

## Application

### Organization Information

Date: 1/28/20  
Name of Organization: Tropical Maniacs of Matagorda Foundation DBA Surf & Taut Festival  
Address: PO Box 744  
City, State, Zip: Matagorda Tx 77457  
Contact Name: Circo Avant  
Contact Phone Number: 979-240-9058  
Web Site Address for Event or Sponsoring Entity: TropicalManiacFoundation.org  
Is your organization: Non-Profit ☒ Private/For Profit ☐  
Tax ID #: 83-2659745 Entity's Creation Date: 10/8/18  
Purpose of your organization: Beaches & Bay Area Beautification & ~~Conservation~~  
Conservation to enhance the Beach for Tourism

What category does your request apply under? Advertising, 3 & 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: Christ Bishop

Name of Event or Project Surf & Turf Festival

Date of Event or Project:: March 14<sup>th</sup>

Primary Location of Event or Project: Matagorda Surf & Turf

Amount Requested: \$3000

How will the funds be used: Advertising & Entertainment

Primary Purpose of Funded Activity/Facility: Promote Tourism ~~for~~ through Beach and Bay Area Beautification and area Heritage & Culture

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
<u>First Year</u>			

**Which Categories Apply to Funding Request:**

**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

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

**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?

N/A

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 1st

Expected Attendance: 2000

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts?

How many nights will they stay: 2 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: I will coordinate Room Blocks in Bay City.

How will you measure the impact of your event on area hotel activity?

check and confirm Block usage

Please list other organization, government entities and grants that have offered financial support to your project: HEB, Crosstimbers Development, OYEA, Buddys Seaford, STP

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

Paid Advertising \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio ☒ TV \_\_\_\_\_ Internet ☒

Press Releases to Media ☒ Direct Mailing to out of town recipients \_\_\_\_\_

Other \_\_\_\_\_

What areas does your advertising and promotion reach:

Houston, San Antonio, Austin.

What number of individuals will your proposed marketing reach that are located in another city or county?

12,000