

Application

Organization Information

Date: 17 Feb 2020

Name of Organization: Matagorda Bay Birdfest under the umbrella of Matagorda Area Response for Sustainable Habitat (The MARSH Project)

Address: PO Box 441

City, State, Zip: Palacios, TX 77465

Contact Name: Paula Whitney

Contact Phone Number: 832 805 9434

Web Site Address for Event or Sponsoring Entity <http://www.matagordabaybirdfest.org/>

Is your organization: Non-Profit X Private/For Profit _____

Tax ID #: 83-1979009 Entity's Creation Date: Feb 2019

Purpose of your organization: Our Mission for this festival:

- Connects People, Birds and Nature
- Celebrates the diversity of regional bird species as evidenced by Audubon's CBC
- Creates active involvement in science and art
- Encourages awareness and stewardship of the Matagorda Bay ecosystem

The MBBF 2020 has successfully initiated a county-wide educational art contest working with the outreach educator from the Gulf Coast Bird Observatory. Over 200 youth are expected to participate in this program, which uses art to educate youth on birds and their environment. Our group of speakers represents organizations such as the International Crane Foundation, Travis County Audubon, Smithsonian, Tx Parks & Wildlife to name a few. The speaker sessions will be informative, educational, and should draw people from all over the state. The Bird Parade is an outreach for local and regional folks as well as our visitors. It provides a draw as well as a means of celebration. Our organization builds interest in this community as a place to enjoy avitourism, an increasing awareness of the avian species diversity that is a valuable asset to Matagorda County in general and Palacios in particular.

What category does your request apply under? 3 and 4
(refer to categories 1-6)

Has your organization attended training to enhance your event/festival? (please circle) Yes No

If yes, please list when and the name of the training organization: April 2019, Principles & Practices for Nonprofit Excellence by ACC Center for Nonprofit Studies

Name of Event or Project ___ Matagorda Bay Birdfest 2020 ___

Date of Event or Project:: ___ March 27 - 29, 2020 ___

Primary Location of Event or Project: _Three venues in Palacios including the Eastside Annex 901 2nd street, Palacios Educational Pavilion, and various outside locations including South Bay Parade route along the bayfront, Bay Boat tours, kayak tours & birding tours with meeting location at The Point 608 1st St.

Amount Requested: ___\$1500___

How will the funds be used: ___Funds will be used to pay for advertising with Cornell Lab of Ornithology and other advertising costs, to bring the Bike Zoo to Palacios Parade of Birds, to rent venues including Palacios Pavilion, to cover the cost of the raptor show, to cover cost of prizes for county-wide Youth Art Contest and Photography Contest, and to cover the cost of bringing Lucas Miller, the Singing Zoologist, to the Celebration Concert for the Youth Art Contest.

Primary Purpose of Funded Activity/Facility: To raise awareness of Matagorda County's role and place as an Avitourism asset in the state of Texas as well as educating youth and adults alike of our local ecosystem.

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Bay City	Feb 2019	\$1500	Approximately 10
Palacios	Feb 2019		Approximately 40
Bay City	Mar 2020	\$1500 (request)	Est 15-20, this should increase annually with the growth of the festival

Which Categories Apply to Funding Request: 3 and 4

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants

X 3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

X 4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

6. Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?
N/A _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? N/A _____

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity? While not a sporting event, this annual festival brings individuals and families from outside Matagorda County, and they will likely return and utilize our hotels, motels, bed and breakfasts, vacation rentals, restaurants, and local stores while they are visiting.

Questions for All Funding Requests:

How many years have you held this Event or Project: _This will be our 4th Annual Event

Expected Attendance: _700

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts? Palacios is essentially fully booked and we are referring people to Bay City. We have a special rate at the Fairfield and have referred guests and speakers to them.

How many nights will they stay: _2-3 nights__

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 don't do all the bookings, we refer people and they book themselves. We currently are aware of 9 rooms booked at the Fairfield for 2020 and expect several more. Not sure about other Bay City hotels, some of those could take bookings as well that we are unaware of.

How will you measure the impact of your event on area hotel activity? _We will collect Data this year at check in when people pick up their registration materials.

Please list other organization, government entities and grants that have offered financial support to your project: _Private and Business funding through our own network of funding partners____

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising ☒ - \$1000 for advertisement on Cornell labs website, \$1950 for advertisement in Cornell's "Living Bird" magazine__ Newspaper ☒ - \$500 in colored advertising and Press releases to several Newspapers across Texas. Radio: free PSA's TV _____ Internet ☒ - \$300 social media boosted posts on Facebook

Press Releases to Media ☒ formal press releases to several Texas newspapers_____

Other_____

What areas does your advertising and promotion reach: National exposure through Cornell's website and magazine, across Texas with press releases, newspaper ads, and social media

What number of individuals will your proposed marketing reach that are located in another city or county? Last year 75% of our registrants were from outside Matagorda County. We do expect this to increase as our festival gains recognition and exposure across Texas and other states. We have already had out-of-state registrants.