
CITY OF PORT LAVACA

CITY COUNCIL MEETING: MARCH 11, 2024

DATE: 03/06/2024

TO: JODY WEAVER, INTERIM CITY MANAGER
HONORABLE MAYOR AND COUNCIL MEMBERS

FROM: TANIA FRENCH, EVENTS COORDINATOR

SUBJECT: RECOMMENDATION TO DISCONTINUE ANNUAL FLIP FLOP EVENT
AND REALLOCATE BUDGETED FUNDS

BACKGROUND:

The Port Lavaca Events committee met February 01, 2024 and unanimously agreed to recommend to council that the City of Port Lavaca discontinue the annual Flip Flop Festival and budget those Hotel/Motel Tax dollars currently allocated for Flip Flop to other events.

Members of the committee present were:

- Tania French
- Jasmine Padierna
- Christine Pena
- Desiree Spears
- Schelly Bartels

Brittany Hogan was unable to attend the meeting.

It is our belief that the funds allocated to Flip Flop would be better utilized by earmarking them to the Special Events Other fund.

Upon reviewing past years, it is evident that the event has consistently faced challenges in terms of low turnout. One of the contributing factors appears to be the unpredictable weather conditions surrounding the event dates coupled with lack of available hotel rooms. This has not only affected the overall success of our participation but has also raised concerns about the efficient use of our resources.

After careful deliberation, we propose redirecting the funds allocated for this event to initiatives with more predictable outcomes and greater impact that better aligns with our commitment to responsible resource management.