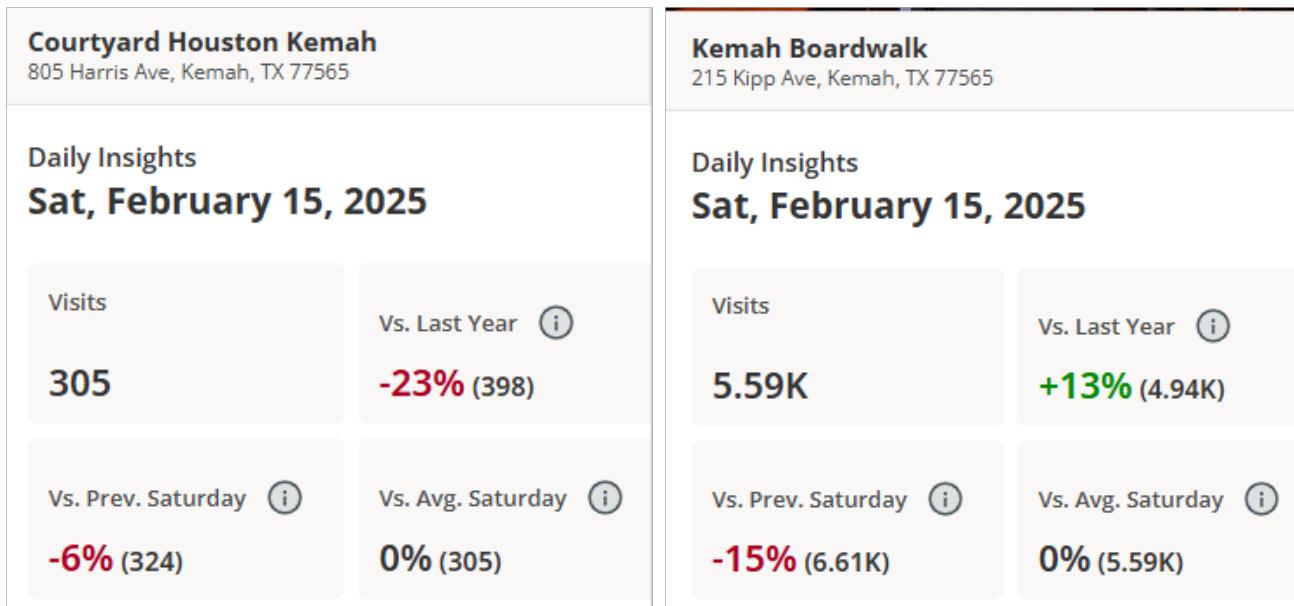
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## Elite Fishing Tournament (July 16-19) \*

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Wed, July 16, 2025</b>	<b>Daily Insights</b> <b>Wed, July 16, 2025</b>
Visits  <b>294</b>	Visits  <b>2.64K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>+65% (178)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>-6% (2.82K)</b>
Vs. Prev. Wednesday <span style="color: #ccc;">(i)</span>  <b>+46% (202)</b>	Vs. Avg. Wednesday <span style="color: #ccc;">(i)</span>  <b>0% (294)</b>
<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Thu, July 17, 2025</b>	<b>Daily Insights</b> <b>Thu, July 17, 2025</b>
Visits  <b>200</b>	Visits  <b>5.95K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>-14% (232)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>+28% (4.65K)</b>
Vs. Prev. Thursday <span style="color: #ccc;">(i)</span>  <b>+42% (141)</b>	Vs. Avg. Thursday <span style="color: #ccc;">(i)</span>  <b>0% (200)</b>
<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Fri, July 18, 2025</b>	<b>Daily Insights</b> <b>Fri, July 18, 2025</b>
Visits  <b>435</b>	Visits  <b>5.71K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>+22% (356)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span>  <b>-7% (6.14K)</b>
Vs. Prev. Friday <span style="color: #ccc;">(i)</span>  <b>+150% (174)</b>	Vs. Avg. Friday <span style="color: #ccc;">(i)</span>  <b>0% (435)</b>

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## Krewe du Lac Mardi Gras Parade ( February 15) \*



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## Texas Outlaw Challenge (June 18-21) \*

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Wed, June 18, 2025</b>	<b>Daily Insights</b> <b>Wed, June 18, 2025</b>
Visits <b>162</b>	Visits <b>2.57K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span> <b>0% (162)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span> <b>+431% (484)</b>
Vs. Prev. Wednesday <span style="color: #ccc;">(i)</span> <b>-17% (196)</b>	Vs. Avg. Wednesday <span style="color: #ccc;">(i)</span> <b>+61% (1.6K)</b>
Vs. Avg. Wednesday <span style="color: #ccc;">(i)</span> <b>-8% (176)</b>	Vs. Avg. Wednesday <span style="color: #ccc;">(i)</span> <b>+12% (2.3K)</b>

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Thu, June 19, 2025</b>	<b>Daily Insights</b> <b>Thu, June 19, 2025</b>
Visits <b>214</b>	Visits <b>6.2K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span> <b>+32% (162)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span> <b>+1,181% (484)</b>
Vs. Prev. Thursday <span style="color: #ccc;">(i)</span> <b>+44% (149)</b>	Vs. Avg. Thursday <span style="color: #ccc;">(i)</span> <b>+87% (3.32K)</b>
Vs. Avg. Thursday <span style="color: #ccc;">(i)</span> <b>+38% (154)</b>	Vs. Avg. Thursday <span style="color: #ccc;">(i)</span> <b>+30% (4.78K)</b>

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Fri, June 20, 2025</b>	<b>Daily Insights</b> <b>Fri, June 20, 2025</b>
Visits <b>432</b>	Visits <b>7.69K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span> <b>+38% (312)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span> <b>+2% (7.54K)</b>
Vs. Prev. Friday <span style="color: #ccc;">(i)</span> <b>+209% (140)</b>	Vs. Avg. Friday <span style="color: #ccc;">(i)</span> <b>+45% (5.3K)</b>
Vs. Avg. Friday <span style="color: #ccc;">(i)</span> <b>+53% (282)</b>	Vs. Avg. Friday <span style="color: #ccc;">(i)</span> <b>+10% (6.99K)</b>

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Sat, June 21, 2025</b>	<b>Daily Insights</b> <b>Sat, June 21, 2025</b>
Visits <b>591</b>	Visits <b>10.38K</b>
Vs. Last Year <span style="font-size: small;">(i)</span> <b>+46%</b> (405)	Vs. Last Year <span style="font-size: small;">(i)</span> <b>-13%</b> (11.97K)
Vs. Prev. Saturday <span style="font-size: small;">(i)</span> <b>+70%</b> (348)	Vs. Avg. Saturday <span style="font-size: small;">(i)</span> <b>+28%</b> (8.12K)
	Vs. Avg. Saturday <span style="font-size: small;">(i)</span> <b>+8%</b> (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.

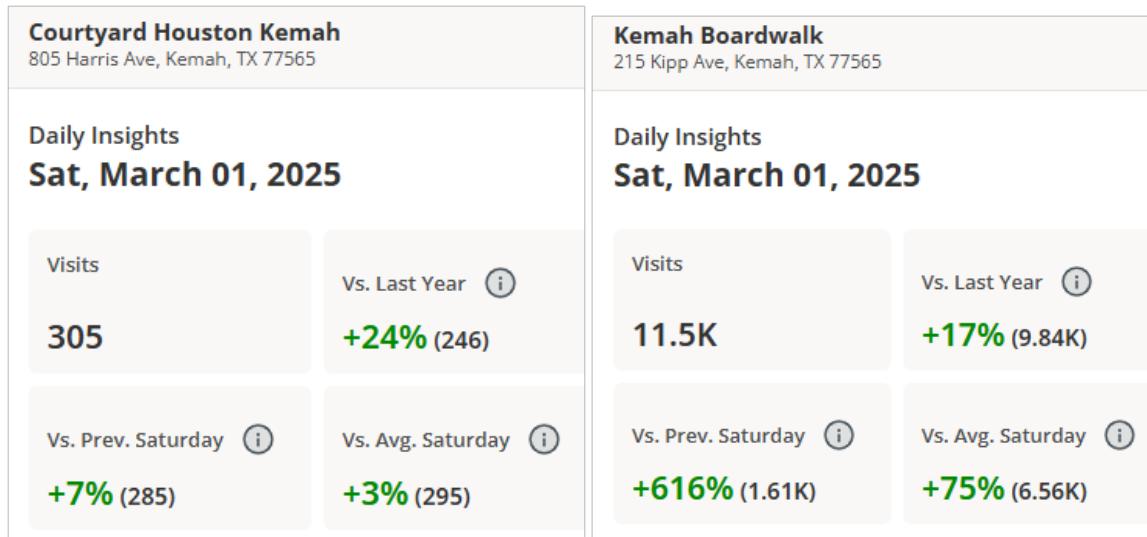
Toughest 10 K (September 14) \* \*\*

<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Sat, September 13, 2025</b>	<b>Daily Insights</b> <b>Sat, September 13, 2025</b>
Visits <b>177</b>	Visits <b>6.64K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span> <b>-39% (291)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span> <b>-8% (7.22K)</b>
Vs. Prev. Saturday <span style="color: #ccc;">(i)</span> <b>+23% (144)</b>	Vs. Avg. Saturday <span style="color: #ccc;">(i)</span> <b>0% (177)</b>
Vs. Prev. Saturday <span style="color: #ccc;">(i)</span> <b>+9% (6.09K)</b>	Vs. Avg. Saturday <span style="color: #ccc;">(i)</span> <b>0% (6.64K)</b>
<b>Courtyard Houston Kemah</b> 805 Harris Ave, Kemah, TX 77565	<b>Kemah Boardwalk</b> 215 Kipp Ave, Kemah, TX 77565
<b>Daily Insights</b> <b>Sun, September 14, 2025</b>	<b>Daily Insights</b> <b>Sun, September 14, 2025</b>
Visits <b>171</b>	Visits <b>6.02K</b>
Vs. Last Year <span style="color: #ccc;">(i)</span> <b>-14% (199)</b>	Vs. Last Year <span style="color: #ccc;">(i)</span> <b>-6% (6.41K)</b>
Vs. Prev. Sunday <span style="color: #ccc;">(i)</span> <b>-28% (237)</b>	Vs. Avg. Sunday <span style="color: #ccc;">(i)</span> <b>0% (171)</b>
Vs. Prev. Sunday <span style="color: #ccc;">(i)</span> <b>+91% (3.16K)</b>	Vs. Avg. Sunday <span style="color: #ccc;">(i)</span> <b>0% (6.02K)</b>

\*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) \* \*



\*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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