SEABROOK CITY COUNCIL
NOTICE OF REGULAR CITY COUNCIL MEETING
TUESDAY, MARCH 17, 2015 - 7:00 PM

NOTICE IS HEREBY GIVEN THAT THE SEABROOK CITY COUNCIL WILL MEET ON **TUESDAY MARCH 17, 2015 AT 7:00 PM** IN THE SEABROOK CITY HALL COUNCIL CHAMBERS, 1700 FIRST STREET, SEABROOK, TEXAS, **TO DISCUSS, CONSIDER, AND IF APPROPRIATE, TAKE ACTION** WITH RESPECT TO THE ITEMS LISTED BELOW.

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) 291-5600 OR FAX (281) 291-5710 FOR FURTHER INFORMATION.

PLEDGE OF ALLEGIANCE

1.0 PRESENTATIONS

ATTACHMENT 1

1.1 Presentation by Shad Comeaux of Freese and Nichols on the final proposed scope of work for the update of the Comprehensive Master Plan. (Cook)

2.0 PUBLIC COMMENTS AND ANNOUNCEMENTS

At this time we would like to listen to any member of the audience on any subject matter, whether or not that item is on the agenda. All comments are limited to a maximum of four minutes for each speaker. In accordance with the Open Meetings Act, members may not discuss or take action on any item that has not been posted on the agenda. When your name is called, please come to the podium and state your name and address clearly into the microphone before making your comments. Thank you.

2.1 Mayor, City Council and/or members of the city staff may make announcements about city/community events. (Council)

3.0 CONSENT AGENDA - Council will discuss, consider and if appropriate, take action on the items listed below.

All consent agenda items are considered by the City Council to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a council member, city manager, city attorney or city secretary so requests, in which event the item will be removed from the Consent Agenda and considered immediately following the Consent Agenda.

3.1 Approve excused absences for Councilors Botkin and Giangrosso for the March 3, 2015 regular council meeting and for Councilor Kolupski for the March 17, 2015

council meetings. (Glaser)

ATTACHMENT 2

3.2 Approve the minutes of the March 3, 2017 regular City Council meeting. (Glaser)

ATTACHMENT 3

3.3 Approve the February 2015 Building Report. (Landis)

ATTACHMENT 4

3.4 Approve the February, 2015 Public Safety Report. (Wright)

ATTACHMENT 5

3.5 Consider second and final reading of proposed Ordinance No. 2015-04, "Specifying Uses Allowed in the Point Overlay District. (P&Z)

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 3, "ESTABLISHMENT OF ZONING DISTRICTS AND ASSOCIATED REGULATIONS", SECTION 3.15 "COMPREHENSIVE LAND USE REGULATION MATRIX," BY ADDING THE POINT OVERLAY DISTRICT (POD) AS A LAND USE DISTRICT; BY SPECIFYING USES BY RIGHT AND CONDITIONAL USES PERMITTED IN THE POD; AND BY PROVIDING CROSS REFERENCES IN SECTION 3.15 AND IN ARTICLE 4, "SPECIAL USE REGULATIONS", SECTION 4.15.04, "USES".

THIS ORDINANCE PROVIDES FOR A PENALTY IN AN AMOUNT NOT TO EXCEED $2000 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALS ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDES FOR SEVERABILITY; AND PROVIDES FOR AN EFFECTIVE DATE

ATTACHMENT 6

3.6 Consider second and final reading of proposed Ordinance No. 2015-05, "Readopting Curfew Regulations for Minors." (Wright)

AN ORDINANCE READOPTING THE CURRENT CURFEW REGULATIONS FOR MINORS CONTAINED IN THE SEABROOK CITY CODE, CHAPTER 44, SECTION 44-95 "CURFEW FOR MINORS" PROVIDING A PENALTY OF AN AMOUNT NOT TO EXCEED $500 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF; PROVIDING FOR SEVERABILITY AND PROVIDING FOR NOTICE.

END OF CONSENT AGENDA

4.0 NEW BUSINESS - Council will discuss, consider and if appropriate, take action on the items listed below.

ATTACHMENT 7

4.1 Consider approval to Lakewood Yacht Club for placement of a new off-premise sign on city right-of-way at the east corner of NASA Parkway and Lidstone Avenue contingent upon meeting all city building code specifications. (LYC)

ATTACHMENT 8

4.2 Consider approval of an agreement and scope of services with Freese and Nichols, Inc. for the development of the Master Plan, contingent upon approval by the Economic Development Corporation and consider a request for additional funding for the Comprehensive Master Plan Update project in an amount not to exceed $70,000 to be funded out of Reserves. (Cook)

ATTACHMENT 9

4.3 Consider amending the Hotel Tax (HOT)Application process to require an event holder to give a "Post Event Presentation" within 60 days after the event and to require an additional statement on the application requiring the event holder to acknowledge that funds must be used in accordance with HOT guidelines. (Dearman)

ATTACHMENT 10

4.4 Review and allocate funds for events to be funded with Hotel Occupancy Tax (HOT) for FY 2015/16. (Dearman)

ATTACHMENT 11

4.5 Consider preliminary approval of the Chesapeake Bay Senior Living Apartments PUD on Repsdorph Road. (Applicant)

ATTACHMENT 12

4.6 Accept the City Secretary's certification that all candidates in the May 9, 2015 General Election are unopposed and consider first and final reading of proposed Ordinance No. 2015-07, "Cancellation of the May 9, 2015 General Election Only." **(The Special Charter Amendment Election will still be held on May 9, 2015.)** (Glaser)

AN ORDINANCE CANCELLING THE SEABROOK GENERAL MUNICIPAL ELECTION SCHEDULED TO BE HELD ON MAY 9, 2015 IN ACCORDANCE WITH SECTION 2.053(A) OF THE TEXAS ELECTION CODE AS ALL CANDIDATES ARE UNOPPOSED AND RESTATING THAT THE SPECIAL CHARTER AMENDMENTS ELECTION WILL STILL BE HELD ON MAY 9, 2015.

5.0 ROUTINE BUSINESS - Council will discuss, consider and if appropriate, take action on the items listed below.

ATTACHMENT 13

5.1 Approve the Action Items Checklist which is attached and made a part of this agenda. (Council)

ATTACHMENT 14

5.2 Establish future meeting dates and agenda items. (Council)

THE CITY COUNCIL RESERVES THE RIGHT TO HEAR ANY OF THE ABOVE DESCRIBED AGENDA ITEMS THAT QUALIFY FOR AN EXECUTIVE SESSION IN AN EXECUTIVE SESSION BY PUBLICLY ANNOUNCING THE APPLICABLE SECTION NUMBER OF THE OPEN MEETINGS ACT, (CHAPTER 551 OF THE TEXAS GOVERNMENT CODE) THAT JUSTIFIES EXECUTIVE SESSION TREATMENT.

CERTIFICATE

I certify that this notice was posted on the bulletin board on or before Friday, March 13, 2015 and that this notice will remain posted until the meeting has ended.

_____

Michele Glaser, TRMC
City Secretary

Rev. 06/10

AGREEMENT FOR PROFESSIONAL SERVICES

STATE OF TEXAS §

COUNTY OF TARRANT §

This AGREEMENT is entered into by City of Seabrook, Texas, hereinafter called "CITY" and Freese and Nichols, Inc., hereinafter called "FNI." In consideration of the AGREEMENTS herein, the parties agree as follows:

I. **EMPLOYMENT OF FNI:** In accordance with the terms of this AGREEMENT: CITY agrees to employ FNI; FNI agrees to perform professional services in connection with the Project; CITY agrees to pay to FNI compensation. The Project is described as follows: Comprehensive Plan Update

II. **SCOPE OF SERVICES:** FNI shall render professional services in connection with Project as set forth in Attachment SC - Scope of Services and Responsibilities of CITY which is attached to and made a part of this AGREEMENT.

III. **COMPENSATION:** CITY agrees to pay FNI for all professional services rendered under this AGREEMENT in accordance with Attachment CO - Compensation which is attached hereto and made a part of this AGREEMENT. FNI shall perform professional services as outlined in the "Scope of Services" for a lump sum fee of $164,850. Details concerning the fee are included in Attachment CO.

If FNI's services are delayed or suspended by CITY, or if FNI's services are extended for more than 60 days through no fault of FNI, FNI shall be entitled to equitable adjustment of rates and amounts of compensation to reflect reasonable costs incurred by FNI in connection with such delay or suspension and reactivation and the fact that the time for performance under this AGREEMENT has been revised.

IV. **TERMS AND CONDITIONS OF AGREEMENT:** The Terms and Conditions of Agreement as set forth as Attachment TC shall govern the relationship between the CITY and FNI.

Nothing under this AGREEMENT shall be construed to give any rights or benefits in this AGREEMENT to anyone other than CITY and FNI, and all duties and responsibilities undertaken pursuant to this AGREEMENT will be for the sole and exclusive benefit of CITY and FNI and not for the benefit of any other party.

This AGREEMENT constitutes the entire AGREEMENT between CITY and FNI and supersedes all prior written or oral understandings.

This contract is executed in two counterparts.
IN TESTIMONY HEREOF, they have executed this AGREEMENT, the _____ day of _____, 2015.

ATTEST:

_____

City of Seabrook, Texas
(CITY)

By:_____

_____
Print or Type Name and Title

ATTEST:

_____

Freese and Nichols, Inc.
(FNI)

By:_____

_____ Print or
Type Name and Title

ATTACHMENT SC

SCOPE OF SERVICES AND RESPONSIBILITIES OF CITY

ARTICLE I

BASIC SERVICES: FNI shall render the following professional services in connection with the development of the Project:

Project Understanding
The purpose of this study is to prepare a Comprehensive Plan Update for the City of Seabrook that incorporates the needs and desires of the community, master plan review committee, and city council. The Plan will be specific to Seabrook, incorporating realistic recommendations and strategies. The Plan will document:

1. Existing conditions, previous plans, and community vision;
2. Plan recommendations addressing transportation and circulation, future land use, waterfront, redevelopment, neighborhood and community character, and economic development; and
3. Implementation strategies and action items for coordinated activities to achieve the vision of the Plan.

Phase One: Community Snapshot and Visioning

A. Task 1: Community Outreach and Information Strategy, Public Participation

i. **Master Plan Review Commission** The CITY has already appointed the Master Plan Review Commission ("MPRC") that will meet with FNI and CITY staff throughout the planning process. MPRC members are intended to be ambassadors of the planning process and are therefore encouraged to gather input from neighbors, fellow church members, and civic/business groups. The MPRC, CITY, and Freese and Nichols, Inc. (FNI) will meet several times at key milestones throughout the course of the project.

ii. **Public Involvement Plan:** FNI discussed a Public Involvement Plan prior to scope of work and contract approval. Based on that discussion, FNI will assist the CITY in implementing that Public Involvement Plan throughout the planning process. If follow-up discussions with identified key stakeholders are needed, they will be accommodated by conference calls.

iii. **Public Meetings:** In addition to meeting with the MPRC, FNI will facilitate two (2) informative, interactive, and feedback-style public meetings during the course of the project. The purpose of these meetings is to inform the public of the process and project schedule, conduct input/visioning exercises to gather community feedback, and present client findings and recommendations.

iv. **Comprehensive Plan Promotional Video:** In order to gain a broader cross-section of participation, ancillary opportunities for participation will include a comprehensive plan promotional video — the video will highlight the comprehensive plan process and help educate city leadership, staff and citizens on the project. The video will be available to show in neighborhoods, civic and business organizations, schools, churches and other small group settings. The CITY will assist FNI with the content and production of the comprehensive plan promotional video.

v. **Stakeholder Meetings:** The CITY and MPRC have identified six (6) stakeholder groups to be interviewed for data gathering input. The information gathered from the meetings will be used to help establish goals, strategies, and action items for the comprehensive plan update. The following stakeholder groups have been identified for interviews by FNI:

1. City Council
2. Planning and Zoning
3. Economic Development Commission

vi. **Project Web Page and Online Survey:** FNI will prepare a simple project website to interface with the CITY's website. The project website will include a brief project description, allow presentations to be posted, provide a link to an online survey and provide a comment section for community feedback. FNI will develop a brief questionnaire to be included as part of the online survey. Upon completion of the project, the CITY will be responsible for hosting any additional information.

B. Task 2: Community Snapshot

i. **Baseline Analysis:** The Baseline Analysis is intended to provide background information about the City of Seabrook. This is vital to the planning process because without the knowledge of where the CITY is today, assessing what it can be in the future becomes increasingly difficult. The components that are included within the Baseline Analysis will allow everyone involved in the planning process, including the Consultant, City officials, and citizens, to have a clear understanding of the CITY and its existing social, economic, land use, and neighborhood characteristics.

1. Historic Trends, Population Growth and Demographic Profile
   a. FNI will study a historic timeline of Seabrook, including major events impacting physical development of the community.
   b. Historical population and related growth trends will be analyzed.
   c. Demographic profile will consist of age, gender, ethnicity, income, and household type.

The population projections utilized within the Future Land Use Plan and the other components of the Comprehensive Plan will be derived from this information. A summary of all past CITY planning efforts will also be incorporated into this element.

ii. **Existing Land Use Analysis:** The relationships of existing and future land uses will shape the character and quality of life of the community for many years to come. In order to assess the CITY's future land use needs, an analysis of past land use trends and present land use patterns are of primary importance. The following are the specific elements to be documented in order to describe land use characteristics. Assessment of the land use characteristics will be undertaken once data gathering have been completed. The existing land use inventories (conducted using a base map of the CITY provided by Seabrook, the county, or similar entity) will include:

1. Analysis of types of land use (color-coded by category) quantified by acres;
2. Analysis of types of land use correlated to Seabrook's population (for future projection purposes);
3. Discussion of existing development patterns;
4. Discussion of existing land use relationships, both positive and negative.

iii. **Physical Constraints:** Seabrook's man-made and physical environment will greatly influence its future land use pattern and rate of growth. It is important to document and analyze the physical factors that will ultimately contribute to the CITY'S form and content. Some of the primary issues that will ultimately influence the community include the political boundaries of the CITY and its neighbors, topography, floodplain and major drainage ways, major roadway systems, existing development pattern, existing utility systems, historic sites, and the size and location of unique physical characteristics like major tree stands or scenic vistas.

The following are the specific elements to be documented in order to describe the existing physical environment. Information from each of these elements will come from a variety of sources like any

existing data or reports as provided by the CITY, the U.S. Census Bureau, the Federal Emergency Management Agency (FEMA), etc.

1. Analysis of the CITY'S current municipal boundaries and the potential to expand those boundaries;
2. Analysis of the CITY'S major topographic features, including any ridge lines or any areas of unusual topography, and major tree stands;
3. Analysis of the municipal boundaries and ETJ'S of the neighboring cities;
4. Analysis of the CITY'S existing transportation system and plans, identifying major traffic generators and deficiencies;
5. Analysis of the CITY'S natural environment and the identification of any environmentally sensitive areas, including the documentation of the existence of any protected species of plants or wildlife; and
6. Generalized documentation and analysis of existing floodplains, hydrology, and other natural drainage features.

iv. **Planning Context:** An understanding of the planning context will help to set the framework for which general planning decisions can be made. The following are elements to be documented in order to establish the planning context:

1. Evaluate existing planning documents;
2. Review past and ongoing planning efforts conducted by the CITY;
3. Evaluate regional initiatives; and
4. Coordinate with ongoing updates to other plans.

Task Product: The Baseline Analysis will be a compilation of written information, supported with charts and tables, explaining the importance and meaning of the facts as they relate to the City of Seabrook and the Comprehensive Plan. Maps graphically depicting applicable information will include the following elements: (1) Population growth and demographic snapshot, (2) existing transportation/thoroughfare routes, (3) existing land use analysis, and (4) physical limitations of the CITY.

C. Task 3: Vision, Goals and Objectives: During this task, FNI will secure a better understanding from the staff, Planning and Zoning Commission, City Council, MPRC and citizens what individual objectives are to be achieved. To obtain this initial understanding of the community's needs and desires, and to establish a firm direction for the planning program, FNI proposes the steps outlined below.

i. **Issue Identification and Polling Survey:** Issue identification is critical in creating a Comprehensive Plan that is responsive to the CITY'S needs. Therefore, at one of the first meetings of the Comprehensive Plan Advisory Committee (MPRC), members will be solicited to identify key issues they believe are important for the Comprehensive Plan to address. The polling survey will include a series of images and multiple choice and selection questions geared toward obtaining the MPRC'S preference regarding various issues and vision for Seabrook. The polling survey will utilize instant polling devices to capture data.

ii. **"Big Ideas" Workshop:** FNI will conduct one (1) brainstorming session with the MPRC on innovative ideas that may, or may not, be appropriate within Seabrook. The purpose of this exercise is to identify potential of life amenities or development opportunities that may be desired within the Community. Ideas and input received will be used within various elements of the Comprehensive Plan, specifically in areas pertaining to future land use, transportation, parks, public facilities, and community character.

iii. **Staff Planning and Design Workshop:** FNI will conduct one (1) staff planning and design workshop. The purpose of this workshop will be to collaborate between key FNI technical staff and

CITY staff on various issues or approaches that may be utilized to achieve results on issues identified by the public. The primary advantage of this workshop will be the availability and input of technical resources as key issues are defined and discussed.

This workshop could include FNI engineer and urban design leaders and key participants from the CITY'S departments. Additional decision-makers, such as the City Manager, Mayor, Council or other stakeholders may also be included at the CITY'S discretion. Additionally, the workshop will serve to identify any existing or future infrastructure issues or needs from City staff.

iv. **Preparation of Goals and Objectives:** Based on the results of the Issue Identification Exercise, the Polling Survey, the Innovation Charrette, and Staff Planning and Design workshop, a listing of goals and objectives will be prepared. Goals and objectives derived are intended to not only guide the formation of plan recommendations and identify key focus areas, but they are ultimately the basis for the Implementation Plan's action items. This is intended to be a complete revision of goals and objectives developed in the preceding Comprehensive Plan.

Goals and objectives will be submitted to the MPRC for review and input. If desired, the Council may also provide input into the review and development of goals and objectives in order to ensure that significant issues are identified early in the planning process.

Task Product: The results of the Vision, Goals, and Objectives work effort will be: (1) A written summary of issues and the polling survey, and (2) a written list of goals and objectives to guide the remainder of the comprehensive planning process.

Phase Two: Plans and Recommendations

A. **Task 4: Future Land Use Plan:** Seabrook's Future Land Use Plan is a policy document which is intended to guide City staff and officials as they make decision on where, when and how the CITY should grow. Development of a land use plan, which is understandable to citizens, City staff, the Planning and Zoning Commission and City Council, will ensure that a cohesive and unified vision for Seabrook is presented to developers and property owners as future development and redevelopment occurs within the community. The mission is to build a land use scenario based upon the community's vision resulting in the development of a Future Land Use Plan Map that conveys the community's development and redevelopment objectives.

This portion of the Comprehensive Plan will take into account existing land use information, current zoning regulations, economic development objectives, past development patterns and infill and redevelopment opportunities and will integrate them into an understandable graphic depiction of the community's future.

i. **Future Land Use Types Defined:** A key component of the Future Land Use Plan is the definition and discussion of future land use types, including any new types of land use that may be applicable within the CITY. Discussions of the types of land uses will include associated character guidelines, preferred locations, and general density guidelines (for residential uses).

ii. **Land Use Projections:** Land use projections, based upon projected growth scenario, will be calculated. Land use projections will depict the acreage by land use type as reflected within the Future Land Use Plan Map.

iii. **Redevelopment:** Redevelopment is key to the sustainability of any community. Redevelopment potential and locations within the city that should be a focus will be examined and identified. Compatible land uses and the highest and best use for redevelopment areas will be recommended.

iv. **Ultimate Capacity and Population Projections:** The ultimate capacity of Seabrook, based upon the Future Land Use Plan Map, will be calculated in order to provide a general carrying capacity.

Additionally, FNI will develop a new projected growth rate for the CITY based upon historical growth patterns and future growth considerations. The combination of the ultimate capacity and population projections will help guide decisions pertaining to infrastructure, parks, public facilities and other Capital Improvement Program items.

v. **Future Land Use Plan Map:** The Future Land Use Plan will culminate with the depiction of color-coded land uses within the CITY's planning area. The plan will consider the following:

1. Location of future residential, non-residential, open space and public land uses;
2. Location of environmentally sensitive areas or barriers that should be considered when making future development decisions; and
3. Location of future land uses along major transportation corridors.

Task Product: The results of the Future Land Use Plan section of the Comprehensive Plan will be a Future Land Use Plan map, supported and explained with text, charts and tables. Text descriptions will also describe recommendations and proposed guidelines for various types of land uses for the CITY to consider when making future land use decisions.

B. Task 5: SH 146 Land Use and Traffic Analysis: Another important component of the transportation task is assessing the impact of the SH 146 widening project within Seabrook's city limits and adjacent land uses. FNI will evaluate land use and traffic implications on the corridor that examines the effect widening SH146 will have on projected traffic conditions along the corridor, its connecting roadways, and adjacent land use development patterns. The analysis will also identify potential access and/or operational issues as a result of the development patterns on both sides of the corridor. The assessment will be based on support by the Houston-Galveston Area Council (H-GAC) travel demand model. This model will be used as a basis for sketch level evaluation of Build and No Build scenarios of the SH146 expansion (defined below).

i. **Travel Demand Model:** Travel forecasting will play a critical role in defining thoroughfare needs throughout the planning area, but more importantly, roadway needs for the SH146 corridor. Travel forecasting will also enable the assessment of development strategies that accommodate future growth and minimize the impact of roadway expansion on adjacent area development.

FNI will coordinate with City staff to obtain the travel demand model parameters and output from H-GAC including: zonal structure and socio-demographic files, trip generation and trip distribution program files, and network files. Using the mode data, FNI will Update Travel Demand Model Demographics and Prepare Travel Demand Forecast Network for two (2) model runs (to be completed by H-GAC) to assess the build and no-build scenarios for the SH146 widening.

1. **Update Travel Demand Model Demographics**
The Planning Team will coordinate with H-GAC staff to attain its most recently approved Traffic Analysis Zone (TAZ) data (i.e., households, population, and employment by sector (basic, retail, and service) and network for the outermost planning horizon year. Socio-demographic data will be revised and updated, as appropriate, for TAZs affected within the SH 146 corridor. A base year of 2015 and target year 2035 (or later) will be established based on current growth trends and consistency with the comprehensive plan. City staff will assist the planning team with growth trend data, projected 2035 year population, and location of growth within the corridor. Key sub-tasks include:
    a. Coordinate with H-GAC staff to obtain its most recently approved Traffic Assessment Zone (TAZ) data (i.e., households, population, and employment by sector (basic, retail, and service) and network for 2040.
    b. Assess the traffic analysis zones, especially around the periphery of SH146. The magnitude of households and employment and the extent of the roadway network within each zone will primarily drive this assessment.

c. Base Year Verification: Update base year data (H-GAC 2010) using input from City staff and projections developed from the 2015 Seabrook Comprehensive Plan. Project forward for year 2015 TAZ base data.
d. Forecast Year Projection: Using the future land use plan and growth trend data from the City Planning Department, coordination with H-GAC for the preparation of a twenty year forecast for the affected corridor area.
e. Demographic Database Development: Data will be compiled by TAZ for use by H-GAC in the traffic forecast model. Appropriate formats for import of population and employment data to the model will be determined prior to the formulation of the database.
f. Assess developed roadway model networks for both base and future year scenarios for refinement by H-GAC, as appropriate
g. The City of Seabrook will request in writing from H-GAC, two (2) runs of the regional travel demand model to assess the build and no-build scenarios of SH 146.

2. **Travel Demand Forecasts**
Traffic impacts are normally determined relative to a future base condition. The most common future base condition is a scenario based on implementation of the currently adopted Comprehensive Plan for a community. This scenario will normally not represent a "build-out" of the Comprehensive Plan, but rather a reasonable quantity of new development based on past trends, current development approvals and other pending approvals. We have assumed a horizon of 20-years. FNI will facilitate the transfer of two (2) alternative transportation networks to the Houston-Galveston Area Council (H-GAC) for mode runs that include: travel forecasting and a review travel networks (base model and future transportation networks) for coding Sub-tasks to be performed include:

a. Prepare travel forecast for horizon year traffic on existing plus committed network. This analysis will provide insight to operation conditions on the network as it stands today, as well as level of needs relative to the existing network.
b. Prepare a Build travel forecast of horizon year and associated thoroughfare plan improvements with the inclusion of the widened SH146. This analysis will determine the effectiveness of the proposed roadway network and associated range of improvements relative to anticipated growth in the 20-year scenario.
c. Prepare one No-build travel forecast with the existing number of lanes along SH146.

<u>Task Product:</u> Travel forecasts of the SH146 corridor. Up to two (2) traffic scenarios for the City of Seabrook to be completed by H-GAC. A 20-year corridor analyses. Recommendations for corridor needs and improvements. It is important to note, that this task relies on the support of H-GAC and their assistance in travel demand forecasts for the SH 146 area.

C. Task 6: <u>Access and Needs Recommendations:</u> In this task, we will evaluate the current land use and development, policies and access regulations along the corridor, and prepare recommendations regarding how they might be modified to accommodate the widening of SH 146. The guidelines will be based on the previous tasks' work and knowledge of problem areas and include general measures on:

1. Intersection spacing and general geometrics
2. Turn prohibitions
3. Alternative routing and "mini" bypass routes
4. Use of alleyways or driveway redirection and/or consolidation
5. Demand management

In the process, we will also consider the momentum established by existing land use practices, and the impact of changing these policies and practices to ensure adequate development on both sides of SH 146. We recognize that existing investments and other physical constraints may prevent a completely uniform implementation; however, appropriate access management can prevent future deterioration of capacity and help to maintain a more efficient and safe operation, which benefits all users. This may also include recommendations locations which can only be accessed from SH146 which may help to focus attention on how such land may be impacted by the widening and the type of access design appropriate for such uses.

Supporting mapping will be prepared that identifies critical access locations, as described above, and which present the recommended guidelines for access management and land use guidance to maximize the efficiency along SH 146.

Task Product: Access needs and recommended guidelines. Corridor recommendations will be in the form of roadway cross-section needs, turn lane recommendations on frontage roads to accommodate future land uses and provisions/modifications for driveway location considerations.

D. Task 7: Waterfront Development: The waterfront within Seabrook's city limits is important to the CITY'S overall character and future development opportunity. This area should be carefully evaluated in order to leverage its unique environment. This section will examine existing conditions, provide a development framework, investigate potential funding sources, and examine land uses, providing strategies to achieve the desired implementation plan and vision for the waterfront.

Task Product: Waterfront Development recommendations and Waterfront Development Chapter.

E. Task 8: Public Facilities Assessment:

i. Existing Facilities Analysis: FNI will conduct an analysis on existing public facilities including a general inventory of departments housed in each building, their function, the number of employees and the general conditions of each building. FNI will also provide a general assessment of the present levels of service provided to CITY residents. Examples of public services that may be examined include the following:

1. Police protection
2. Fire protection
3. City Hall
4. City administration
5. Library services
6. Community facilities

ii. Identification of Future Needs: The demands for public building space at all levels of government usually increase as the population served grows and as the level of service expands. After an inventory of existing facilities is completed, recommendations for determining the need for new, expanded or more centralized facilities will be provided. Future public facilities should be coordinated with preferred areas for potential growth in order to provide direct service to residential areas and promote service efficiency.

Task Product: The projection of building space needs to be presented in tabular and text format and, when appropriate, locations, such as fire stations, will be mapped.

F. Task 9: Neighborhood and Community Character: Community character refers to the many tangible and intangible characteristics of Seabrook that contribute to the CITY's quality of life. This section is intended define and create recommendations on what the City of Seabrook should consider to maintain and improve

the quality of life for its residents. Input gathered from the Visual Character Survey, the MPRC and public input will be used as the basis for identifying and defining the amenities desired by residents for Seabrook.

In addition to examining opportunities to maintain and enhance the overall quality of life in Seabrook, specific housing recommendations will be made. The cornerstone of a livable community lies with its neighborhoods, and therefore an existing housing conditions and housing mix analysis will be performed and associated recommendations will be created.

i. **Design Character:** This section will provide recommendations pertaining to physical design enhancements within Seabrook and help foster a sense of identity within the community. Design recommendations would include image/nonresidential design standards, street design enhancements, entryway design/branding elements, pedestrian and walkability enhancements, screening and buffering techniques, optimal or desired neighborhood layouts, land use integration, signage standards, landscaping standards and parking standards and design. Many of the design enhancements included within this section are directly related to development/ordinance regulations.

ii. **Housing Strategies:** Recommendations pertaining to new development, infill development, neighborhood integrity programs, available funding sources for housing rehabilitation, housing types, housing mix and generalized density strategies will be provided. The housing strategies component will address the needs of future residents and will enable City staff to prepare an organized program for addressing housing issues in Seabrook, such as Code Enforcement programs.

iii. **Parks and Open Space:** Parks, Recreation, and Open Space are important to a community's character and livability. The City of Seabrook's existing Parks and Open Space Master Plan will be reviewed, and coordination with current planning efforts will be made.

Task Product: Documentation of the above items with any supporting illustrations.

G. Task 10: Economic Development: The economic development task will include the following:

i. **Economic Development:**

1. Gather background information on existing economic development conditions through initial interviews with City management and/or Seabrook EDC staff
2. Conduct additional interviews with others, as needed and dictated by the initial information obtained
3. Review prior revitalization studies, strategic plans, and/or economic development plans of the CITY or the Seabrook EDC
4. Review and discuss with FNI the implications of the results of the Community Snapshot, Issue Identification, Polling Survey, and Big Ideas Workshop
5. Based on the outcome of the foregoing tasks, MDP will develop a work plan to:
    a. Summarize community assets and liabilities with respect to economic development
    b. Inventory current organizations/mechanisms in place for promoting economic development
    c. Draft Economic Development Goals and Objectives for validation by the MPRC
6. If appropriate, develop interactive exercises to establish priorities for implementation
7. Because Economic Development strategies will be based on the vision and economic development strategies will be targeted toward maximizing the tax base in order to fund the community's desired facilities, services and programs, MDP may provide analysis to assist the steering committee in evaluating economic development impacts and may include:
    a. Providing financial modeling / metrics regarding the existing impact on tax revenues of various land uses
    b. Providing a cost of service model / metrics to illustrate existing service demand on the city of various land use types

c. Revitalization case studies with revenue outcomes

8. Prepare for and facilitate MPRC meeting (workshop) devoted to Economic Development issues
9. Based on input and feedback from CPAC meeting and FNI, prepare draft Economic Development element for inclusion in plan, inclusive of goals, objectives, tools, strategies and action steps.

ii. <u>Implementation and Financial Plan:</u>

1. Review and discuss with FNI the draft final recommendations for each element of the Comp Plan Update
2. Based on the draft final recommendations MDP will develop an implementation strategy that will:
   a. Establish priorities of action
   b. Identify funding sources/strategies for improvements, programs and/or services as may be required
   c. Identify funding partners/non-traditional resources where appropriate
   d. Assign responsibility for future and ongoing action to appropriate parties
   e. Include appropriate action steps and funding horizons
3. After review and discussion with FNI, draft Economic Development, Implementation and Recommendations element.

<u>Task Product:</u> Develop economic development recommendations. Identify funding sources/strategies for improvements, programs and/or services as may be required. Identify funding partners/non-traditional resources where appropriate. Assign responsibility for future and ongoing action to appropriate parties. Include appropriate action steps and funding horizons.

Phase Three: Report, Implementation and Adoption

A. Task 11: Report and Implementation

i. <u>Draft Report:</u> FNI will prepare one (1) draft Comprehensive Report that will document the planning process and Tasks 1-10. It will present a clear narrative with accompanying graphics and figures, as necessary, to describe the intentions of the community. The draft will be provided to the CITY, MPRC and other parties the CITY wishes to include for review and comments. FNI will incorporate comments and proceed to prepare implementation items.

ii. <u>Implementation Plan:</u> The Implementation Plan will be structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for the CITY that is described within the Comprehensive Plan. The Implementation Plan will outline priorities primarily by:

1. Reviewing the various policies and related recommendations from each Plan element;
2. Dividing the policies and related recommendations into applicable implementation techniques/actions – an overall Action Plan – such as regulatory actions (e.g., possible zoning or subdivision ordinance updates), programs, and intergovernmental partnerships; and
3. Prioritizing the implementation techniques/actions into appropriate timeframes.

<u>Task Product:</u> The Implementation Plan will represent the initial action plan to take Plan policies and related recommendations from vision to reality, and will include practical and specific steps for implementing the Comprehensive Plan within the near-term (i.e., 2015-2025) and within a longer-term planning horizon (2025 – 2035).

iii. **Capital Improvement Program Ranking and Prioritization:** The City of Seabrook already has a good Capital Improvements Plan (CIP), therefore, general recommendations on what projects should be incorporated into the CITY's overall CIP will be prepared based upon the recommendations of each major element of the Comprehensive Plan. The Capital Improvements Programming element of the Comprehensive Plan will outline a generalized and prioritized five-year (or other such timeline specified by the CITY) construction program for projects that will be needed to implement Plan recommendations that includes the following information:

1. A general priority listing of projects,
2. Generalized range of project costs,
3. Project descriptions, and
4. Potential funding sources.

It is anticipated that the MPRC will serve an important role in establishing the final draft Capital Improvements Programming element that is forwarded for consideration by the Planning and Zoning Commission and City Council. It is imperative that a body that is representative of each segment of the community helps create this element to make sure that the needs of each sector of the CITY are voiced and are given due consideration. Funding will be limited to the CITY'S ability to issue the bonds necessary to complete the projects included in the construction program, and it is extremely important that those projects that are most important to the community as a whole are given highest priority.

Task Product: The Capital Improvements Programming element will be included as an element of the Implementation Section of the Comprehensive Plan. It will include written text and supporting tables that will outline the methodology used to establish the five-year (or other timeline) construction program as well as project prioritization, range of costs, project descriptions, and potential funding sources.

iv. **Final Report and Deliverables:** This document will be created in digital format, including both text and mapping, such that it will be easily reproducible. It will also have the ability to be integrated into Seabrook's website, if desired. Integration of document maps or files to the CITY'S website will be conducted by the CITY. Electronic files of the final Comprehensive Plan will be provided to the CITY. All document text will be produced in Microsoft Word and Adobe Acrobat PDF format.

v. **Plan Chapters:** The culmination of the planning process will result in a Comprehensive Plan document containing the following elements:

1. Executive Summary
2. Chapter 1: Introduction and Community Snapshot
3. Chapter 2: Vision, Goals and Objectives
4. Chapter 3: Future Land Use
5. Chapter 4: Transportation and Circulation Plan Summary
6. Chapter 5: Waterfront Development
7. Chapter 6: Public Facilities Assessment
8. Chapter 7: Neighborhood and Community Character
9. Chapter 8: Economic Development
10. Chapter 9: Implementation Plan

vi. **Plan Mapping:** Project mapping is vital to both dissemination of information at meetings as well as to the Comprehensive Plan document. All mapping will be prepared using ESRI'S ArcGIS software. It is assumed that the CITY will provide all necessary base mapping data in compatible electronic format in order to generate necessary mapping. If there is the need to create base map information or rectify other existing data, such effort will be billed separately on an hourly basis.

<u>Task Product:</u> The results of the Comprehensive Plan documentation will be: (1) Five (5) color copies of the final Comprehensive Plan, and (2) One (1) CD with digital files of the final Comprehensive Plan, including mapping data.

B. Task 12: Adoption: FNI team members will present the project scope, process, findings and recommendations at a necessary City Council and Planning and Zoning Commission meetings as part of the adoption process.

Meetings: FNI will facilitate or assist with meetings throughout the course of the project. These meetings will pursue and utilize various techniques, as well as rely on traditional meeting formats, in gathering vision data. The following is a summary of meetings to be conducted throughout the planning process:

1. **MPRC Meetings:** FNI will participate in up to eight (8) meetings with the MPRC. These meetings are envisioned as up to two (2) hour meetings or conference/video calls to gather data, outline project progress, present plan chapter summaries, and to coordinate upcoming task. Additional meetings as needed will be conducted by conference calls. The following are a part of MPRC meetings:

    a. Community Snapshot, Issue Identification, Polling Survey, Big Ideas Workshop
    b. Development of Draft Goals and Objectives
    c. Future Land Use (Waterfront, Redevelopment, and SH146)
    d. Neighborhood and Community Character, Parks and Open Space
    e. Economic Development, Implementation and Recommendations

2. **Public Meetings:** In addition to meeting with the MPRC, FNI will facilitate two (2) informative, interactive, and feedback-style public meetings during the course of the project.

3. **Comprehensive Plan Promotional Video:** In order to gain a broader cross-section of participation, ancillary opportunities for participation will include a comprehensive plan promotional video — the video will highlight the comprehensive plan process and help educate city leadership, staff and citizens on the project. The video will be available to show in neighborhoods, civic and business organizations, schools, churches and other small group settings. The CITY will assist FNI with the content and production of the comprehensive plan promotional video.

4. **Stakeholder Meetings:** The CITY and MPRC have identified three (3) stakeholder groups to be interviewed for data gathering input. The information gathered from the meetings will be used to help establish goals, strategies, and action items for the comprehensive plan update. There will be up to two (2) meetings with the following stakeholders that have been identified:

    a. City Council, Planning and Zoning, and Economic Development Corporation
    b. Economic Development Corporation

5. **Staff Planning and Design Workshop:** FNI will conduct one (1) staff planning and design workshop. The purpose of this workshop will be to collaborate between key FNI technical staff and CITY staff on various issues or approaches that may be utilized to achieve results on issues identified by the public.

6. **City Council Adoption:** FNI will attend one (1) City Council adoption meeting of the Comprehensive Plan**.**

<u>ARTICLE II</u>

ADDITIONAL SERVICES: Additional Services to be performed by FNI, if authorized by CITY, which are not included in the above described basic services, are described as follows:

A. Making revisions to drawings, specifications or other documents when such revisions are 1) not consistent with approvals or instructions previously given by CITY or 2) due to other causes not solely within the control of FNI.

B. Visits to the site in excess of the number of trips included in Article I for periodic site visits, coordination meetings, or contract completion activities.

C. Preparing statements for invoicing or other documentation for billing other than for the standard invoice for services attached to this professional services agreement.

ARTICLE III

TIME OF COMPLETION: FNI is authorized to commence work on the Project upon execution of this AGREEMENT and agrees to complete the services in accordance with the attached Project Schedule: Seabrook Comprehensive Plan Update.

If FNI's services are delayed through no fault of FNI, FNI shall be entitled to adjust contract schedule consistent with the number of days of delay. These delays may include but are not limited to delays in CITY or regulatory reviews, delays on the flow of information to be provided to FNI, governmental approvals, etc. These delays may result in an adjustment to compensation as outlined on the face of this AGREEMENT and in Attachment CO.

ARTICLE IV

RESPONSIBILITIES OF CITY: CITY shall perform the following in a timely manner so as not to delay the services of FNI:

A. CITY recognizes and expects that certain Change Orders may be required. Unless noted otherwise, the CITY shall budget a minimum of 5% for new construction and a minimum of 10% for construction that includes refurbishing existing structures.

Further, CITY recognizes and expects that certain Change Orders may be required to be issued as the result in whole or part of imprecision, incompleteness, errors, omission, ambiguities, or inconsistencies in the Drawings, Specifications, and other design documentation furnished by Engineer or in the other professional services performed or furnished by Engineer under this Agreement ("Covered Change Orders"). Accordingly, CITY agrees to pay for Change Orders and otherwise to make no claim directly or indirectly against Engineer on the basis of professional negligence, breach of contract, or otherwise with respect to the costs of approved Covered Change Orders unless the aggregate costs of all such approved Covered Change Orders exceed 2% for new construction and 4% for reconstruction. Any responsibility of Engineer for the costs of Covered Changed Orders in excess of such percentage will be determined on the basis of applicable contractual obligations and professional liability standards. For purposes of this paragraph, the cost of Covered Change Orders will not include:

- any costs that CITY would have incurred if the Covered Change Order work had been included originally in the Contract Documents and without any other error or omission of Engineer related thereto,
- Any costs that are due to unforeseen site conditions, or
- Any costs that are due to changes made by the CITY.

- Any costs that are due to the Contractor

Nothing in this provision creates a presumption that, or changes the professional liability standard for determining if, Engineer is liable for the cost of Covered Change Orders in excess of the percent of Construction Cost stated above or for any other Change Order. Wherever used in this document, the term Engineer includes Engineer's officers, directors, partners, employees, agents, and Engineers Consultants.

B. Designate in writing a person to act as CITY'S representative with respect to the services to be rendered under this AGREEMENT. Such person shall have contract authority to transmit instructions, receive information, interpret and define CITY'S policies and decisions with respect to FNI's services for the Project.

C. Provide all criteria and full information as to CITY'S requirements for the Project, including design objectives and constraints, space, capacity and performance requirements, flexibility and expandability, and any budgetary limitations; and furnish copies of all design and construction standards which CITY will require to be included in the drawings and specifications.

D. Assist FNI by placing at FNI's disposal all available information pertinent to the Project including previous reports and any other data relative to design or construction of the Project.

E. Arrange for access to and make all provisions for FNI to enter upon public and private property as required for FNI to perform services under this AGREEMENT.

F. Examine all studies, reports, sketches, drawings, specifications, proposals and other documents presented by FNI, obtain advice of an attorney, insurance counselor and other consultants as CITY deems appropriate for such examination and render in writing decisions pertaining thereto within a reasonable time so as not to delay the services of FNI.

G. Furnish approvals and permits from all governmental authorities having jurisdiction over the Project and such approvals and consents from others as may be necessary for completion of the Project.

H. CITY shall make or arrange to have made all subsurface investigations, including but not limited to borings, test pits, soil resistivity surveys, and other subsurface explorations. CITY shall also make or arrange to have made the interpretations of data and reports resulting from such investigations. All costs associated with such investigations shall be paid by CITY.

I. Provide such accounting, independent cost estimating and insurance counseling services as may be required for the Project, such legal services as CITY may require or FNI may reasonably request with regard to legal issues pertaining to the Project including any that may be raised by Contractor(s), such auditing service as CITY may require to ascertain how or for what purpose any Contractor has used the moneys paid under the construction contract, and such inspection services as CITY may require to ascertain that Contractor(s) are complying with any law, rule, regulation, ordinance, code or order applicable to their furnishing and performing the work.

J. CITY shall determine, prior to receipt of construction bid, if FNI is to furnish Resident Project Representative service so the Bidders can be informed.

K. If CITY designates a person to serve in the capacity of Resident Project Representative who is not FNI or FNI's agent or employee, the duties, responsibilities and limitations of authority of such Resident Project Representative(s) will be set forth in an Attachment attached to and made a part of this AGREEMENT before the Construction Phase of the Project begins. Said attachment shall also set forth appropriate modifications of the Construction Phase services as defined in Attachment SC, Article I, C, together with such adjustment of compensation as appropriate.

L. Attend the pre-bid conference, bid opening, preconstruction conferences, construction progress and other job related meetings and substantial completion inspections and final payment inspections.

M. Give prompt written notice to FNI whenever CITY observes or otherwise becomes aware of any development that affects the scope or timing of FNI's services, or any defect or nonconformance of the work of any Contractor.

N. Furnish, or direct FNI to provide, Additional Services as stipulated in Attachment SC, Article II of this AGREEMENT or other services as required.

O. Bear all costs incident to compliance with the requirements of this Article IV.

ARTICLE V

DESIGNATED REPRESENTATIVES: FNI and CITY designate the following representatives:

CITY'S Designated Representative –

Sean Landis
1700 First Street
Seabrook, Texas 77586
(281) 291-5669
slandis@seabrooktx.gov

CITY'S Accounting Representative –

Name:_____
Address_____
_____
Phone:_____
Email:_____

FNI'S Designated Representative –

Shad Comeaux
11200 Broadway Street, Suite 2332
Pearland, Texas 77584-9786
(832) 456-4766
sec@freese.com

FNI'S Accounting Representative –

Stephanie Steinmetz
4055 International Plaza, Suite 200
Fort Worth, Texas 76109
(214) 217-2212
Stephanie.Steinmetz@freese.com

FNI_____
OWNER_____

ATTACHMENT CO

COMPENSATION

Lump Sum: Compensation to FNI shall be the lump sum fee of One Hundred Sixty-Four Thousand Eight Hundred Fifty Dollars ($164,850). If FNI sees the Scope of Services changing so that additional services are needed, including but not limited to those services described as Additional Services in Attachment SC, FNI will notify OWNER for OWNER'S approval before proceeding. Additional Services shall be computed based on the Schedule of Charges.

Schedule of Charges:

Position	Min	Max
Professional - 1	64	109
Professional - 2	83	139
Professional - 3	89	170
Professional - 4	129	208
Professional - 5	165	228
Professional - 6	156	416
Construction Manager - 1	81	186
Construction Manager - 2	98	142
Construction Manager - 3	121	151
Construction Manager - 4	153	207
CAD Technician/Designer - 1	54	93
CAD Technician/Designer - 2	85	122
CAD Technician/Designer - 3	109	156
Corporate Project Support - 1	40	91
Corporate Project Support - 2	66	162
Corporate Project Support - 3	72	315
Intern/ Coop	33	60

Rates for In-House Services

Travel
Standard IRS Rates

Bulk Printing and Reproduction	
Black and White	$0.10 per copy
Color	$0.25 per copy
Plot - Bond	$2.50 per plot
Plot - Color	$5.75 per plot
Plot - Other	$5.00 per plot
Binding	$0.25 per binding

OTHER DIRECT EXPENSES:

Other direct expenses are reimbursed at actual cost times a multiplier of 1.10. They include outside printing and reproduction expense, communication expense, travel, transportation and subsistence away from the FNI office and other miscellaneous expenses directly related to the work, including costs of laboratory analysis, test, and other work required to be done by independent persons other than staff members. For Resident Representative services performed by non-FNI employees and CAD services performed In-house by non-FNI employees where FNI provides workspace and equipment to perform such services, these services will be billed at cost times a multiplier of 2.0. This markup approximates the cost to FNI if an FNI employee was performing the same or similar services.

These ranges and rates will be adjusted annually in February.

320-22015

Client will be invoiced as follows:
1st invoice (upfront) – 10% - $16,485
2nd invoice (upon completion of Phase 1) – 25% - $41,212
3rd invoice (upon completion of Phase II) – 45% - $74,182
4th invoice (upon completion of Phase III) – 20% - $32,971

FNI_____
OWNER_____

TERMS AND CONDITIONS OF AGREEMENT

1. **DEFINITIONS:** The term City as used herein refers to the City of Seabrook, Texas. The term FNI as used herein refers to Freese and Nichols, Inc., its employees and agents; also its subcontractors and their employees and agents. As used herein, Services refers to the professional services performed by Freese and Nichols pursuant to the AGREEMENT.

2. **CHANGES:** City, without invalidating the AGREEMENT, may order changes within the general scope of the WORK required by the AGREEMENT by altering, adding to and/or deducting from the WORK to be performed. If any change under this clause causes an increase or decrease in FNI's cost of, or the time required for, the performance of any part of the Services under the AGREEMENT, an equitable adjustment will be made by mutual agreement and the AGREEMENT modified in writing accordingly.

3. **TERMINATION:** The obligation to provide services under this AGREEMENT may be terminated by either party upon ten days' written notice. In the event of termination, FNI will be paid for all services rendered and reimbursable expenses incurred to the date of termination and, in addition, all reimbursable expenses directly attributable to termination.

4. **CONSEQUENTIAL DAMAGES:** In no event shall FNI or its subcontractors be liable in contract, tort, strict liability, warranty, or otherwise for any special, indirect, incidental or consequential damages, such as loss of product, loss of use of the equipment or system, loss of anticipated profits or revenue, non-operation or increased expense of operation or other equipment or systems.

5. **INFORMATION FURNISHED BY CITY:** City will assist FNI by placing at FNI's disposal all available information pertinent to the Project including previous reports and any other data relative to design or construction of the Project. FNI shall have no liability for defects or negligence in the Services attributable to FNI's reliance upon or use of data, design criteria, drawings, specifications or other information furnished by City and City agrees to indemnify and hold FNI harmless from any and all claims and judgments, and all losses, costs and expenses arising therefrom. FNI shall disclose to City, prior to use thereof, defects or omissions in the data, design criteria, drawings, specifications or other information furnished by City to FNI that FNI may reasonably discover in its review and inspection thereof.

6. **INSURANCE:** FNI shall provide to City certificates of insurance which shall contain the following minimum coverage (All limits in thousands):

Commercial General Liability		**Workers' Compensation**	
General Aggregate	$2,000	Each Accident	$500
Automobile Liability (Any Auto)		**Professional Liability**	
CSL	$1,000	$3,000 Annual Aggregate	

7. **SUBCONTRACTS:** If, for any reason, at any time during the progress of providing Services, City determines that any subcontractor for FNI is incompetent or undesirable, City will notify FNI accordingly and FNI shall take immediate steps for cancellation of such subcontract. Subletting by subcontractors shall be subject to the same regulations. Nothing contained in the AGREEMENT shall create any contractual relation between any subcontractor and City.

8. **OWNERSHIP OF DOCUMENTS:** All drawings, reports data and other project information developed in the execution of the Services provided under this AGREEMENT shall be the property of the City upon payment of FNI's fees for services. FNI may retain copies for record purposes. City agrees such documents are not intended or represented to be suitable for reuse by City or others. Any reuse by City or by those who obtained said documents from City without written verification or adaptation by FNI will be at City's sole risk and without liability or legal exposure to FNI, or to FNI's independent associates or consultants, and City shall indemnify and hold harmless FNI and FNI's independent associates and consultants from all claims, damages, losses and expenses including attorneys' fees arising out of or resulting therefrom. Any such verification or adaptation will entitle FNI to further reasonable compensation. FNI may reuse all drawings, report data and other project information in the execution of the Services provided under this AGREEMENT in FNI's other activities. Any reuse by FNI will be at FNI's sole risk and without liability or legal exposure to City, and FNI shall indemnify and hold harmless City from all claims, damages, losses and expenses including attorneys' fees arising out of or resulting therefrom.

FNI_____
CITY_____

9. **POLLUTANTS AND HAZARDOUS WASTES:** It is understood and agreed that FNI has neither created nor contributed to the creation or existence of any hazardous, radioactive, toxic, irritant, pollutant, or otherwise dangerous substance or condition at the site, if any, and its compensation hereunder is in no way commensurate with the potential risk of injury or loss that may be caused by exposures to such substances or conditions. The parties agree that in performing the Services required by this AGREEMENT, FNI does not take possession or control of the subject site, but acts as an invitee in performing the services, and is not therefore responsible for the existence of any pollutant present on or migrating from the site. Further, FNI shall have no responsibility for any pollutant during clean-up, transportation, storage or disposal activities.

10. **OPINION OF PROBABLE COSTS:** FNI will furnish an opinion of probable project development cost based on present day cost, but does not guarantee the accuracy of such estimates. Opinions of probable cost, financial evaluations, feasibility studies, economic analyses of alternate solutions and utilitarian considerations of operations and maintenance costs prepared by FNI hereunder will be made on the basis of FNI's experience and qualifications and represent FNI's judgment as an experienced and qualified design professional. It is recognized, however, that FNI does not have control over the cost of labor, material, equipment or services furnished by others or over market conditions or contractors' methods of determining their prices.

11. **CONSTRUCTION REPRESENTATION:** If required by the AGREEMENT, FNI will furnish Construction Representation according to the defined scope for these services. FNI will observe the progress and the quality of work to determine in general if the work is proceeding in accordance with the Contract Documents. In performing these services, FNI will endeavor to protect City against defects and deficiencies in the work of Contractors; FNI will report any observed deficiencies to City, however, it is understood that FNI does not guarantee the Contractor's performance, nor is FNI responsible for the supervision of the Contractor's operation and employees. FNI shall not be responsible for the means, methods, techniques, sequences or procedures of construction selected by the Contractor, or the safety precautions and programs incident to the work of the Contractor. FNI shall not be responsible for the acts or omissions of any person (except his own employees or agent) at the Project site or otherwise performing any of the work of the Project. If City designates a person to serve in the capacity of Resident Project Representative who is not a FNI's employee or FNI's agent, the duties, responsibilities and limitations of authority of such Resident Project Representative(s) will be set forth in writing and made a part of this AGREEMENT before the Construction Phase of the Project begins.

12. **PAYMENT:** Progress payments may be requested by FNI based on the amount of services completed. Payment for the services of FNI shall be due and payable upon submission of a statement for services to CITY and in acceptance of the services as satisfactory by the CITY. Statements for services shall not be submitted more frequently than monthly. Any applicable new taxes imposed upon services, expenses, and charges by any governmental body after the execution of this AGREEMENT will be added to FNI's compensation.

    If CITY fails to make any payment due FNI for services and expenses within thirty (30) days after receipt of FNI's statement for services therefore, the amounts due FNI will be increased at the rate of one percent (1%) per month from said thirtieth (30th) day, and, in addition, FNI may, after giving seven (7) days' written notice to CITY, suspend services under this AGREEMENT until FNI has been paid in full, all amounts due for services, expenses and charges.

13. **ARBITRATION:** No arbitration arising out of, or relating to, this AGREEMENT involving one party to this AGREEMENT may include the other party to this AGREEMENT without their approval.

14. **SUCCESSORS AND ASSIGNMENTS:** CITY and FNI each are hereby bound and the partners, successors, executors, administrators and legal representatives of CITY and FNI are hereby bound to the other party to this AGREEMENT and to the partners, successors, executors, administrators and legal representatives (and said assigns) of such other party, in respect of all covenants, agreements and obligations of this AGREEMENT.

    Neither CITY nor FNI shall assign, sublet or transfer any rights under or interest in (including, but without limitation, moneys that may become due or moneys that are due) this AGREEMENT without the written consent of the other, except to the extent that any assignment, subletting or transfer is mandated by law or the effect of this limitation may be restricted by law. Unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under this AGREEMENT. Nothing contained in this paragraph shall prevent FNI from employing such independent associates and consultants as FNI may deem appropriate to assist in the performance of services hereunder.

15. **PURCHASE ORDERS:** If a Purchase Order is used to authorize FNI's Services, only the terms, conditions/instructions typed on the face of the Purchase Order shall apply to this AGREEMENT. Should there be any conflict between the Purchase Order and the terms of this AGREEMENT, then this AGREEMENT shall prevail and shall be determinative of the conflict.

FNI_____
CITY_____

The City Council of the City of Seabrook met in regular session on Tuesday, March 3, 2015 at 7:00 p.m. in Seabrook City Hall, 1700 First Street, Seabrook, Texas to discuss, consider and if appropriate, take action on the items listed below.

THOSE PRESENT WERE:

GLENN R. ROYAL	MAYOR
ROBERT LLORENTE	COUNCIL PLACE NO. 1
MIKE GIANGROSSO – Ex. Abs.	COUNCIL PLACE NO. 2
GARY JOHNSON	MAYOR PRO TEM & COUNCIL PLACE NO. 3
MELISSA BOTKIN- Ex. Abs.	COUNCIL PLACE NO. 4
THOM KOLUPSKI	COUNCIL PLACE NO. 5
O. J. MILLER	COUNCIL PLACE NO. 6
GAYLE COOK	CITY MANAGER
SEAN LANDIS	ASSISTANT CITY MANAGER
STEVEN L. WEATHERED	CITY ATTORNEY
MICHELE L. GLASER	CITY SECRETARY

Mayor Royal called the meeting to order at 7:00 p.m. and led the audience in the United States and Texas Pledge of Allegiance.

1.0 PRESENTATIONS

1.1 Presentation of a quarterly report on the activities of the Open Space and Trails Committee. (Burton)

Mrs. Burton gave an update on park activities, including the recent opening of the new trails section, planting of trees donated by TXU, adding ground cover at Pine Gully Park, donation by Dow Chemical for new bleachers at the baseball practice field, volunteer activities throughout the city and possible relocation of the small free library that is currently on city hall property. Mrs. Burton also announced that the Parks Department had received an award from H-GAC for the tree planting. She stated that committee members are finalizing a wish list for the next five years. Mayor Royal and councilmembers thanked the committee for their hard work in improving Seabrook.

1.2 Presentation on the Update for the Seabrook Police Department OSSI Software and new capabilities. (Wright)

Chief of Police Sean Wright gave a presentation on the new system which is shared with all other local police departments in this area except Lakeview. The new system will increase efficiency and accountability and is user friendly. He stated that the public can access the statistics generated by the system. George Szakacs, Director of IT, stated that the new system will allow the city to operate remotely if evacuation is necessary. Chief Wright and Mr. Szakacs briefly discussed the request for new equipment as listed in

Agenda Item 5.5. Mr. Szakacs state that the useful life of new equipment is typically six years. The new equipment will have a three-year warranty.

2.0 PUBLIC COMMENTS AND ANNOUNCEMENTS

2.1 Mayor, City Council and/or members of the city staff may make announcements about city/community events. (Council)

Mayor Royal announced several upcoming events.

3.0 SPECIFIC PUBLIC HEARING(S)

3.1 Request for preliminary approval of El Mar Village Planned Unit Development, a townhouse community of approximately 18 units on approximately 2.1640 acres of land. (Applicant)

Applicant: Charles Anders, PO Box 1244, Friendswood, Texas 77549

Owner: Sunset Development, Inc., PO Box 798, Friendswood, Texas 77549

Legal Description: Res 1, 2 and 3, Block 5 in Miramar Subdivision, Section 3, Abstract 52, Ritson Morris Survey, Harris County Texas.

Location: This property is located immediately south of El Mar Lane and west of North Meyer in an R-1 (Single Family Detached) Zoning District.

John Skeele, President of Bayway Homes and Sunset Development stated that Bayway has built houses in Seabrook for several years. This site previously had non-conforming apartments which were torn down after Hurricane Ike. The proposed new FEMA map will require that the townhouses be constructed on stilts at 16-17 feet in elevation. The ground level at this location is 8-9 feet. Each townhouse unit will be separately owned. As there are only two units in each building, windows can be built on three sides of each unit. The units will be 1,700-1,800 square feet in area and will be two stories with a front porch.

There were no comments from the public.

3.2 Proposed Ordinance No. 2015-04, "Specifying Uses Allowed in the Point Overlay District." (P&Z)

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK APPENDIX A, “COMPREHENSIVE ZONING”, ARTICLE 3, “ESTABLISHMENT OF ZONING DISTRICTS AND ASSOCIATED REGULATIONS”, SECTION 3.15 “COMPREHENSIVE LAND USE REGULATION MATRIX,” BY ADDING THE POINT OVERLAY DISTRICT (POD) AS A LAND USE DISTRICT; BY

SPECIFYING USES BY RIGHT AND CONDITIONAL USES PERMITTED IN THE POD; AND BY PROVIDING CROSS REFERENCES IN SECTION 3.15 AND IN ARTICLE 4, "SPECIAL USE REGULATIONS", SECTION 4.15.04, "USES".

THIS ORDINANCE PROVIDES FOR A PENALTY IN AN AMOUNT NOT TO EXCEED $2000 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALS ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDES FOR SEVERABILITY; AND PROVIDES FOR AN EFFECTIVE DATE

Mr. Landis stated that the Planning and Zoning Commission had recommended refining the uses allowed in the Point Overlay District. Currently all uses allowed in the Marine Mixed Use District (MMU) are also allowed in the Point Overlay District (POD.) The Planning and Zoning Commission had recently reviewed these uses and recommended limiting uses allowed in the POD as many of the uses in MMU do not conform to the city's long-term plan for the Point area. Councilor Kolupski asked why churches were to be allowed in this district as they may have an impact on the ability of restaurants to obtain liquor licenses. Mr. Landis stated that churches must be allowed in all zoning districts. Both he and City Attorney Steve Weathered stated that the City Code allows Council to grant a variance to the distance between a church and a use serving alcohol.

There were no comments from the public.

3.3 Proposed Ordinance No. 2015-05, "Readopting Curfew Regulations for Minors." (Wright)

AN ORDINANCE READOPTING THE CURRENT CURFEW REGULATIONS FOR MINORS CONTAINED IN THE SEABROOK CITY CODE, CHAPTER 44, SECTION 44-95 "CURFEW FOR MINORS" PROVIDING A PENALTY OF AN AMOUNT NOT TO EXCEED $500 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF; AND PROVIDING FOR SEVERABILITY.

Chief Wright said by law, the curfew ordinance must be reviewed and readapted every three years to remain in effect. No changes were recommended to the current ordinance.

There were no comments from the public.

4.0 CONSENT AGENDA

4.1 Removed from the Consent Agenda by Mrs. Cook.

4.2 Approve the Seabrook Municipal Court's cancellation of 281 delinquent citations from 1984 through 1998 as uncollectable. (Webbon)

4.3 Approve the Seabrook Municipal Court's creation of a "Warrant Discount Program" (waiving a $50.00 fee for each warrant collected) for a period of time not to exceed four weeks each fiscal year. (Webbon)

4.4 Approve an annual report certifying that the city does not racially profile as mandated by the State. (Wright)

4.5 Appoint Sue Harral as Election Judge and Mary Goeckler as Alternate Election Judge for the May 9, 2015 General and Special Elections and for the June 13, 2015 Runoff Election, if applicable. (Glaser)

4.6 Approve the minutes of the regular City Council meeting on February 17, 2015. (Glaser)

4.7 Consider approval of Resolution 2015- 05, "Opposing Senate Bill 343"(Royal)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, TEXAS, OPPOSING SENATE BILL 343 AND ANY OTHER LEGISLATION WHICH WOULD ERODE THE AUTHORITY OF A HOME RULE MUNICIPALITY; FINDING COMPLIANCE WITH THE OPEN MEETINGS LAW; AND PROVIDING AN EFFECTIVE DATE HEREOF.

4.8 Approve Resolution 2015-06, "Authorization for Acquisition/Exchange of Real Property for the Current City Public Works Yard Pursuant to Sealed Bid Proposal Addressed by Council on February 17, 2015." (Cook)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, AUTHORIZING PROCEEDING WITH THE SEALED BID RECEIVED FROM PACIFIC RIDGE DEVELOPMENT COMPANY, LLC FOR ACQUISITION/ EXCHANGE OF CERTAIN REAL PROPERTY FOR THE CURRENT CITY PUBLIC WORKS YARD, (APPROXIMATELY 3.405 ACRES OUT OF THE RITSON MORRIS SURVEY, ABSTRACT 52, HARRIS COUNTY, TEXAS, GENERALLY LOCATED ON LAKESIDE DRIVE AND SH 146), ("PUBLIC WORKS PROPERTY"), TO BE CONVEYED IN EXCHANGE FOR THE BID PROPERTY CONSISTING OF A TRACT OF LAND CONTAINING APPROXIMATELY 8.071 ACRES SITUATED IN THE RITSON MORRIS SURVEY, A-52, HARRIS COUNTY, TEXAS, GENERALLY LOCATED ON LAKESIDE DRIVE WITH TERMINUS OF HUMBLE DRIVE ("EXCHANGE PROPERTY"); DETERMINING COMPLIANCE WITH APPLICABLE BIDDING PROCEDURE; FINDING THE PUBLIC NECESSITY FOR THE EXPENDITURE OF FUNDS, AUTHORIZING THE CITY MANAGER TO PROCEED WITH THE NECESSARY DUE DILIGENCE FOR EVALUATION OF PROCEEDING WITH THE EXCHANGE AND ACQUISITION OF THE SUBJECT PROPERTIES PURSUANT TO THE BID RECEIVED, INCLUDING A LEASE BACK TO THE CITY FOR THE PUBLIC WORKS PROPERTY FOR A DEFINED TIME/TERMS; ALL SPECIFICALLY SUBJECT TO CITY COUNCIL APPROVAL, IN COMPLIANCE

WITH ALL APPLICABLE LAWS, REGULATIONS AND CHARTER REQUIREMENTS; FINDING AND DETERMINING THAT THE MEETING AT WHICH THIS RESOLUTION IS PASSED IS OPEN TO THE PUBIC AS REQUIRED BY LAW.

4.9 Consider approval of Resolution 2015-07, "Opposing Revenue Cap." (Cook)

A RESOLUTION OF THE CITY OF SEABROOK TEXAS IN OPPOSITION TO A REVENUE CAP AND LEGISLATIVE INTERFERENCE WITH LOCAL SERVICES

4.10 Approve proposed Resolution No. 2015-08, "Designating an Additional Location for the Display of Public Notices." (Glaser)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, TEXAS DESINATING AN ADDITIONAL LOCATION ON CITY PROPRTY FOR PROVIDING COMPLETE COPIES OF OFFICIAL NOTICES WHEN THERE IS INSUFFICIENT SPACE ON THE OFFICIAL BULLETIN BOARD.

Motion was made by Councilor Johnson and seconded by Councilor Miller

To approve the Consent Agenda with the exception of Item 4.1.

MOTION CARRIED BY UNANIMOUS CONSENT.

END OF CONSENT AGENDA

4.1 Approve reappointments of John Dolan and Sue Langgard as regular members of the Board of Adjustment and Richard Nguyen as an alternate member, all with two-year terms expiring January 2017. (Council)

Motion was made by Councilor Llorente and seconded by Councilor Johnson

To table this item at the request of the city manager.

MOTION TO TABLE CARRIED BY UNANIMOUS CONSENT.

5.0 NEW BUSINESS

5.1 Consider first and final reading of proposed Ordinance No. 2015-06, "Amendment to the FY 2013/14 Budget."

AN ORDINANCE AMENDING THE BUDGET FOR THE FISCAL YEAR BEGINNING ON OCTOBER 1, 2013 AND ENDING ON SEPTEMBER 30, 2014 FOR THE CITY OF SEABROOK.

Motion was made by Councilor Llorente and seconded by Councilor Johnson

To approve Ordinance No. 2015-06 on first and final reading, with the reading of the caption serving as the reading of the ordinance.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.2 Consider request for preliminary approval of El Mar Village Planned Unit Development which consists of approximately 18 units on 2.1640 acres of land south of El Mar Lane and west of North Meyer. (Applicant)

Motion was made by Councilor Miller and seconded by Councilor Llorente

To grant preliminary approval to the El Mar Village Planned Unit Development.

In answer to question from Mayor Royal, Mr. Landis stated that the new preliminary FEMA maps which have not been finally adopted will require an elevation of 16-17 feet. Mr. Landis stated that he recommends that all builders build to the new maps, so they will be conforming when the maps change.

Councilor Johnson asked why the plan did not contain any architectural standards as contained in previous Planned Unit Development projects. Mr. Weathered stated that preliminary approval is an up or down vote. Conditions on the PUD can be required by Council at the time of final approval. Both Councilor Johnson and Councilor Llorente stated that they would like to see the applicant add architectural standards for the project.

MOTION TO GRANT PRELIMINARY APPROVAL CARRIED BY UNANIMOUS CONSENT.

5.3 Consider first reading of proposed Ordinance No. 2015-04, "Specifying Uses Allowed in the Point Overlay District. (P&Z)

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK APPENDIX A, “COMPREHENSIVE ZONING”, ARTICLE 3, “ESTABLISHMENT OF ZONING DISTRICTS AND ASSOCIATED REGULATIONS”, SECTION 3.15 “COMPREHENSIVE LAND USE REGULATION MATRIX,” BY ADDING THE POINT OVERLAY DISTRICT (POD) AS A LAND USE DISTRICT; BY SPECIFYING USES BY RIGHT AND CONDITIONAL USES PERMITTED IN THE POD; AND BY PROVIDING CROSS REFERENCES IN SECTION 3.15 AND IN ARTICLE 4, “SPECIAL USE REGULATIONS”, SECTION 4.15.04, “USES”.

THIS ORDINANCE PROVIDES FOR A PENALTY IN AN AMOUNT NOT TO EXCEED $2000 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALS ALL ORDINANCES OR PARTS OF ORDINANCES

INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDES FOR SEVERABILITY; AND PROVIDES FOR AN EFFECTIVE DATE.

Councilor Johnson asked why the Commission recommended allowing commercial parking lots in this area. Mr. Landis stated that parking is currently limited in this area, and parking on the street has caused problems.

Mr. Landis stated that the use "dinner theatre" should have been listed as a "use by right" in the POD.

Motion was made by Councilor Kolupski and seconded by Councilor Johnson

To approve proposed Ordinance No. 2015-04 on first reading with the reading of the caption serving as the reading of the ordinance with the correction of adding the use of "dinner theatre" as a "use by right."

MOTION CARRIED BY UNANIMOUS CONSENT.

5.4 Consider first reading of proposed Ordinance No. 2015-05, "Readopting Curfew Regulations for Minors." (Wright)

AN ORDINANCE READOPTING THE CURRENT CURFEW REGULATIONS FOR MINORS CONTAINED IN THE SEABROOK CITY CODE, CHAPTER 44, SECTION 44-95 "CURFEW FOR MINORS" PROVIDING A PENALTY OF AN AMOUNT NOT TO EXCEED $500 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF; PROVIDING FOR SEVERABILITY AND PROVIDING FOR NOTICE.

Motion was made by Councilor Johnson and seconded by Councilor Miller

To approve proposed Ordinance No. 2015-05 on first reading with the reading of the caption serving as the reading of the ordinance.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.5 Consider approval of a proposal from CDWG for 16 new Panasonic Toughbooks laptops in the amount of $58,000.00 and a proposal from Emergency Vehicle Specialists (EVS) for docking station equipment in the amount of $16,597.58 for a total of $74,597.58 from General Fund reserves. CDWG and EVS are state approved and pre-bid vendors. (Wright)

Mrs. Cook stated that this would be paid for in the FY 2014/15 budget if approved.

Motion was made by Councilor Llorente and seconded by Councilor Johnson

To approve the request for laptops as presented.

Councilmembers asked that in the future, such items be considered during the budget process.

MOTION CARRIED BY UNANIMOUS CONSENT.

6.0 ROUTINE BUSINESS

6.1 Approve the Action Items Checklist which is attached and made a part of this agenda. (Council)

Mrs. Cook gave an update on the feasibility study for fiber optics and on the Todville Road improvements. Mayor Royal gave an update on TxDOT's plans to widen SH 146.

Motion was made by Councilor Kolupski and seconded by Councilor Llorente

To approve the Action Items Checklist.

MOTION CARRIED BY UNANIMOUS CONSENT.

6.2 Establish future meeting dates and agenda items. (Council)

Mrs. Glaser reminded Council of the special joint meeting with the Planning and Zoning Commission on March 17 at 6 p.m. to consider preliminary approval of the senior apartment complex planned unit development (PUD) on Repsdorph Road. Council also decided to hold an additional joint meeting on April 7 at 6:00 p.m. to consider final approval of the El Mar Village PUD.

Upon motion, Mayor Royal adjourned the meeting at 8:26 p.m.

Approved this 17th day of March 2015.

_____
Glenn R. Royal, Mayor

_____
Michele Glaser, TRMC
City Secretary

CITY OF SEABROOK

AGENDA BRIEFING

Date of Meeting: March 17, 2015

Submitter/Requestor: Sean Landis

Presenter: Sean Landis

Description/Subject: Monthly Building Department Report for February 2015.

Purpose/Need: Policy Issue☐ Administrative Issue ☐

Background/Issue (What prompted this need?): **None**

Impacted Parties (Expected/Notified): **Council, Staff & citizens**

Miscellaneous Comments:
In the month of February, there were one (1) residential permits issued totaling $550,112.00
No new commercial permits were issued in February.

Recommended Action:

Attachments:
- Monthly Permitting report page for February
- 2014-2015 Year to Date report
- Code Enforcement and Building Inspection report for February
- Fire Marshal Inspection report for February

Fiscal Impact:

Budgeted	___ Yes	___No	Finance Officer Review:
Budget Amendment Required	___ Yes	___No	
Future/Ongoing Impact	___ Yes	___No	_____

Budget Dept/Line Item Number _____

Funding Comments:

Where on the agenda should this item be placed? Consent Agenda

Suggested Motion:

City Manager Review:

- ○ Approved as submitted
- ○ Submitted for Council consideration without comment
- ○ Submitted for Council consideration with comments stated below:

(All items are to be reviewed and approved by the city manager, except items submitted by the mayor or any council member or routine consent agenda items such as minutes and second & third readings of ordinances.)

Sent to City Attorney for review _____ _____
(City Attorney should review all ordinances, resolutions, contracts and executive session items.)

Received and accepted by the City Secretary/Assistant _____ _____

Returned by the City Secretary/Assistant (If incomplete) _____ _____

All requests must be submitted to the City Secretary's Office no later than 5:00 p.m. on the Wednesday preceding the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

Building Department Statistics
Fiscal Year 2014-2015

Date	New Residential		Residential Additions & Pools		Commercial New & Additions		City Projects New & Additions		*Miscellaneous		Electrical		Irrigation		Mechanical		Plumbing		Monthly Totals		Last Year Totals	
	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#	Valuation	#		#	
October	2	$500,000.00	15	$115,171.81	2	$81,550.00	0	$0.00	4	$49,820.58	12	$ 78,198.00	1	$11,000.00	14	$ 164,948.05	17	$ 177,785.00	67	$1,178,473.44	52	$ 1,675,849.25
November	2	$737,666.07	12	$172,288.01	1	$5,000.00	0	$0.00	8	$82,630.00	12	$ 61,349.00	1	$1,037.00	4	$ 16,673.30	13	$ 97,374.00	53	$1,174,017.38	58	$ 601,737.83
December	2	$406,936.50	8	$269,588.00	4	$10,175,324.00	0	$0.00	6	$24,360.00	6	$ 551,460.00	2	$2,728.00	6	$ 86,891.30	14	$ 554,270.00	52	$12,071,557.80	56	$ 1,183,504.55
January	1	$846,716.00	8	$108,945.00	3	$288,203.53	0	$0.00	2	$9,900.00	11	$ 413,980.00	1	$3,100.00	9	$ 186,313.44	30	$2,952,798.25	65	$4,811,956.22	36	$ 145,696.60
February	1	$550,112.00	14	$330,932.38	4	$132,696.97	0	$0.00	7	$139,061.00	30	$1,871,650.00	1	$5,591.96	9	$ 91,129.30	18	$ 89,825.00	84	$3,210,998.61	45	$ 1,291,282.66
March							0	$0.00											0	$0.00	58	$ 3,473,005.90
April							0	$0.00											0	$0.00	74	$ 2,034,032.28
May							0	$0.00											0	$0.00	79	$ 9,720,944.39
June							0	$0.00											0	$0.00	65	$10,851,196.51
July							0	$0.00											0	$0.00	79	$ 4,782,835.62
August							0	$0.00											0	$0.00	58	$ 996,279.95
September							0	$0.00											0	$0.00	64	$32,767,258.41
Y-T-D TOTALS	8	$3,041,430.57	57	$996,925.20	14	$10,662,774.50	0	$0.00	27	$305,771.58	73	$2,976,637.00	8	$23,456.96	44	$547,955.39	92	$3,872,052.25	321	$22,447,003.45	724	$69,723,623.95

	Fees Paid		Fees Paid
October	$9,994.00	April	
November	$8,942.00	May	
December	$7,178.25	June	
January	$31,285.00	July	
February	$43,269.50	August	
March		September	
		Y-T-D Total	$ 100,668.75

* Miscellaneous includes fill,tree, fire, sign, demolition, & misc, (certificate of occupancy, etc.)

New Residential Buildings
8

	#	Water Impact Fees	#	Sewer Impact Fees			#	Water Impact Fees	#	Sewer Impact Fees
October	2	$ 3,567.12	2	$ 8,078.10		April				
November	2	$ 3,456.58	2	$ 7,339.25		May				
December	3	$ 5,717.49	2	$ 5,093.05		June				
January	1	$ 948.00	1	$ 1,054.00		July				
February	1	$ 375.00	0	$ -		August				
March						September				

		Water Impact		Sewer Impact
Y-T-D Total	9	$14,064.19	7	$21,564.40

Building Department Statistics
FEBRUARY 2014

PERMIT TYPES	# ISSUED	VALUATION	FEES PAID
New Residential	1	$550,112.00	$2,643.00
Building Additions	14	$330,932.38	$3,028.00
New Commercial	0	$0.00	$0.00
Commercial Additions	4	$132,696.97	$1,155.00
New City	0	$0.00	$0.00
City Additions	0	$0.00	$0.00
Electrical	30	$1,871,650.00	$33,861.00
Fill	0	$0.00	$0.00
Irrigation	1	$5,591.96	$35.00
Mechanical	9	$91,129.30	$1,095.00
Plumbing	18	$89,825.00	$1,070.00
Sign	1	$3,500.00	$75.00
Demolition	0	$0.00	$0.00
Fire/Sprinkler	2	$122,461.00	$67.50
Miscellaneous	4	$13,100.00	$240.00
TOTALS	**84**	**$3,210,998.61**	**$43,269.50**

Building Inspection & Code Enforcement Report for February 2015

- **Building Inspections completed:**
  - December: 154
  - January: 155
  - February: 187
- **Open Code Enforcement Cases at end of month:**
  - December: 201
  - January: 232
  - February: 269
- **Code Enforcement Abatement Liens Filed during budget year 2014 - 2015:**
  - December: (11) Liens: Mowing & debris removal $1,805.00
- **Code Enforcement Abatement Liens Paid during budget year 2014 - 2015:**
  - January: (1) Liens: Mowing & debris removal $619.88
  - March: (3) Liens: Mowing & Debris removal $5,866.00

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

BAYPORT2116 Allcar Insurance
2116 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

HALL909 Arlans
909 Hall ST
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/04/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 1			**0.00**	

NASA3134 Avant Hair
3134 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/13/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

REPSDORPH260 Bar Harbour Apartments
2601 Repsdorph
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/13/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

NASA3138 Cafe 1979 Asian Cuisine
3138 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/20/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 1			**0.00**	

NASA3010 Edgelake Apartments
3010 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/13/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

BAYPORT2108 Edward Jones Investments
2108 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

RED Excelesior Academy
2600 Red Bluff RD
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

HIALEAH Forever Memories
1908 Hialeah DR
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

240001 Gulf Winds Storage II
5801 SH 146 HWY
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		800 CONSULTATION - General	0.00	
02/13/2015		222 INSPECTION - Sprinkler System	0.00	
02/19/2015		221 INSPECTION - Fire Alarm	0.00	
02/20/2015		221 INSPECTION - Fire Alarm	0.00	
Total Activities for Occupancy: 4			**0.00**	

BAYPORT2104 Kids Workshop
2104 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

BAYPORT2160 Kids Workshop
2160 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

BAYPORT2160 Kids Workshop
2160 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
Total Activities for Occupancy: 1			**0.00**	

ELMAR1905 Kroger
1905 El Mar LANE
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/20/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 1			**0.00**	

LAKESIDE1901 La Maison Apartments
1901 Lakeside DR
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/13/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

CHUR01 Living Word Church
2900 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/03/2015		800 CONSULTATION - General	0.00	
02/05/2015		821 CONSULTATION - Fire Alarm	0.00	
02/06/2015		221 INSPECTION - Fire Alarm	0.00	
02/06/2015		201 INSPECTION - Final	0.00	
Total Activities for Occupancy: 4			**0.00**	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

BAYPORT2016 Mama Bella's Hair Salon
2016 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

NASA2229 O'Reilly Auto Parts
2229 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

BATH101 Outrigger's
101 Bath AVE
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/20/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 1			**0.00**	

NASA2727 Pirates Landing Apartments
2727 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/13/2015		222 INSPECTION - Sprinkler System	0.00	
02/24/2015		822 CONSULTATION - Sprinkler System	0.00	
Total Activities for Occupancy: 2			**0.00**	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

NASA3620 Seabrook Childrens Academy
3620 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			**0.00**	

NMYER2401 Seabrook Int. CCISD
2401 Meyer RD
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/11/2015		121 PLAN REVIEW - Fire Alarm	0.00	
02/13/2015		850 CONSULTATION - Permit	0.00	
Total Activities for Occupancy: 2			**0.00**	

SHIPYARD Seabrook Marina
1900 Shipyard DR
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/20/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 1			**0.00**	

FIFTH2109 Springhill Suites
2109 5th (Fifth) ST
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/06/2015		205 INSPECTION - Follow Up	0.00	
02/20/2015		205 INSPECTION - Follow Up	0.00	
Total Activities for Occupancy: 2			**0.00**	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

TIRE01 Tires By Design
2801 Nasa Pkwy
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		223 INSPECTION - Sprinkler Underground	0.00	
02/27/2015		222 INSPECTION - Sprinkler System	0.00	
Total Activities for Occupancy: 2			0.00	

TOOK01 Tookie's Seafood
1100 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/20/2015		223 INSPECTION - Sprinkler Underground	0.00	
02/24/2015		110 PLAN REVIEW - Site	0.00	
02/27/2015		223 INSPECTION - Sprinkler Underground	0.00	
Total Activities for Occupancy: 3			0.00	

TOWE01 Towers @ Seabrook
Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		122 PLAN REVIEW - Sprinkler System	0.00	
Total Activities for Occupancy: 1			0.00	

BAYPORT3400 Uncle Bob's Storage
3400 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		200 INSPECTION - Annual	0.00	

Seabrook

Inspections by Occupancy

Date Completed Between {02/01/2015} And {02/28/2015}

BAYPORT3400 Uncle Bob's Storage
3400 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
Total Activities for Occupancy: 1			0.00	

BAYPORT1902 Walgreens
1902 Bayport Blvd (SH 146)
Seabrook, TX 77586

Date	Time	Type	Staff Hrs	Fee
02/27/2015		200 INSPECTION - Annual	0.00	
Total Activities for Occupancy: 1			0.00	

Grand Total Activities: 40 **Grand Totals:** 0.00 0.00

SEABROOK

CITY OF SEABROOK

AGENDA BRIEFING

Date of Meeting: March 17, 2015

Submitter/Requestor: Chief Wright **Date Submitted: March 2, 2015**

Presenter: N/A

Description/Subject: ***Monthly Public Safety Statistics Report February 2014***

Purpose/Need: Policy Issue☐ Administrative Issue X: The public safety agencies will show activity through the statistical data monthly.

Background/Issue:

Mayor and City Council request a monthly report for the activity of the public safety agencies for the city. The reports are created by the individual agencies and submitted by the Chief of Police.

Impacted Parties (Expected/Notified)**:**

Miscellaneous Comments:

Recommended Action:

Attachments:

Police Department Report, Fire Department Report, CLEMC Report

Fiscal Impact:

Budgeted	___ Yes	___No	Finance Officer Review:
Budget Amendment Required	___ Yes	___No	
Future/Ongoing Impact	___ Yes	___No	_____

Budget Dept/Line Item Number _____

Funding Comments:

Where on the agenda should this item be placed?

CONSENT AGENDA

Arrest Data

WARRANT - AGENCY	29
PUBLIC INTOXICATION	15
ASSAULT BY CONTACT	10
FAIL TO MAINTAIN FINANCIAL RESPONSIBILITY - C	10
TRAFFIC OFFENSE	7
WARRANT - OTHER AGENCY	7
DRIVING WHILE LICENSE INVALID (C)	6
ASSAULT CAUSES BODILY INJURY- (FAMILY VIOLENCE)	5
NO DL	5
DISORDERLY CONDUCT #6 - FIGHTING	4
POSSESSION OF MARIJUANA	4
EXPIRED MOTOR VEHICLE INSPECTION	3
ASSAULT BY THREAT	2
DRIVING WHILE LICENSE INVALID (B)	2
FAILURE TO APPEAR	2
(FSGI) ACCIDENT INVOLVING DAMAGE TO VEHICLE- CLASS C	1
ASSAULT CAUSES BODILY INJURY FAMILY VIOLENCE ENHANCED	1
CRIMINAL MISCHIEF	1
DEFECTIVE STOP LAMPS	1
DISORDERLY CONDUCT #1 - ABUSIVE LANGUAGE	1
DISREGARD STOP SIGN	1
DRIVING WHILE INTOXICATED	1
DRIVING WHILE INTOXICATED W/CHILD UNDER 15 YOA	1
DRIVING WHILE LIC SUSP (DO NOT USE)	1
EXPIRED LICENSE PLATES	1
FAIL TO CHANGE ADDRESS ON DL	1
FAIL TO SIGNAL TURN	1
ILLEGAL DISPOSAL OF GARBAGE, TRASH, ETS ON STREETS, VACANT L	1
NO FRONT LICENSE PLATE OR INSIGNIA	1
POSSESSION DANGEROUS DRUG	1
POSSESSION OF DRUG PARAPHERNALIA	1
POSSESSION OF SUBSTANCE IN PENALTY GROUP 1	1
PROHIBITED WEAPONS-POSSESS,MANUFACTURE,TRANS,REPAIR, SELL	1
PUBLIC INTOXICATION / MINOR	1
THEFT	1

Total Arrests: 81 **Total Charges:** 131

CALL FOR SERVICE DATA

TRAFFIC STOP	517
SUSPICIOUS CIRC PERSON VEHICLE	105
DISTURBANCE	34
ALARM BURGLAR	32
MINOR ACCIDENT	31
ASSIST BY LAW	28
CVE INSPECTION	21
LOUD MUSIC NOISE	18
RECKLESS DRIVER CONDUCT	18
INTOXICATED DRIVER PERSON	15
CIVIL PROBLEM STANDBY	14
TRAFFIC HAZ PROB DIRECT RELAT	13
WELFARE CONCERN	13
BURGLARY	10
PARKING VIOLATION	9
THEFT	8
VIOLATION CITY ORDINANCE	8
ABUSE NEGLECT CHILD ELDERLY	7
ASSIST CITIZEN	7
CRIMINAL MISCHIEF	7
ASSAULT	6
FOLLOW UP	6
HARASSMENT	6
OFFICER ASSIST	6
FLAGDOWN	5
DISABLED VEHICLE	4
ID THEFT	4
Z ANIMAL CARCASS	4
911 HANG UP	3
ALARM PANIC	3
WARRANT SERVICE	3
Z ANIMAL AT LARGE	3
Z WILDLIFE ANIMAL CONTROL	3
ACCIDENT MAJOR	2
STRUCTURE FIRE	2
THREAT TERRORISTIC	2
Z ASST OTHER DEPT ANIMAL CONTR	2
ABANDONED VEHICLE	1
ANIMAL CONTROL PROBLEM	1
DEATH INVESTIGATION	1
LOST MISSING RECOVERED ABDUCTD	1
PROPERTY LOST RECOVERED	1
SEXUAL ASSAULT	1
TRESPASS	1
UNAUTHORIZED USE OF M/V	1
VEHICLE IN THE DITCH	1
Z ANMAL CONTROL PROBLEM ACO	1
Total CFS:	**989**

Council Stat Report
2/1/2015 - 2/28/2015

Offense Data

ASSAULT BY CONTACT F/VIO	6
ASSAULT BY CONTACT	5
ASSAULT CAUSES BODILY INJURY- (FAMILY VIOLENCE)	4
BURGLARY OF HABITATION / FORCIBLE ENTRY	4
ASSAULT BY THREAT	3
BURGLARY OF A COIN OPERATED MACHINE	2
CRIMINAL MISCHIEF	2
DEATH INVESTIGATION	2
DRIVING WHILE LICENSE INVALID (B)	2
SEXUAL ASSAULT OF A CHILD - OTHER THAN RAPE	2
THEFT	2
(FSGI) ACCIDENT INVOLVING DAMAGE TO VEHICLE- CLASS B	1
ABANDONED VEHICLE	1
ABANDONING OR ENDANGERING CHILD	1
ASSAULT CAUSES BODILY INJURY	1
ASSAULT CAUSES BODILY INJURY FAMILY VIOLENCE ENHANCED	1
FRAUDULENT USE/POSSESSION OF IDENTIFYING INFORMATION	1
INFORMATION REPORT	1
POSSESSION DANGEROUS DRUG	1
POSSESSION OF MARIJUANA	1
POSSESSION OF SUBSTANCE IN PENALTY GROUP 3	1
SEXUAL ASSAULT - FORCIBLE RAPE	1
TERRORISTIC THREAT	1
THEFT OF IDENTITY	1
UNLAWFUL CARRYING WEAPONS	1
Total Offense Reports:	**48**

CLEMC REPORT

Seabrook Stats Report OCT14

	Dec-14	Jan-15	Feb-15	3 Month Total
Allergic Reaction	0	0	0	0
Assist by EMS	4	7	3	14
Attempted Suicide	0	8	2	10
Breathing problems	4	2	3	9
Choking	0	0	0	0
CPR	0	0	0	0
CVA	1	1	0	2
Death Investigation	0	0	0	0
Diabetic	1	0	0	1
Drowning	0	0	0	0
Heart problems/pain	1	9	6	16
Injured person	21	21	18	60
Motor Vehicle Incidents	5	15	3	23
Medical Alert Alarm	0	0	0	0
OB Baby Call	0	0	0	0
Overdose	4	1	5	10
Seizure	2	0	5	7
Sick Call	17	36	17	70
Trauma Gunshot/Stabbing	0	0	0	0
fire stand-by	0	1	3	4
Unconscious	0	3	1	4
Total	60	104	66	230
				Average Response Time
Response Time	5MIN10Sec	5MIN16Sec	5MIN01Sec	5Min09Sec

OF SEABROOK

AGENDA BRIEFING

Date of Meeting: 03/03/2015

Submitter/Requestor: City of Seabrook **Date Submitted:** February 17, 2015

Presenter: Sean Landis

Description/Subject:

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 3, "ESTABLISHMENT OF ZONING DISTRICTS AND ASSOCIATED REGULATIONS", SECTION 3.15 "COMPREHENSIVE LAND USE REGULATION MATRIX," BY ADDING THE POINT OVERLAY DISTRICT (POD) AS A LAND USE DISTRICT; BY SPECIFYING USES BY RIGHT AND CONDITIONAL USES PERMITTED IN THE POD; AND BY PROVIDING CROSS REFERENCES IN SECTION 3.15 AND IN ARTICLE 4, "SPECIAL USE REGULATIONS", SECTION 4.15.04, "USES".

Purpose/Need: Policy Issue☑ Administrative Issue ☐

The current zoning designation for the Point Overlay District is MMU (Marine Oriented Mixed Use District). The zoning district description allows for uses such as marinas, ship-yards, heavy boat repair and wholesale seafood sales. The uses described above all could be considered very intensive uses that do not fit within the city's long term plans to redevelop the area as an entertainment district.

As a result, it is the Planning and Zoning Commissions recommendation that City Council consider adding the Point Overlay District "POD" to the Zoning Land Use Matrix as a Land Use District, specify uses by right and conditional use as shown in Exhibit A, and provide the text change required to cross reference Section 3.15 and Article IV, "Special Use Regulations", Section 4.15.04, "Uses".

The proposed changes to the zoning code were recommended by the Planning & Zoning Commission at their regular meeting on January 15, 2015 by a 4-1 vote.

- Ayes (Caradec, DeHart, Hammann, Miller, and Sharpe)
- Abstained (Potts)

Background/Issue (What prompted this need?)**:**

Impacted Parties (Expected/Notified)**:**

Owners of property located within the Point Overlay District

Recommended Action:

The proposed changes to the zoning code were recommended by the Planning & Zoning Commission at their regular meeting on January 15, 2015 by a 4-1 vote.

- Ayes (Caradec, DeHart, Hammann, Miller, and Sharpe)
- Abstained (Potts)

Attachments :(Please list description of attachments and number of pages in each attachment)

Ordinance 2015-04 "Specifying Uses Allowed in the Point Overly District"
Planning and Zoning Commissions January 15, 2015 Official Report
Planning and Zoning Commissions January 15, 2015 Meeting Minutes

Fiscal Impact:

Budgeted	___ Yes	___No	Finance Officer Review:
Budget Amendment required	___ Yes	___No	
Future/Ongoing Impact	___ Yes	___No	_____

Budget Dept/Line Item Number _____

Funding Comments:

Where on the agenda should this item be placed?
(i.e. Public Hearing, New Business, Old Business, Consent Agenda, Executive Session, etc.)

New Business

Suggested Motion:

The proposed changes to the zoning code were recommended by the Planning & Zoning Commission at their regular meeting on January 15, 2015 by a 4-1 vote.

- Ayes (Caradec, DeHart, Hammann, Miller, and Sharpe)
- Abstained (Potts)

City Manager Review:

- ○ Approved as submitted
- ○ Submitted for Council consideration without comment
- ○ Submitted for Council consideration with comments stated below:

(All items are to be reviewed and approved by the city manager, except items submitted by the mayor or any council member or routine consent agenda items such as minutes and second & third readings of ordinances.)

Sent to City Attorney for review _____ _____
(City Attorney should review all ordinances, resolutions, contracts and executive session items.)

Received and accepted by the City Secretary/Assistant _____ _____

Returned by the City Secretary/Assistant (If incomplete) _____ _____

All requests must be submitted to the City Secretary's Office no later than 5:00 p.m. on the Wednesday preceding the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

Planning & Zoning Commission
OFFICIAL REPORT

The Planning and Zoning Commission of the City of Seabrook met on January 15, 2015 to hold a meeting to consider:

Request for amendments to the Seabrook City Code, Appendix A, Comprehensive Zoning, Article 4, "Special Use Regulations", Section 4.15. The point overlay district regulations in the following area: 4.15.04. Uses

THE PLANNING & ZONING COMMISSION MADE THE FOLLOWING RECOMMENDATION:

APPROVAL ☒ **APPROVAL WITH AMENDMENTS/CONDITIONS (SEE BELOW)** ☐ **DENIAL** ☐
by a concurring vote of a majority of members of the Planning and Zoning Commission present at the meeting on January 15, 2015, as designated below and as certified by the signature of the Chairman. **This document is not valid unless signed by the Chairman/Presiding Commissioner.**

VOTE:	AYE	NAY	ABSTAINED	ABSENT	INITIAL
Rosebud Caradec	✓				
Mike DeHart	X				
Buddy Hammann	✓				
Bolivar Lewis	✓			X	
Dodie Miller	✓				
Michael Potts			X		
Michael Sharpe	MDS		X MDS		MDS

Michael Potts, Chairman
Planning & Zoning Commission

ATTEST:
Alesia L. Hammock
Secretary

ORDINANCE NO. 2015 -04
SPECIFYING USES ALLOWED IN THE POINT OVERLAY DISTRICT

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 3, "ESTABLISHMENT OF ZONING DISTRICTS AND ASSOCIATED REGULATIONS", SECTION 3.15 "COMPREHENSIVE LAND USE REGULATION MATRIX," BY ADDING THE POINT OVERLAY DISTRICT (POD) AS A LAND USE DISTRICT; BY SPECIFYING USES BY RIGHT AND CONDITIONAL USES PERMITTED IN THE POD; AND BY PROVIDING CROSS REFERENCES IN SECTION 3.15 AND IN ARTICLE 4, "SPECIAL USE REGULATIONS", SECTION 4.15.04, "USES".

THIS ORDINANCE PROVIDES FOR A PENALTY IN AN AMOUNT NOT TO EXCEED $2000 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALS ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDES FOR SEVERABILITY; AND PROVIDES FOR AN EFFECTIVE DATE

WHEREAS, the City Council of the City of Seabrook is continually reviewing the provisions of the City Code of Ordinances relating to land use and other circumstances which generally impact the health, safety and well-being of residents, citizens and inhabitants; and

WHEREAS, the Planning and Zoning Commission of the City of Seabrook has conducted a public hearing, received input from staff and is of the opinion and has issued its final report that the amendments hereto are necessary for the public safety, health and welfare and for protection of the residents; and

WHEREAS, the City Council and the Planning and Zoning Commission of the City of Seabrook have studied the present provisions of the Code of Ordinances of the City of Seabrook and have determined the need to update the provisions relative to permitted land uses; and

WHEREAS, all public notices have been posted, published and all required hearings on this matter have been held in accordance with the Comprehensive Zoning Ordinance and law; now, therefore,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF SEABROOK, STATE OF TEXAS:

<u>SECTION 1.</u> FINDINGS OF FACT.

That the facts and matters set forth in the preamble of this Ordinance are hereby found to be true and correct.

SECTION 2. AMENDMENT TO THE CODE, APPENDIX A, ARTICLE 3.

The Code of the City of Seabrook, Appendix A, "Comprehensive Zoning", Article 3, "Establishment of Zoning Districts and Associated Uses", Section 3.15, "Comprehensive Land Use Matrix", Table 3-A is hereby amended as shown in Exhibit A, which is made a part of this Ordinance.

SECTION 3. AMENDMENT TO THE CODE, APPENDIX A, ARTICLE 4,

The Code of the City of Seabrook, Appendix A, "Comprehensive Zoning", Article 4, "Special Use Regulations" is amended at Section 4.15.04 as follows.

4.15.04. Uses: Land uses permitted by right and by conditional use shall be governed by [~~the underlying zoning district (see s~~] **S**ection 3.15, "Comprehensive land use regulation matrix" **POD District.**

SECTION 4. INCORPORATION INTO THE CODE, PENALTY CLAUSE.

This Ordinance is hereby incorporated and made a part of the Seabrook City Code. Violation of this ordinance is subject to the penalty section of said Code and Ordinance, Section 1-15 "General Penalty and 11.06, "Criminal Enforcement" which provides that any person who shall violate any provision of this Ordinance shall be deemed guilty of an offense and, upon conviction, shall be fined in an amount not to exceed $2,000.00. Each day of violation shall constitute a separate offense.

SECTION 5. REPEAL OF CONFLICTING ORDINANCES.

All ordinances or parts of ordinances in conflict or inconsistent with this Ordinance are hereby expressly repealed.

SECTION 6. SEVERABILITY.

In the event any clause phrase, provision, sentence, or part of this Ordinance or the application of the same to any person or circumstances shall for any reason be adjudged invalid or held unconstitutional by a court of competent jurisdiction, it shall not affect, impair, or invalidate this Ordinance as a whole or any part or provision hereof other than the part declared to be invalid or unconstitutional; and the City Council of the City of Seabrook, Texas, declares that it would have passed each and every part of the same notwithstanding the omission of any such part thus declared to be invalid or unconstitutional, whether there be one or more parts.

<u>SECTION 7.</u> NOTICE.

The City Secretary shall give notice of the enactment of this Ordinance by promptly publishing it or its descriptive caption and penalty after final passage in the official newspaper of the City; the Ordinance to take effect upon publication.

PASSED AND APPROVED on first reading this 3rd day of March, 2015.

PASSED AND APPROVED on second and final reading this 17th day of March, 2015.

BY: _____
Glenn R, Royal, Mayor

ATTEST:

By: _____
Michele L. Glaser, TRMC
City Secretary

APPROVED AS TO FORM:

_____
Steven L. Weathered
City Attorney

Sec. 3.15 Comprehensive land use regulation matrix.

TABLE 3-A

Uses Permitted by Right and Conditional Uses [1]

X = Use by right. **C = Conditional use permit required.** **PUD = Planned unit development.** *** = Active sales office required.**

Land Use Activity	R-LD	R-1	R-2	R-3	C-1	C-2	C-3	C-S	WAD	MMU	POD[2]	OS	MH	LI
Residential Uses														
Apartments				X										
Assisted Living Facilities				X	C	C								
Cluster housing			X	X								X		
Condominium				X					C	C				
Duplex				X								X		
Group homes	X	X	X	X										
Manufactured home / manufactured home park													X	
Single-family detached residence	X	X	X	X								X	X	
Townhouse				X						C				
Zero lot line homes			X	X										
Non-Residential Uses														
Accessory building/uses (all uses must be allowed per the zone)	X	X	X	X	X	X	X	X	X	X	**X**	X	X	X
Alterations, clothing					X	X	X	X	X	X		X		X
Ambulance service						X	X	X						X
Animal training schools						X	X	X						X
Appliance dealers / rental						X	X	X	X	X		X		X
Auction house						C	X					X		X
Auto body repair / painting							X							X
Auto dealers							X							X
Auto repair/detailing						X	X	X						X
Auto rental & leasing						X	X	X	C	C				X
Auto wrecker service							X							X
Bakers, wholesale							X							X
Banks or financial services					X	X	X	X	X	C		C		X
Banquet hall					C	X	X	X	X	C		C		
Barbers / beauty salons /day spa					X	X	X	X	X	X	**X**	X		X
Bars						C	C		C	C	**C**			C

Land Use Activity	R-LD	R-1	R-2	R-3	C-1	C-2	C-3	C-S	WAD	MMU	POD[2]	OS	MH	LI
Bed & breakfast				C	X	X	X	X	X	X	**X**	X		X
Bingo parlor						C	C		C	C				C
Boat engine repair & service						C	X	X	C	X				X
Boat hull repair & construction						C	X	C	C	X				X
Boat rental								X	X	X	**X**	X		X
Boat sales						C	X	X	X	X		C*		X
Bowling alleys						C	X			C				X
Cabinet makers & millwork shops					X	X	X	X	C	X		X		X
Candy & confection, wholesale							X							X
Caterers					X	X	X	X	X	X		X		X
Cellular communications tower							C							X
Cemetery or mausoleum	C	C	C	C	C	C	C							X
Charter boat-service					C				X	X	**X**			
Child day care center					C	X	X					X		X
Child day care family home				C	C							X		
Church / place of worship	X	X	X	X	X	X	X	X	X	X	**X**	X	X	X
Cigar lounge						X	X	X	X	X	**X**			X
Cigar & tobacco shop						X	X	X	X	X	**X**			X
Civic club						C	C	C	C	C		C		C
Commercial automobile parking lot / garage						C	X				**X**			X
Computer sales & service					X	X	X	X	X	X		X		X
Contractors (with outside storage)							X			C		C		X
Contractors (without outside storage)						X	X			X		X		X
Convenience stores (without fuel pumps)					C	X	X	X	X	X		X		X
Copy & duplicating services					X	X	X	X	X	X		X		X
Dancehalls						C	C		C	C	**C**			X
Dance instruction					X	X	X	X	X	X		X		X
Delivery services						X	X	X		X	**X**			X
Dinner theatre						X	X		X	X	**X**	X		X
Domestic animal training schools						X	X	X						X
Dry cleaners (pickup only)					X	X	X	X	X	X		X		X
Electrical equipment & supplies, wholesale						C	X							X
Electronics manufacturer														X
Exterminators & pest control						X	X	X						X
Farm	X													X

Land Use Activity	R-LD	R-1	R-2	R-3	C-1	C-2	C-3	C-S	WAD	MMU	POD[2]	OS	MH	LI
Fish & seafood, retail					C	X	X	X	X	X	**X**	C		X
Fish & seafood, wholesale						C	X		X	X				X
Fraternal organizations						C	C		C					C
Funeral home / mortuary					C	X	X							X
Game rooms & billiard parlors						C	C		C	C	**C**			C
Gasoline service stations / convenience stores						X	X							X
Glass sales, tinting & replacement						X	X	X						X
Golf course/country club	C	C	X	X										X
Greenhouse						X	X							X
Gunsmiths						X	X	X	X	X		X		X
Health club					C	X	X		X	X		C		X
Heavy machinery sales							X							X
High rise (all uses within must be allowed per the zone)									X	C	**C**	C		
Hospice	C					X	X							X
Hospital						X	X							X
Hotels & motels (with full service restaurant)						X	X		X	X	**X**			X
Hotels & motels (without full service restaurant)						C	C		C	C	**C**			C
Janitorial services & supplies						X	X	X						X
Kennel, outdoor							X							X
Laundry, self-service						X	X	X	C	C				X
Limousine service					X	X	X	X	C					X
Machine shops & welding							X	X						X
Mailbox rentals					X	X	X	X	C	X		X		X
Mailing service , bulk					X	X	X	X	X	X		X		X
Manufacturing														X
Marina									X	X	**X**	C		
Medical emergency clinics (w/ambulance)										X				X
Medical equipment and supplies						X	X	X		X				X
Medical laboratories					C	X	X	X						X
Monastery or convent	C			C		C	C							C
Motion picture theatre						X	X		C					X
Motorcycle sales & repair						C	X	X						X
Museums					C	C	X		X	X	**X**	X		X
Nurseries					X	X	X	X				X		X
Nursing homes	C			X	C	C								X

Land Use Activity	R-LD	R-1	R-2	R-3	C-1	C-2	C-3	C-S	WAD	MMU	POD[2]	OS	MH	LI
Office, professional					X	X	X	X	X	X	**X**	X		X
Open air market (all uses must be allowed per the zone)												C		
Pawnbrokers						X	X	X						X
Personal care home (assisted living)				X	X	X	X					C		X
Pet shops (Indoor kennels only)					X	X	X	X	X	X		X		X
Printers							X	X						X
Private clubs (as per TABC)						C	C		C	C	**C**			C
Private schools					X	X	X			X		X		X
Public use (governmental)	X	X	X	X	X	X	X	X	X	X	**X**	X	X	X
Pumps, industrial sales and service							X							X
Quick lube/oil change						X	X	X						X
Radio/television transmission tower (commercial)										C				X
Recreational vehicle park														C
Recreational vehicle sales, rental & repair							X							X
Recycling center														C
Rental service store (no heavy equipment)						X	X	X						X
Rental, trucks & heavy equipment							X							X
Restaurant equipment & supplies						X	X	X						X
Restaurants					C	X	X	X	X	X	**X**	X		X
Retail, heavy						X	X	X	X	X				X
Retail, light					X	X	X	X	X	X	**X**	X		X
Sailmakers					X	X	X	X	X	X		X		X
Sexually oriented business														X
Shipyard									X	X				X
Signs, manufacturing							X	X						
Skating rinks						C	X			X				X
Small engine repair						X	X	X						X
Smoke & head shop							X							X
Sports and recreational arenas										C				X
Stables	C													X
Storage, auto; inside							X							X
Storage, auto; outside							C							
Storage, boat; inside							X	X	X	X				X
Storage, boat; outside							X			X				X
Swimming pool & spa sales & supplies					C	X	X	X	C					X

Land Use Activity	R-LD	R-1	R-2	R-3	C-1	C-2	C-3	C-S	WAD	MMU	POD[2]	OS	MH	LI
Tele-video production						X	X	X	X	X				X
Theatre					C	X	X		X	X	**X**			X
Tire dealers and service						X	X	X						X
Trucking company														X
Upholstery shop					C	X	X	X	X	X		X		X
Veterinarians & animal hospitals (no outside kennels)					C	X	X	X	X	X				X
Veterinarians (with outside kennels)							X							X
Warehouse														X
Warehouses, offices & mini							X			X				X
Woodwork shops						X	X	X	X	X		X		X
Yacht/sailing club									X	X		X		

[1] A property is prohibited from having an accessory use/structure without the presence of a principal use/structure.

[2] Please reference Seabrook Code of Ordinances, Appendix A, Comprehensive Zoning, Section 4.15. The Point Overlay District Regulations, 4.15.04. Uses.

The Seabrook Planning and Zoning Commission met on Thursday, January 15, 2015 in regular session at Seabrook City Hall, 1700 First Street, Seabrook, Texas to consider and if appropriate, take action on the agenda items listed below:

THOSE PRESENT WERE:

MICHAEL POTTS	CHAIRMAN
BUDDY HAMMANN	VICE CHAIRMAN
ROSEBUD CARADEC	MEMBER
MIKE DEHART	MEMBER
DODIE MILLER	MEMBER
MICHAEL SHARPE	MEMBER
BOLIVAR LEWIS (Excused Absence)	MEMBER
SEAN LANDIS	DIRECTOR OF COMMUNITY DEVELOPMENT
ALESIA HAMMOCK	SECRETARY

Chairman Potts called the meeting to order at 7:00 p.m. and stated there was a quorum present.

1.0 ROUTINE PUBLIC HEARING AND ANNOUNCEMENTS – None

2.0 SPECIFIC PUBLIC HEARINGS

2.1 Request for preliminary approval of a Planned Unit Development (PUD) to create El Mar Village, a Townhome Community, consisting of approximately 18 units on approximately 2.1640 acres of land.

Commissioner Hammann requested that the email received on January 13, 2015 by the City Secretary's office from Pete Braccio concerning his objection to this request be entered into the minutes as Attachment A.

John Skeele, President of Bayway Homes and Sunset Development, stated that the property has been vacant for a number of years. He stated that the recent flood map changes will require 16 ft. elevation. Mr. Skeele stated that they want to build a little community with a street and houses facing each other. He stated that they wanted to build something that would keep to the scale of the area.

Mike DeHart asked what the square feet of the homes would be.

Mr. Skeele stated that they would be 1,800 sq. ft. of livable space and 1,800 sq. ft. for parking and a social area.

Mr. DeHart asked if the parking area would have any architectural screening.

Mr. Skeele stated that there would be screening between townhomes.

Charles Anders, Friendswood, Texas stated that by using applying for the planned unit development, the City retains total control of what is built.

Janet Mayeaux, Dolphin Drive, stated that the project backed up to her home. She asked how many houses are going to be built and if they are rental or for sale. She stated that this project would tremendously impact her privacy and her view of the skyline. Ms.Mayeaux stated that her

taxes would go up and her property value would go down. She was also concerned about drainage, noise and light issues.

Dick Rogan, Sandpiper, stated he is against Planned Unit Developments. He also stated that he was against the decision to take out minimum acreage from the PUD Ordinance.

Mr. Skeele stated that the townhomes would be for sale. They would be single family homes. He stated that there would be fences around each of the homes and the balconies would face the front of the houses. He stated that it would be no different than having a two story home behind her property. Mr. Skeele stated that they would be putting in a new fence between the project and the neighboring properties.

Mr. DeHart asked if there would be buffering between the project and the neighboring homes.

Mr. Skeele stated that even though the ordinance does not require buffering, they would be willing to plant trees to add a buffer.

Michael Sharpe stated that the PUD Document referenced the R-3 zoning district, Section 3.05.3 Height: No building or structure shall exceed 40 feet in height above the base flood elevation. He asked what the base flood elevation was at that grade.

Mr. Landis stated it was currently an AE 12 flood zone, but on the preliminary maps it was changing to an AE 15 flood zone. He stated that the ground elevation in that area is approximately 8 to 10. Mr. Landis stated that the R-1 zoning district has the same requirement.

2. 2 Discussion, consideration, and possible action regarding "Uses" permitted by right and by conditional use within "The Point Overlay District".

Mr. Landis stated that the current zoning designation for the Point Overlay District is MMU (Marine Oriented Mixed Use District). The zoning district description allows for uses such as marinas, ship-yards, heavy boat repair and wholesale seafood sales. The uses described above all could be considered very intensive uses that do not fit within the city's long term plans to redevelop the area as an entertainment district. He stated that as a result, it is staff's recommendation that the Planning and Zoning Commission consider adding a line item titled Point Overlay District "POD" to the Zoning Land Use Matrix with a foot note referencing back to section 4.15.04 and changing Sec. 4.10. – Planned unit developments section 4.15.04. Uses to:

4.15.04. Uses: Land uses permitted by right and by conditional use shall be governed by ~~the underlying zoning district (see~~ section 3.15, "Comprehensive land use regulation matrix" <u>POD District</u>.

Chairman Potts closed the Specific Public Hearing portion of the meeting at 7:32.

3.0 NEW BUSINESS – The Commission will discuss, consider, and if appropriate, take action on the items listed below.

3.1 Discussion, consideration, and possible action regarding the request for preliminary approval of a Planned Unit Development (PUD) to create El Mar Village, a Townhome Community.

Motion was made by Dodie Miller and seconded by Mike DeHart

To approve the request for preliminary approval of a Planned Unit Development (PUD) to create El Mar Village, a Townhome Community.

Rosebud Caradec asked what the difference was between townhomes and duplexes.

Mr. Landis stated that the property will be platted into 18 individual lots with one townhome per lot and they will be sold. A duplex is on a single piece of property and is usually owned by a single person.

Mr. DeHart stated that he would like it to be mandatory for the screening between the project and surrounding properties.

Ayes: Caradec, DeHart, Hammann, and Miller
Nays: Sharpe
Abstained: Potts

3.2 Discussion, consideration, and possible action regarding "Uses" permitted by right and by conditional use within "The Point Overlay District".

Motion was made by Mike DeHart and seconded by Dodie Miller

To approve the changes to the "Uses" permitted by right and by conditional use within "The Point Overlay District" as presented.

Ayes: Caradec, DeHart, Hammann, Miller, and Sharpe
Nays: None
Abstained: Potts

4.0 APPROVAL OF MINUTES

4.1 Discussion, consideration and possible action concerning the minutes from the November 20, 2014 Planning & Zoning meeting.

Motion was made by Buddy Hammann and seconded by Rosebud Caradec

To approve the minutes from the November 20, 2014 Planning & Zoning meeting as presented.

Ayes: Caradec, Dehart, Hammann, and Miller
Nays: None
Abstained: Potts and Sharpe

MOTION CARRIES BY UNANIMOUS CONSENT OF THOSE VOTING.

4.2 Discussion, consideration and possible action concerning the minutes from the January 6, 2015 Planning & Zoning meeting.

Motion was made by Buddy Hammann and seconded by Rosebud Caradec

To approve the minutes from the January 6, 2015 Planning & Zoning meeting as presented.

Ayes: Caradec, Dehart, Hammann, Miller, and Sharpe
Nays: None
Abstained: Potts

MOTION CARRIES BY UNANIMOUS CONSENT OF THOSE VOTING.

5.0 ROUTINE BUSINESS

5.1 Discussion and consideration of the Community Development Activity Summary.

Sean Landis gave a brief report.

5.2 Report from the Director of Planning and Community Development on the status of a list of actions taken by Planning & Zoning and sent to City Council for its action or review.

Sean Landis gave a brief report.

5.3 Discussion with staff and P&Z Commission to establish future agenda items and meeting dates.

Chairman Potts stated that they would meet on February 17, 2015 for the joint public hearing with City Council to discuss the Final Senior Living PUD.

Chairman Potts stated that they would meet on February 19, 2015 to discuss:

P&Z planning aspects
Vacant commercial property

Motion was made by Buddy Hammann and seconded by Dodie Miller

To adjourn the Planning & Zoning Commission meeting.

MOTION CARRIES BY UNANIMOUS CONSENT.

Having no further business, the meeting adjourned at 7:73 p.m.

APPROVED THIS 19TH DAY OF FEBRUARY 2015.

Michael Potts, Chairman

Alesia Hammock, Secretary

ORDINANCE NO. 2015-05
READOPTING CURFEW REGULATIONS FOR MINORS

AN ORDINANCE READOPTING THE CURRENT CURFEW REGULATIONS FOR MINORS CONTAINED IN THE SEABROOK CITY CODE, CHAPTER 44, SECTION 44-95 "CURFEW FOR MINORS" PROVIDING A PENALTY OF AN AMOUNT NOT TO EXCEED $500 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR NOTICE.

* * * *

WHEREAS, the City of Seabrook has had a curfew ordinance for many years; and

WHEREAS, state law requires that such ordinances be renewed at least once every three (3) years; and

WHEREAS, Seabrook last approved its curfew ordinance, No. 2012-08 on March 6, 2012, (Prior Ordinance); and

WHEREAS, Seabrook wishes to maintain a curfew for minors; and

WHEREAS, the Chief of Police has not recommended any changes to the current curfew regulations; and

WHEREAS, as a result of the public hearings and subject meetings the City Council of Seabrook did review the Prior Ordinance as to its affect on the community and on the problems said Ordinance was intended to remedy and determined that the substance of such Ordinance should be reinitiated and continued in the Seabrook Code of Ordinances; and

WHEREAS, the City Council finds and determines that in the best interests of the health, safety and welfare of all residents, curfew regulations are necessary; and

WHEREAS**,** the City Council of the City of Seabrook finds and determines that there remains a significant community need for curfew regulations in that without such regulations there is a substantial likelihood of increased juvenile arrests and/or incidents resulting from unsupervised juvenile activities; and

WHEREAS, all requirements have been met and the required public hearings have been scheduled and held before the City Council; now, therefore,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF SEABROOK, STATE OF, TEXAS:

SECTION 1. FINDINGS

That the City Council of the City of Seabrook adopts the preceding preamble paragraphs as if repeated verbatim herein and find them as matters of fact. The City Council of the City of Seabrook finds and determines that there is a continuing need for a juvenile curfew and that without such regulations there is a substantial likelihood of increased juvenile arrests and/or incidents resulting from unsupervised juvenile activities and that accordingly the existing juvenile curfew ordinance should be extended and readopted in accordance with Section 370.002 of the Texas Local Government Code as provided hereafter.

SECTION 2. READOPTION OF CURFEW REGULATIONS FOR MINORS.

The Seabrook City Code, Chapter 44, "Law Enforcement and Offenses", Article III. "Offenses", Division 2. "Minors", Section 44-95 "Curfew for Minors" is hereby reaffirmed and readopted without any changes. A copy of this section of the Code, as shown on Exhibit A, is made a part of this ordinance.

SECTION 3. PENALTY CLAUSE.

Any person who shall violate any provision of this Ordinance shall be deemed guilty of a misdemeanor and, upon conviction, shall be fined in an amount not more than Five Hundred Dollars ($500.00) per offense or as otherwise provided by law.

SECTION 4. SEVERABILITY.

In the event any clause phrase, provision, sentence, or part of this Ordinance or the application of the same to any person or circumstances shall for any reason be adjudged invalid or held unconstitutional by a court of competent jurisdiction, it shall not affect, impair, or invalidate this Ordinance as a whole or any part of provision hereof other than the part declared to be invalid or unconstitutional; and the City Council of the City of Seabrook, Texas, declares that it would have passed each and every part of the same notwithstanding the omission of any such part thus declared to be invalid or unconstitutional, whether there be one or more parts.

SECTION 5. NOTICE.

The City Secretary shall give notice of the enactment of this Ordinance by promptly publishing it or its descriptive caption and penalty after final passage in the official newspaper of the City; the Ordinance to take effect upon publication.

PASSED AND APPROVED on first reading this 3rd day of March 2015.

PASSED, APPROVED AND ADOPTED on second and final reading this17th day of March 2015.

By:_____
Glenn R. Royal, Mayor

ATTEST:

By: _____
Michele L. Glaser, TRMC
City Secretary

APPROVED AS TO FORM:

By: _____
Steven L. Weathered, City Attorney

Ordinance No. 2015-05
Exhibit A

EXCERPT FROM CODE OF THE CITY OF SEABROOK
CHAPTER 44. Law Enforcement and Offenses
Article III. Offenses
Division 2. Minors
Section 44-95 Curfew for minors.

Sec. 44-95. - Curfew hours for minors.

(a) *Definitions.* The following words, terms, and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:

Curfew hours means:

(1) 10:00 p.m. on any Sunday, Monday, Tuesday, Wednesday, or Thursday until 6:00 a.m. of the following day, so long as the next day after such Sunday, Monday, Tuesday, Wednesday, or Thursday is not an official school holiday observed by the Clear Creek Independent School District, in which event the curfew shall not commence until 12:01 a.m. on the official holiday; and

(2) 12:01 a.m. until 6:00 a.m. on any Saturday or Sunday or official school holiday observed by the Clear Creek Independent School District.

Emergency means an unforeseen combination of circumstances or the resulting state that calls for immediate action. This term includes but is not limited to a fire, a natural disaster, an automobile accident or any situation requiring immediate action to prevent serious bodily injury or loss of life.

Establishment means any privately owned place of business operated for a profit to which the public is invited, including but not limited to any place of amusement or entertainment.

Guardian means:

(1) A person who, under court order, is the guardian of the person of a minor; or

(2) A public or private agency with whom a minor has been placed by a court.

Minor means any person under 17 years of age.

Operator means any individual, firm, association, partnership, or corporation operating, managing, or conducting any establishment. The term includes the members or partners of an association or partnership and the officers of a corporation.

Parent means a person who is:

(1) A natural parent, adoptive parent, stepparent, or adult relative within the third degree of consanguinity of a minor;

(2) At least 18 years of age and authorized by a parent or guardian to have the care and custody of a minor.

Public place means any place to which the public or a substantial group of the public has access and includes, but is not limited to streets, highways, and the common areas of schools, hospitals, apartment houses, office buildings, transport facilities, and shops.

Remain means to:

(1) Linger or stay; or

(2) Fail to leave premises when requested to do so by a police officer or the owner, operator, or other person in control of the premises.

Ordinance No. 2015-05
Exhibit A

Serious bodily injury means bodily injury that creates a substantial risk of death or that causes death serious permanent disfigurement, or protracted loss or impairment of the function of any bodily member or organ.

(b) *Offenses.*

(1) A minor commits an offense if he or she remains in any public place or on the premises of any establishment within the city during curfew hours.

(2) A parent or guardian of a minor commits an offense if he or she knowingly permits or by insufficient control allows the minor to remain in any public place or on the premises of any establishment within the city during curfew hours.

(3) The owner, operator, or any employee of an establishment commits an offense if he or she knowingly allows a minor to remain upon the premises of the establishment during curfew hours.

(c) *Defenses.*

(1) It is a defense to prosecution under subsection (b) of this section that the minor was:

a. Accompanied by the minor's parent or guardian;

b. On an errand at the direction of the minor's parent or guardian, without any detour or stop;

c. In a motor vehicle involved in interstate travel;

d. Engaged in an employment activity, or going to or returning home from an employment activity, without any detour or stop;

e. Involved in an emergency;

f. On the sidewalk abutting the minor's residence or abutting the residence of a next-door neighbor if the neighbor did not complain to the police department about the minor's presence;

g. Attending an official school, religious, or other recreational activity supervised by adults and sponsored by a civic organization or another similar entity, that takes responsibility for the minor; or going to or returning home from, without any detour or stop, an official school, religious, or other recreational activity supervised by adults and sponsored by a civic organization, or another similar entity, that takes responsibility for the minor;

h. Exercising First Amendment rights protected by the United States Constitution, such as the free exercise of religion, freedom of speech, and the right of assembly; or

i. Married or had been married or had disabilities of minority removed in accordance with V.T.C.A., Family Code § 31.001 et seq.

(2) It is a defense to prosecution under subsection (b)(3) of this section that the owner, operator, or employee of an establishment promptly notified the police department that a minor was present on the premises of the establishment during curfew hours and refused to leave.

(d) *Enforcement.* Before taking any enforcement action under this section, a police officer shall ask the apparent offender's age and reason for being in the public place.

(e) *Penalty.*

(1) A person who violates a provision of this section is guilty of a separate offense for each day or part of a day during which the violation is committed, continued, or permitted. Each offense, upon conviction, is punishable by a fine not to exceed $500.00.

(2) When required by V.T.C.A., Family Code § 51.08, the municipal court shall waive original jurisdiction over a minor who violates subsection (b)(1) of this section and shall refer the minor to juvenile court.

(Code 1976, § 18-8; Code 1996, § 42-4; Ord. No. 97-10, 6-17-1997; Ord. No. 99-06, § 1, 5-4-1999; Ord. No. 2001-23, § 1, 9-18-2001; Ord. No. 2001-22, § 1, 8-7-2001; Ord. No. 2006-03, § 2, 4-4-2006; Ord. No. 2009-04, § 1, 3-17-2009; Ord. No. 2012-08, § 2, 3-6-2012)

State law reference— Children taken into custody for violation of curfew, V.T.C.A., Family Code § 52.028 et seq.

CITY OF SEABROOK

AGENDA BRIEFING

Date of Meeting: TUESDAY, MARCH 17, 2015

Submitter/Requestor: Cook **Date Submitted: 3/9/2015 11:34:21 AM**

Presenter: Cook

Description/Subject:

Consider approval to Lakewood Yacht Club for placement of a new off premise sign on city right-of-way at the east corner of NASA Parkway and Lidstone Avenue contingent upon meeting all city building code specifications.

Purpose/Need: NA

Background/Issue(What prompted this need):

The City of Seabrook was approached by representatives of Lakewood Yacht Club (LYC) for additional signage in the forementioned area. The location was researched to verify with TXDot and the City the limits and boundaries for each entitiy and their respective ROW. It was confirmed that the city has the rights in the requested zone.

LYC has submitted the attached preliminary design for a 2' x 9' sign. Further requirements would be discussed and approved if this concept is passed by City Council.

Impacted Parties(Expected/Notified):

Miscellaneous Comments:

Attachments:
(Please list description of attachments and number of pages in each attachment)
LYC Sign Request

Fiscal Impact:	Budgeted	No	Finance Review:	Officer
	Budget Amendment Required	No		

Future/Ongoing Impact No

Budget Dept/Line Item Number

Funding Comments:

Where on the agenda should this item be placed?
New Business

Suggested Motion:

Approve the placement of an off premise sign for LYC at the east side of NASA Parkway and Lidstone contingent upon meeting all further building code

Agenda Language:

Consider approval to Lakewood Yacht Club for placement of a new off-premise sign on city right-of-way at the east corner of NASA Parkway and Lidstone Avenue contingent upon meeting all city building code specifications. (LYC)

City Manager Review:

(All items are to be reviewed and approved by the city manager, except items submitted by the mayor or any council member or routine consent agenda items such as minutes and second & third readings of ordinances)

(City Attorney should review all ordinances, resolutions, contracts and executive session items.)

Lakewood Yacht Club

2425 Nasa Parkway, Seabrook, Texas 77586 • *Telephone* (281) 474-2511 • *Fax* (281) 474-3502

March 9, 2015

Ms. Gayle Cook
City Manager
City of Seabrook
1700 First Street
Seabrook, Texas 77586

Dear Gayle,
Please accept this letter as the formal request of Lakewood Yacht Club to be placed on the agenda for the March 17, 2015 meeting of the City of Seabrook City Council meeting.
At the meeting, we would like to request City Council approval for the placement of an off premise sign for Lakewood Yacht Club in City of Seabrook Right of Way just to the east of the corner of NASA Parkway and Lidstone Avenue.

We expect the sign to be double faced, approximately 2 feet in height and 9 feet in length. We will landscape the area around the sign and illuminate the sign for night time visibility.

Such approval would be subject to final approval by City of Seabrook Staff of sign design, sign and foundation engineering drawings, sign location, and landscaping and illumination requirements.

I have attached the following documents for your review and submission as required to the City Council members for review.

1. Survey dated May 20, 2013.
2. Photograph of the approximate sign location.
3. Photograph of Savannah Yacht Club Sign showing similar sign design, support and landscaping.
4. Initial sign design concept.

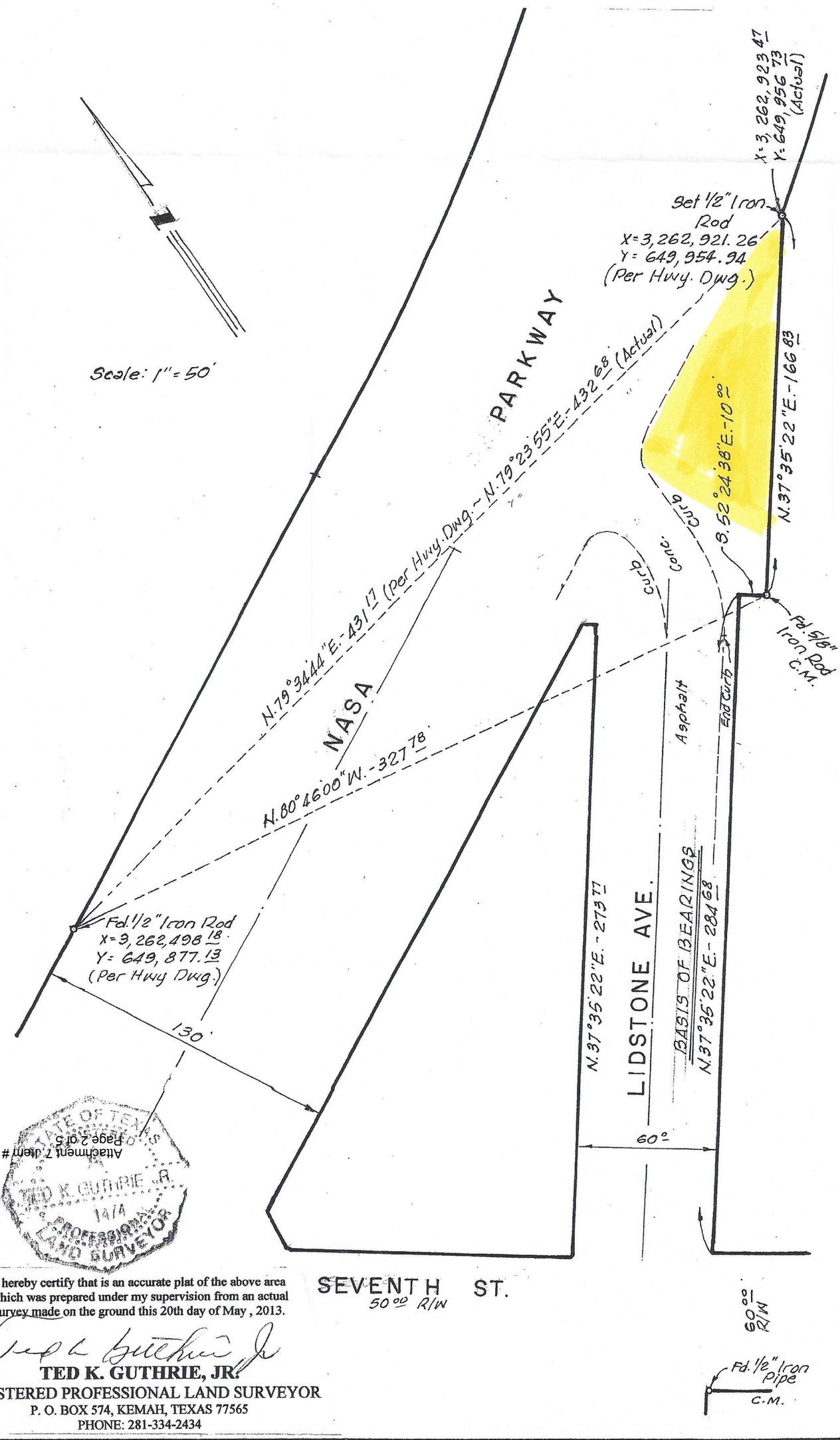
Please let me know if you require additional information regarding our request. You may contact me at any time at 281-804-1032 or by email at hdenman1@gmail.com.

Thank you,

Lakewood Yacht Club
By: Harvey Denman

SURVEY SHOWING LIDSTONE AVENUE AT NASA PARKWAY NEAR LAKEWOOD YACHT CLUB,

HARRIS COUNTY, TEXAS



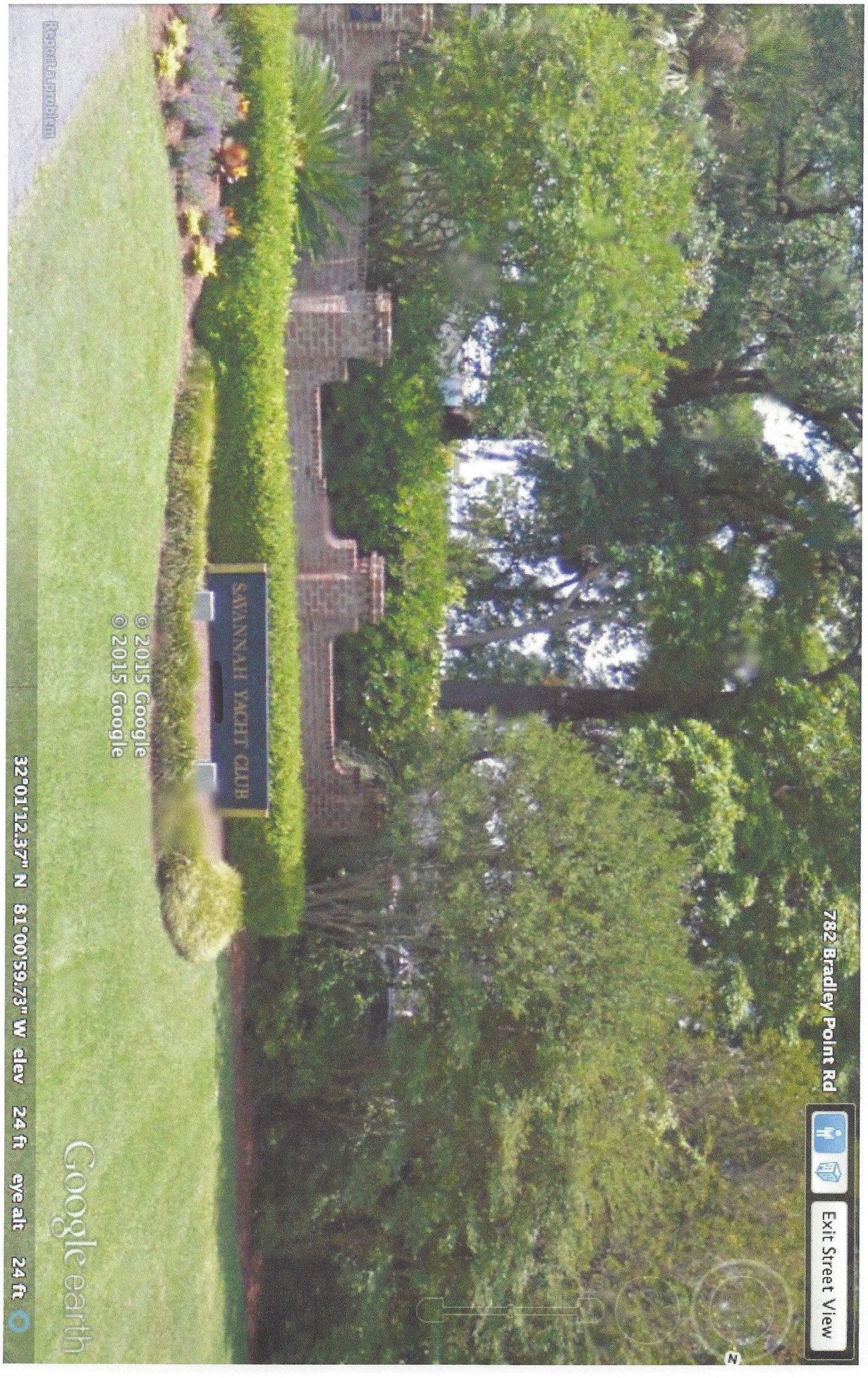
Attachment 7, item # 4.1
Page 2 of 5

STATE OF TEXAS
TED K. GUTHRIE JR.
1474
PROFESSIONAL LAND SURVEYOR

I hereby certify that is an accurate plat of the above area which was prepared under my supervision from an actual survey made on the ground this 20th day of May , 2013.

TED K. GUTHRIE, JR.
REGISTERED PROFESSIONAL LAND SURVEYOR
P. O. BOX 574, KEMAH, TEXAS 77565
PHONE: 281-334-2434

Lidstone St
Exit Street View
N
RIGHT LANE
ONLY
APPROXMITE SIGN AREA
© 2015 Google
© 2015 INEGI
© 2015 Google
Report a problem
Google earth
29°33'39.76" N 95°01'43.44" W elev 19 ft eye alt 19 ft


782 Bradley Point Rd
Exit Street View
SAVANNAH YACHT CLUB
© 2015 Google
© 2015 Google
Report a problem
Google earth
32°01'12.37" N 81°00'59.73" W elev 24 ft eye alt 24 ft

LAKEWOOD YACHT CLUB

CITY OF SEABROOK

AGENDA BRIEFING

Date of Meeting: TUESDAY, MARCH 17, 2015

Submitter/Requestor: Cook **Date Submitted: 3/9/2015 5:46:37 PM**

Presenter: Cook

Description/Subject:

Consider additional funding for the Comprehensive Master Plan Update project in an amount not to exceed $70,000.

Purpose/Need: NA

Background/Issue(What prompted this need):

City staff solicited and received requests for an update to the City of Seabrook's Comprehensive Master Plan. Per the city charter, this plan is to reviewed and updated every 5 years. Over the past several cycles, city staff has done a light revision on the plan.
With the current proposal, city staff approached council and the Economic Development Corporation with the concept of funding the project through EDC funds. The EDC and City Council approved the "project" and it was published and posted as per state law.

With the final proposal back from selected consultants. The full update is for over the EDC's $100,000 approved project amount. The total amount is $164,850 for the entire scope of the update.

Therefore, the difference in the project costs is being brought back before city council for consideration for additional funding.

Impacted Parties(Expected/Notified):

Miscellaneous Comments:

Attachments:
(Please list description of attachments and number of pages in each attachment)
Proposal

Fiscal Impact:	Budgeted	Yes	Finance Review:	Officer
	Budget Amendment Required	Yes		
	Future/Ongoing Impact	Yes		
	Budget Dept/Line Item Number			

Funding Comments:

Where on the agenda should this item be placed?
New Business

Suggested Motion:

Agenda Language:

Consider approval of an agreement and scope of services with Freese and Nichols, Inc. for the development of the Master Plan, contingent upon approval by the Economic Development Corporation and consider a request for additional funding for the Comprehensive Master Plan Update project in an amount not to exceed $70,000 to be funded out of Reserves. (Cook)

City Manager Review:

(All items are to be reviewed and approved by the city manager, except items submitted by the mayor or any council member or routine consent agenda items such as minutes and second & third readings of ordinances)

(City Attorney should review all ordinances, resolutions, contracts and executive session items.)

Rev. 06/10

AGREEMENT FOR PROFESSIONAL SERVICES

STATE OF TEXAS §

COUNTY OF TARRANT §

This AGREEMENT is entered into by City of Seabrook, Texas, hereinafter called "CITY" and Freese and Nichols, Inc., hereinafter called "FNI." In consideration of the AGREEMENTS herein, the parties agree as follows:

I. **EMPLOYMENT OF FNI:** In accordance with the terms of this AGREEMENT: CITY agrees to employ FNI; FNI agrees to perform professional services in connection with the Project; CITY agrees to pay to FNI compensation. The Project is described as follows: Comprehensive Plan Update

II. **SCOPE OF SERVICES:** FNI shall render professional services in connection with Project as set forth in Attachment SC - Scope of Services and Responsibilities of CITY which is attached to and made a part of this AGREEMENT.

III. **COMPENSATION:** CITY agrees to pay FNI for all professional services rendered under this AGREEMENT in accordance with Attachment CO - Compensation which is attached hereto and made a part of this AGREEMENT. FNI shall perform professional services as outlined in the "Scope of Services" for a lump sum fee of $164,850. Details concerning the fee are included in Attachment CO.

If FNI's services are delayed or suspended by CITY, or if FNI's services are extended for more than 60 days through no fault of FNI, FNI shall be entitled to equitable adjustment of rates and amounts of compensation to reflect reasonable costs incurred by FNI in connection with such delay or suspension and reactivation and the fact that the time for performance under this AGREEMENT has been revised.

IV. **TERMS AND CONDITIONS OF AGREEMENT:** The Terms and Conditions of Agreement as set forth as Attachment TC shall govern the relationship between the CITY and FNI.

Nothing under this AGREEMENT shall be construed to give any rights or benefits in this AGREEMENT to anyone other than CITY and FNI, and all duties and responsibilities undertaken pursuant to this AGREEMENT will be for the sole and exclusive benefit of CITY and FNI and not for the benefit of any other party.

This AGREEMENT constitutes the entire AGREEMENT between CITY and FNI and supersedes all prior written or oral understandings.

This contract is executed in two counterparts.
IN TESTIMONY HEREOF, they have executed this AGREEMENT, the _____ day of _____, 2015.

ATTEST:

_____

City of Seabrook, Texas
(CITY)

By:_____

_____
Print or Type Name and Title

ATTEST:

_____

Freese and Nichols, Inc.
(FNI)

By:_____

_____ Print or
Type Name and Title

ATTACHMENT SC

SCOPE OF SERVICES AND RESPONSIBILITIES OF CITY

ARTICLE I

BASIC SERVICES: FNI shall render the following professional services in connection with the development of the Project:

Project Understanding
The purpose of this study is to prepare a Comprehensive Plan Update for the City of Seabrook that incorporates the needs and desires of the community, master plan review committee, and city council. The Plan will be specific to Seabrook, incorporating realistic recommendations and strategies. The Plan will document:

1. Existing conditions, previous plans, and community vision;
2. Plan recommendations addressing transportation and circulation, future land use, waterfront, redevelopment, neighborhood and community character, and economic development; and
3. Implementation strategies and action items for coordinated activities to achieve the vision of the Plan.

Phase One: Community Snapshot and Visioning

A. Task 1: Community Outreach and Information Strategy, Public Participation

i. **Master Plan Review Commission** The CITY has already appointed the Master Plan Review Commission ("MPRC") that will meet with FNI and CITY staff throughout the planning process. MPRC members are intended to be ambassadors of the planning process and are therefore encouraged to gather input from neighbors, fellow church members, and civic/business groups. The MPRC, CITY, and Freese and Nichols, Inc. (FNI) will meet several times at key milestones throughout the course of the project.

ii. **Public Involvement Plan:** FNI discussed a Public Involvement Plan prior to scope of work and contract approval. Based on that discussion, FNI will assist the CITY in implementing that Public Involvement Plan throughout the planning process. If follow-up discussions with identified key stakeholders are needed, they will be accommodated by conference calls.

iii. **Public Meetings:** In addition to meeting with the MPRC, FNI will facilitate two (2) informative, interactive, and feedback-style public meetings during the course of the project. The purpose of these meetings is to inform the public of the process and project schedule, conduct input/visioning exercises to gather community feedback, and present client findings and recommendations.

iv. **Comprehensive Plan Promotional Video:** In order to gain a broader cross-section of participation, ancillary opportunities for participation will include a comprehensive plan promotional video — the video will highlight the comprehensive plan process and help educate city leadership, staff and citizens on the project. The video will be available to show in neighborhoods, civic and business organizations, schools, churches and other small group settings. The CITY will assist FNI with the content and production of the comprehensive plan promotional video.

v. **Stakeholder Meetings:** The CITY and MPRC have identified six (6) stakeholder groups to be interviewed for data gathering input. The information gathered from the meetings will be used to help establish goals, strategies, and action items for the comprehensive plan update. The following stakeholder groups have been identified for interviews by FNI:

1. City Council
2. Planning and Zoning
3. Economic Development Commission

vi. **Project Web Page and Online Survey:** FNI will prepare a simple project website to interface with the CITY's website. The project website will include a brief project description, allow presentations to be posted, provide a link to an online survey and provide a comment section for community feedback. FNI will develop a brief questionnaire to be included as part of the online survey. Upon completion of the project, the CITY will be responsible for hosting any additional information.

B. Task 2: Community Snapshot

i. **Baseline Analysis:** The Baseline Analysis is intended to provide background information about the City of Seabrook. This is vital to the planning process because without the knowledge of where the CITY is today, assessing what it can be in the future becomes increasingly difficult. The components that are included within the Baseline Analysis will allow everyone involved in the planning process, including the Consultant, City officials, and citizens, to have a clear understanding of the CITY and its existing social, economic, land use, and neighborhood characteristics.

1. Historic Trends, Population Growth and Demographic Profile
   a. FNI will study a historic timeline of Seabrook, including major events impacting physical development of the community.
   b. Historical population and related growth trends will be analyzed.
   c. Demographic profile will consist of age, gender, ethnicity, income, and household type.

The population projections utilized within the Future Land Use Plan and the other components of the Comprehensive Plan will be derived from this information. A summary of all past CITY planning efforts will also be incorporated into this element.

ii. **Existing Land Use Analysis:** The relationships of existing and future land uses will shape the character and quality of life of the community for many years to come. In order to assess the CITY's future land use needs, an analysis of past land use trends and present land use patterns are of primary importance. The following are the specific elements to be documented in order to describe land use characteristics. Assessment of the land use characteristics will be undertaken once data gathering have been completed. The existing land use inventories (conducted using a base map of the CITY provided by Seabrook, the county, or similar entity) will include:

1. Analysis of types of land use (color-coded by category) quantified by acres;
2. Analysis of types of land use correlated to Seabrook's population (for future projection purposes);
3. Discussion of existing development patterns;
4. Discussion of existing land use relationships, both positive and negative.

iii. **Physical Constraints:** Seabrook's man-made and physical environment will greatly influence its future land use pattern and rate of growth. It is important to document and analyze the physical factors that will ultimately contribute to the CITY'S form and content. Some of the primary issues that will ultimately influence the community include the political boundaries of the CITY and its neighbors, topography, floodplain and major drainage ways, major roadway systems, existing development pattern, existing utility systems, historic sites, and the size and location of unique physical characteristics like major tree stands or scenic vistas.

The following are the specific elements to be documented in order to describe the existing physical environment. Information from each of these elements will come from a variety of sources like any

existing data or reports as provided by the CITY, the U.S. Census Bureau, the Federal Emergency Management Agency (FEMA), etc.

1. Analysis of the CITY'S current municipal boundaries and the potential to expand those boundaries;
2. Analysis of the CITY'S major topographic features, including any ridge lines or any areas of unusual topography, and major tree stands;
3. Analysis of the municipal boundaries and ETJ'S of the neighboring cities;
4. Analysis of the CITY'S existing transportation system and plans, identifying major traffic generators and deficiencies;
5. Analysis of the CITY'S natural environment and the identification of any environmentally sensitive areas, including the documentation of the existence of any protected species of plants or wildlife; and
6. Generalized documentation and analysis of existing floodplains, hydrology, and other natural drainage features.

iv. **Planning Context:** An understanding of the planning context will help to set the framework for which general planning decisions can be made. The following are elements to be documented in order to establish the planning context:

1. Evaluate existing planning documents;
2. Review past and ongoing planning efforts conducted by the CITY;
3. Evaluate regional initiatives; and
4. Coordinate with ongoing updates to other plans.

Task Product: The Baseline Analysis will be a compilation of written information, supported with charts and tables, explaining the importance and meaning of the facts as they relate to the City of Seabrook and the Comprehensive Plan. Maps graphically depicting applicable information will include the following elements: (1) Population growth and demographic snapshot, (2) existing transportation/thoroughfare routes, (3) existing land use analysis, and (4) physical limitations of the CITY.

C. Task 3: Vision, Goals and Objectives: During this task, FNI will secure a better understanding from the staff, Planning and Zoning Commission, City Council, MPRC and citizens what individual objectives are to be achieved. To obtain this initial understanding of the community's needs and desires, and to establish a firm direction for the planning program, FNI proposes the steps outlined below.

i. **Issue Identification and Polling Survey:** Issue identification is critical in creating a Comprehensive Plan that is responsive to the CITY'S needs. Therefore, at one of the first meetings of the Comprehensive Plan Advisory Committee (MPRC), members will be solicited to identify key issues they believe are important for the Comprehensive Plan to address. The polling survey will include a series of images and multiple choice and selection questions geared toward obtaining the MPRC'S preference regarding various issues and vision for Seabrook. The polling survey will utilize instant polling devices to capture data.

ii. **"Big Ideas" Workshop:** FNI will conduct one (1) brainstorming session with the MPRC on innovative ideas that may, or may not, be appropriate within Seabrook. The purpose of this exercise is to identify potential of life amenities or development opportunities that may be desired within the Community. Ideas and input received will be used within various elements of the Comprehensive Plan, specifically in areas pertaining to future land use, transportation, parks, public facilities, and community character.

iii. **Staff Planning and Design Workshop:** FNI will conduct one (1) staff planning and design workshop. The purpose of this workshop will be to collaborate between key FNI technical staff and

CITY staff on various issues or approaches that may be utilized to achieve results on issues identified by the public. The primary advantage of this workshop will be the availability and input of technical resources as key issues are defined and discussed.

This workshop could include FNI engineer and urban design leaders and key participants from the CITY'S departments. Additional decision-makers, such as the City Manager, Mayor, Council or other stakeholders may also be included at the CITY'S discretion. Additionally, the workshop will serve to identify any existing or future infrastructure issues or needs from City staff.

iv. **Preparation of Goals and Objectives:** Based on the results of the Issue Identification Exercise, the Polling Survey, the Innovation Charrette, and Staff Planning and Design workshop, a listing of goals and objectives will be prepared. Goals and objectives derived are intended to not only guide the formation of plan recommendations and identify key focus areas, but they are ultimately the basis for the Implementation Plan's action items. This is intended to be a complete revision of goals and objectives developed in the preceding Comprehensive Plan.

Goals and objectives will be submitted to the MPRC for review and input. If desired, the Council may also provide input into the review and development of goals and objectives in order to ensure that significant issues are identified early in the planning process.

Task Product: The results of the Vision, Goals, and Objectives work effort will be: (1) A written summary of issues and the polling survey, and (2) a written list of goals and objectives to guide the remainder of the comprehensive planning process.

Phase Two: Plans and Recommendations

A. **Task 4: Future Land Use Plan:** Seabrook's Future Land Use Plan is a policy document which is intended to guide City staff and officials as they make decision on where, when and how the CITY should grow. Development of a land use plan, which is understandable to citizens, City staff, the Planning and Zoning Commission and City Council, will ensure that a cohesive and unified vision for Seabrook is presented to developers and property owners as future development and redevelopment occurs within the community. The mission is to build a land use scenario based upon the community's vision resulting in the development of a Future Land Use Plan Map that conveys the community's development and redevelopment objectives.

This portion of the Comprehensive Plan will take into account existing land use information, current zoning regulations, economic development objectives, past development patterns and infill and redevelopment opportunities and will integrate them into an understandable graphic depiction of the community's future.

i. **Future Land Use Types Defined:** A key component of the Future Land Use Plan is the definition and discussion of future land use types, including any new types of land use that may be applicable within the CITY. Discussions of the types of land uses will include associated character guidelines, preferred locations, and general density guidelines (for residential uses).

ii. **Land Use Projections:** Land use projections, based upon projected growth scenario, will be calculated. Land use projections will depict the acreage by land use type as reflected within the Future Land Use Plan Map.

iii. **Redevelopment:** Redevelopment is key to the sustainability of any community. Redevelopment potential and locations within the city that should be a focus will be examined and identified. Compatible land uses and the highest and best use for redevelopment areas will be recommended.

iv. **Ultimate Capacity and Population Projections:** The ultimate capacity of Seabrook, based upon the Future Land Use Plan Map, will be calculated in order to provide a general carrying capacity.

Additionally, FNI will develop a new projected growth rate for the CITY based upon historical growth patterns and future growth considerations. The combination of the ultimate capacity and population projections will help guide decisions pertaining to infrastructure, parks, public facilities and other Capital Improvement Program items.

v. **Future Land Use Plan Map:** The Future Land Use Plan will culminate with the depiction of color-coded land uses within the CITY's planning area. The plan will consider the following:

1. Location of future residential, non-residential, open space and public land uses;
2. Location of environmentally sensitive areas or barriers that should be considered when making future development decisions; and
3. Location of future land uses along major transportation corridors.

Task Product: The results of the Future Land Use Plan section of the Comprehensive Plan will be a Future Land Use Plan map, supported and explained with text, charts and tables. Text descriptions will also describe recommendations and proposed guidelines for various types of land uses for the CITY to consider when making future land use decisions.

B. **Task 5: SH 146 Land Use and Traffic Analysis:** Another important component of the transportation task is assessing the impact of the SH 146 widening project within Seabrook's city limits and adjacent land uses. FNI will evaluate land use and traffic implications on the corridor that examines the effect widening SH146 will have on projected traffic conditions along the corridor, its connecting roadways, and adjacent land use development patterns. The analysis will also identify potential access and/or operational issues as a result of the development patterns on both sides of the corridor. The assessment will be based on support by the Houston-Galveston Area Council (H-GAC) travel demand model. This model will be used as a basis for sketch level evaluation of Build and No Build scenarios of the SH146 expansion (defined below).

i. **Travel Demand Model:** Travel forecasting will play a critical role in defining thoroughfare needs throughout the planning area, but more importantly, roadway needs for the SH146 corridor. Travel forecasting will also enable the assessment of development strategies that accommodate future growth and minimize the impact of roadway expansion on adjacent area development.

FNI will coordinate with City staff to obtain the travel demand model parameters and output from H-GAC including: zonal structure and socio-demographic files, trip generation and trip distribution program files, and network files. Using the mode data, FNI will Update Travel Demand Model Demographics and Prepare Travel Demand Forecast Network for two (2) model runs (to be completed by H-GAC) to assess the build and no-build scenarios for the SH146 widening.

1. **Update Travel Demand Model Demographics**
The Planning Team will coordinate with H-GAC staff to attain its most recently approved Traffic Analysis Zone (TAZ) data (i.e., households, population, and employment by sector (basic, retail, and service) and network for the outermost planning horizon year. Socio-demographic data will be revised and updated, as appropriate, for TAZs affected within the SH 146 corridor. A base year of 2015 and target year 2035 (or later) will be established based on current growth trends and consistency with the comprehensive plan. City staff will assist the planning team with growth trend data, projected 2035 year population, and location of growth within the corridor. Key sub-tasks include:
    a. Coordinate with H-GAC staff to obtain its most recently approved Traffic Assessment Zone (TAZ) data (i.e., households, population, and employment by sector (basic, retail, and service) and network for 2040.
    b. Assess the traffic analysis zones, especially around the periphery of SH146. The magnitude of households and employment and the extent of the roadway network within each zone will primarily drive this assessment.

c. Base Year Verification: Update base year data (H-GAC 2010) using input from City staff and projections developed from the 2015 Seabrook Comprehensive Plan. Project forward for year 2015 TAZ base data.
d. Forecast Year Projection: Using the future land use plan and growth trend data from the City Planning Department, coordination with H-GAC for the preparation of a twenty year forecast for the affected corridor area.
e. Demographic Database Development: Data will be compiled by TAZ for use by H-GAC in the traffic forecast model. Appropriate formats for import of population and employment data to the model will be determined prior to the formulation of the database.
f. Assess developed roadway model networks for both base and future year scenarios for refinement by H-GAC, as appropriate
g. The City of Seabrook will request in writing from H-GAC, two (2) runs of the regional travel demand model to assess the build and no-build scenarios of SH 146.

2. **Travel Demand Forecasts**
Traffic impacts are normally determined relative to a future base condition. The most common future base condition is a scenario based on implementation of the currently adopted Comprehensive Plan for a community. This scenario will normally not represent a "build-out" of the Comprehensive Plan, but rather a reasonable quantity of new development based on past trends, current development approvals and other pending approvals. We have assumed a horizon of 20-years. FNI will facilitate the transfer of two (2) alternative transportation networks to the Houston-Galveston Area Council (H-GAC) for mode runs that include: travel forecasting and a review travel networks (base model and future transportation networks) for coding Sub-tasks to be performed include:

a. Prepare travel forecast for horizon year traffic on existing plus committed network. This analysis will provide insight to operation conditions on the network as it stands today, as well as level of needs relative to the existing network.
b. Prepare a Build travel forecast of horizon year and associated thoroughfare plan improvements with the inclusion of the widened SH146. This analysis will determine the effectiveness of the proposed roadway network and associated range of improvements relative to anticipated growth in the 20-year scenario.
c. Prepare one No-build travel forecast with the existing number of lanes along SH146.

<u>Task Product:</u> Travel forecasts of the SH146 corridor. Up to two (2) traffic scenarios for the City of Seabrook to be completed by H-GAC. A 20-year corridor analyses. Recommendations for corridor needs and improvements. It is important to note, that this task relies on the support of H-GAC and their assistance in travel demand forecasts for the SH 146 area.

C. Task 6: <u>Access and Needs Recommendations:</u> In this task, we will evaluate the current land use and development, policies and access regulations along the corridor, and prepare recommendations regarding how they might be modified to accommodate the widening of SH 146. The guidelines will be based on the previous tasks' work and knowledge of problem areas and include general measures on:

1. Intersection spacing and general geometrics
2. Turn prohibitions
3. Alternative routing and "mini" bypass routes
4. Use of alleyways or driveway redirection and/or consolidation
5. Demand management

In the process, we will also consider the momentum established by existing land use practices, and the impact of changing these policies and practices to ensure adequate development on both sides of SH 146. We recognize that existing investments and other physical constraints may prevent a completely uniform implementation; however, appropriate access management can prevent future deterioration of capacity and help to maintain a more efficient and safe operation, which benefits all users. This may also include recommendations locations which can only be accessed from SH146 which may help to focus attention on how such land may be impacted by the widening and the type of access design appropriate for such uses.

Supporting mapping will be prepared that identifies critical access locations, as described above, and which present the recommended guidelines for access management and land use guidance to maximize the efficiency along SH 146.

Task Product: Access needs and recommended guidelines. Corridor recommendations will be in the form of roadway cross-section needs, turn lane recommendations on frontage roads to accommodate future land uses and provisions/modifications for driveway location considerations.

D. Task 7: Waterfront Development: The waterfront within Seabrook's city limits is important to the CITY'S overall character and future development opportunity. This area should be carefully evaluated in order to leverage its unique environment. This section will examine existing conditions, provide a development framework, investigate potential funding sources, and examine land uses, providing strategies to achieve the desired implementation plan and vision for the waterfront.

Task Product: Waterfront Development recommendations and Waterfront Development Chapter.

E. Task 8: Public Facilities Assessment:

i. Existing Facilities Analysis: FNI will conduct an analysis on existing public facilities including a general inventory of departments housed in each building, their function, the number of employees and the general conditions of each building. FNI will also provide a general assessment of the present levels of service provided to CITY residents. Examples of public services that may be examined include the following:

1. Police protection
2. Fire protection
3. City Hall
4. City administration
5. Library services
6. Community facilities

ii. Identification of Future Needs: The demands for public building space at all levels of government usually increase as the population served grows and as the level of service expands. After an inventory of existing facilities is completed, recommendations for determining the need for new, expanded or more centralized facilities will be provided. Future public facilities should be coordinated with preferred areas for potential growth in order to provide direct service to residential areas and promote service efficiency.

Task Product: The projection of building space needs to be presented in tabular and text format and, when appropriate, locations, such as fire stations, will be mapped.

F. Task 9: Neighborhood and Community Character: Community character refers to the many tangible and intangible characteristics of Seabrook that contribute to the CITY's quality of life. This section is intended define and create recommendations on what the City of Seabrook should consider to maintain and improve

the quality of life for its residents. Input gathered from the Visual Character Survey, the MPRC and public input will be used as the basis for identifying and defining the amenities desired by residents for Seabrook.

In addition to examining opportunities to maintain and enhance the overall quality of life in Seabrook, specific housing recommendations will be made. The cornerstone of a livable community lies with its neighborhoods, and therefore an existing housing conditions and housing mix analysis will be performed and associated recommendations will be created.

i. **Design Character:** This section will provide recommendations pertaining to physical design enhancements within Seabrook and help foster a sense of identity within the community. Design recommendations would include image/nonresidential design standards, street design enhancements, entryway design/branding elements, pedestrian and walkability enhancements, screening and buffering techniques, optimal or desired neighborhood layouts, land use integration, signage standards, landscaping standards and parking standards and design. Many of the design enhancements included within this section are directly related to development/ordinance regulations.

ii. **Housing Strategies:** Recommendations pertaining to new development, infill development, neighborhood integrity programs, available funding sources for housing rehabilitation, housing types, housing mix and generalized density strategies will be provided. The housing strategies component will address the needs of future residents and will enable City staff to prepare an organized program for addressing housing issues in Seabrook, such as Code Enforcement programs.

iii. **Parks and Open Space:** Parks, Recreation, and Open Space are important to a community's character and livability. The City of Seabrook's existing Parks and Open Space Master Plan will be reviewed, and coordination with current planning efforts will be made.

Task Product: Documentation of the above items with any supporting illustrations.

G. **Task 10: Economic Development:** The economic development task will include the following:

i. **Economic Development:**

1. Gather background information on existing economic development conditions through initial interviews with City management and/or Seabrook EDC staff
2. Conduct additional interviews with others, as needed and dictated by the initial information obtained
3. Review prior revitalization studies, strategic plans, and/or economic development plans of the CITY or the Seabrook EDC
4. Review and discuss with FNI the implications of the results of the Community Snapshot, Issue Identification, Polling Survey, and Big Ideas Workshop
5. Based on the outcome of the foregoing tasks, MDP will develop a work plan to:
    a. Summarize community assets and liabilities with respect to economic development
    b. Inventory current organizations/mechanisms in place for promoting economic development
    c. Draft Economic Development Goals and Objectives for validation by the MPRC
6. If appropriate, develop interactive exercises to establish priorities for implementation
7. Because Economic Development strategies will be based on the vision and economic development strategies will be targeted toward maximizing the tax base in order to fund the community's desired facilities, services and programs, MDP may provide analysis to assist the steering committee in evaluating economic development impacts and may include:
    a. Providing financial modeling / metrics regarding the existing impact on tax revenues of various land uses
    b. Providing a cost of service model / metrics to illustrate existing service demand on the city of various land use types

c. Revitalization case studies with revenue outcomes

8. Prepare for and facilitate MPRC meeting (workshop) devoted to Economic Development issues
9. Based on input and feedback from CPAC meeting and FNI, prepare draft Economic Development element for inclusion in plan, inclusive of goals, objectives, tools, strategies and action steps.

ii. <u>Implementation and Financial Plan:</u>

1. Review and discuss with FNI the draft final recommendations for each element of the Comp Plan Update
2. Based on the draft final recommendations MDP will develop an implementation strategy that will:
   a. Establish priorities of action
   b. Identify funding sources/strategies for improvements, programs and/or services as may be required
   c. Identify funding partners/non-traditional resources where appropriate
   d. Assign responsibility for future and ongoing action to appropriate parties
   e. Include appropriate action steps and funding horizons

3. After review and discussion with FNI, draft Economic Development, Implementation and Recommendations element.

<u>Task Product:</u> Develop economic development recommendations. Identify funding sources/strategies for improvements, programs and/or services as may be required. Identify funding partners/non-traditional resources where appropriate. Assign responsibility for future and ongoing action to appropriate parties. Include appropriate action steps and funding horizons.

Phase Three: Report, Implementation and Adoption

A. Task 11: Report and Implementation

i. <u>Draft Report:</u> FNI will prepare one (1) draft Comprehensive Report that will document the planning process and Tasks 1-10. It will present a clear narrative with accompanying graphics and figures, as necessary, to describe the intentions of the community. The draft will be provided to the CITY, MPRC and other parties the CITY wishes to include for review and comments. FNI will incorporate comments and proceed to prepare implementation items.

ii. <u>Implementation Plan:</u> The Implementation Plan will be structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for the CITY that is described within the Comprehensive Plan. The Implementation Plan will outline priorities primarily by:

1. Reviewing the various policies and related recommendations from each Plan element;
2. Dividing the policies and related recommendations into applicable implementation techniques/actions – an overall Action Plan – such as regulatory actions (e.g., possible zoning or subdivision ordinance updates), programs, and intergovernmental partnerships; and
3. Prioritizing the implementation techniques/actions into appropriate timeframes.

<u>Task Product:</u> The Implementation Plan will represent the initial action plan to take Plan policies and related recommendations from vision to reality, and will include practical and specific steps for implementing the Comprehensive Plan within the near-term (i.e., 2015-2025) and within a longer-term planning horizon (2025 – 2035).

iii. **Capital Improvement Program Ranking and Prioritization:** The City of Seabrook already has a good Capital Improvements Plan (CIP), therefore, general recommendations on what projects should be incorporated into the CITY's overall CIP will be prepared based upon the recommendations of each major element of the Comprehensive Plan. The Capital Improvements Programming element of the Comprehensive Plan will outline a generalized and prioritized five-year (or other such timeline specified by the CITY) construction program for projects that will be needed to implement Plan recommendations that includes the following information:

1. A general priority listing of projects,
2. Generalized range of project costs,
3. Project descriptions, and
4. Potential funding sources.

It is anticipated that the MPRC will serve an important role in establishing the final draft Capital Improvements Programming element that is forwarded for consideration by the Planning and Zoning Commission and City Council. It is imperative that a body that is representative of each segment of the community helps create this element to make sure that the needs of each sector of the CITY are voiced and are given due consideration. Funding will be limited to the CITY'S ability to issue the bonds necessary to complete the projects included in the construction program, and it is extremely important that those projects that are most important to the community as a whole are given highest priority.

Task Product: The Capital Improvements Programming element will be included as an element of the Implementation Section of the Comprehensive Plan. It will include written text and supporting tables that will outline the methodology used to establish the five-year (or other timeline) construction program as well as project prioritization, range of costs, project descriptions, and potential funding sources.

iv. **Final Report and Deliverables:** This document will be created in digital format, including both text and mapping, such that it will be easily reproducible. It will also have the ability to be integrated into Seabrook's website, if desired. Integration of document maps or files to the CITY'S website will be conducted by the CITY. Electronic files of the final Comprehensive Plan will be provided to the CITY. All document text will be produced in Microsoft Word and Adobe Acrobat PDF format.

v. **Plan Chapters:** The culmination of the planning process will result in a Comprehensive Plan document containing the following elements:

1. Executive Summary
2. Chapter 1: Introduction and Community Snapshot
3. Chapter 2: Vision, Goals and Objectives
4. Chapter 3: Future Land Use
5. Chapter 4: Transportation and Circulation Plan Summary
6. Chapter 5: Waterfront Development
7. Chapter 6: Public Facilities Assessment
8. Chapter 7: Neighborhood and Community Character
9. Chapter 8: Economic Development
10. Chapter 9: Implementation Plan

vi. **Plan Mapping:** Project mapping is vital to both dissemination of information at meetings as well as to the Comprehensive Plan document. All mapping will be prepared using ESRI'S ArcGIS software. It is assumed that the CITY will provide all necessary base mapping data in compatible electronic format in order to generate necessary mapping. If there is the need to create base map information or rectify other existing data, such effort will be billed separately on an hourly basis.

<u>Task Product:</u> The results of the Comprehensive Plan documentation will be: (1) Five (5) color copies of the final Comprehensive Plan, and (2) One (1) CD with digital files of the final Comprehensive Plan, including mapping data.

B. Task 12: Adoption: FNI team members will present the project scope, process, findings and recommendations at a necessary City Council and Planning and Zoning Commission meetings as part of the adoption process.

Meetings: FNI will facilitate or assist with meetings throughout the course of the project. These meetings will pursue and utilize various techniques, as well as rely on traditional meeting formats, in gathering vision data. The following is a summary of meetings to be conducted throughout the planning process:

1. **MPRC Meetings:** FNI will participate in up to eight (8) meetings with the MPRC. These meetings are envisioned as up to two (2) hour meetings or conference/video calls to gather data, outline project progress, present plan chapter summaries, and to coordinate upcoming task. Additional meetings as needed will be conducted by conference calls. The following are a part of MPRC meetings:

    a. Community Snapshot, Issue Identification, Polling Survey, Big Ideas Workshop
    b. Development of Draft Goals and Objectives
    c. Future Land Use (Waterfront, Redevelopment, and SH146)
    d. Neighborhood and Community Character, Parks and Open Space
    e. Economic Development, Implementation and Recommendations

2. **Public Meetings:** In addition to meeting with the MPRC, FNI will facilitate two (2) informative, interactive, and feedback-style public meetings during the course of the project.

3. **Comprehensive Plan Promotional Video:** In order to gain a broader cross-section of participation, ancillary opportunities for participation will include a comprehensive plan promotional video — the video will highlight the comprehensive plan process and help educate city leadership, staff and citizens on the project. The video will be available to show in neighborhoods, civic and business organizations, schools, churches and other small group settings. The CITY will assist FNI with the content and production of the comprehensive plan promotional video.

4. **Stakeholder Meetings:** The CITY and MPRC have identified three (3) stakeholder groups to be interviewed for data gathering input. The information gathered from the meetings will be used to help establish goals, strategies, and action items for the comprehensive plan update. There will be up to two (2) meetings with the following stakeholders that have been identified:

    a. City Council, Planning and Zoning, and Economic Development Corporation
    b. Economic Development Corporation

5. **Staff Planning and Design Workshop:** FNI will conduct one (1) staff planning and design workshop. The purpose of this workshop will be to collaborate between key FNI technical staff and CITY staff on various issues or approaches that may be utilized to achieve results on issues identified by the public.

6. **City Council Adoption:** FNI will attend one (1) City Council adoption meeting of the Comprehensive Plan**.**

<u>ARTICLE II</u>

ADDITIONAL SERVICES: Additional Services to be performed by FNI, if authorized by CITY, which are not included in the above described basic services, are described as follows:

A. Making revisions to drawings, specifications or other documents when such revisions are 1) not consistent with approvals or instructions previously given by CITY or 2) due to other causes not solely within the control of FNI.

B. Visits to the site in excess of the number of trips included in Article I for periodic site visits, coordination meetings, or contract completion activities.

C. Preparing statements for invoicing or other documentation for billing other than for the standard invoice for services attached to this professional services agreement.

ARTICLE III

TIME OF COMPLETION: FNI is authorized to commence work on the Project upon execution of this AGREEMENT and agrees to complete the services in accordance with the attached Project Schedule: Seabrook Comprehensive Plan Update.

If FNI's services are delayed through no fault of FNI, FNI shall be entitled to adjust contract schedule consistent with the number of days of delay. These delays may include but are not limited to delays in CITY or regulatory reviews, delays on the flow of information to be provided to FNI, governmental approvals, etc. These delays may result in an adjustment to compensation as outlined on the face of this AGREEMENT and in Attachment CO.

ARTICLE IV

RESPONSIBILITIES OF CITY: CITY shall perform the following in a timely manner so as not to delay the services of FNI:

A. CITY recognizes and expects that certain Change Orders may be required. Unless noted otherwise, the CITY shall budget a minimum of 5% for new construction and a minimum of 10% for construction that includes refurbishing existing structures.

Further, CITY recognizes and expects that certain Change Orders may be required to be issued as the result in whole or part of imprecision, incompleteness, errors, omission, ambiguities, or inconsistencies in the Drawings, Specifications, and other design documentation furnished by Engineer or in the other professional services performed or furnished by Engineer under this Agreement ("Covered Change Orders"). Accordingly, CITY agrees to pay for Change Orders and otherwise to make no claim directly or indirectly against Engineer on the basis of professional negligence, breach of contract, or otherwise with respect to the costs of approved Covered Change Orders unless the aggregate costs of all such approved Covered Change Orders exceed 2% for new construction and 4% for reconstruction. Any responsibility of Engineer for the costs of Covered Changed Orders in excess of such percentage will be determined on the basis of applicable contractual obligations and professional liability standards. For purposes of this paragraph, the cost of Covered Change Orders will not include:

- any costs that CITY would have incurred if the Covered Change Order work had been included originally in the Contract Documents and without any other error or omission of Engineer related thereto,
- Any costs that are due to unforeseen site conditions, or
- Any costs that are due to changes made by the CITY.

- Any costs that are due to the Contractor

Nothing in this provision creates a presumption that, or changes the professional liability standard for determining if, Engineer is liable for the cost of Covered Change Orders in excess of the percent of Construction Cost stated above or for any other Change Order. Wherever used in this document, the term Engineer includes Engineer's officers, directors, partners, employees, agents, and Engineers Consultants.

B. Designate in writing a person to act as CITY'S representative with respect to the services to be rendered under this AGREEMENT. Such person shall have contract authority to transmit instructions, receive information, interpret and define CITY'S policies and decisions with respect to FNI's services for the Project.

C. Provide all criteria and full information as to CITY'S requirements for the Project, including design objectives and constraints, space, capacity and performance requirements, flexibility and expandability, and any budgetary limitations; and furnish copies of all design and construction standards which CITY will require to be included in the drawings and specifications.

D. Assist FNI by placing at FNI's disposal all available information pertinent to the Project including previous reports and any other data relative to design or construction of the Project.

E. Arrange for access to and make all provisions for FNI to enter upon public and private property as required for FNI to perform services under this AGREEMENT.

F. Examine all studies, reports, sketches, drawings, specifications, proposals and other documents presented by FNI, obtain advice of an attorney, insurance counselor and other consultants as CITY deems appropriate for such examination and render in writing decisions pertaining thereto within a reasonable time so as not to delay the services of FNI.

G. Furnish approvals and permits from all governmental authorities having jurisdiction over the Project and such approvals and consents from others as may be necessary for completion of the Project.

H. CITY shall make or arrange to have made all subsurface investigations, including but not limited to borings, test pits, soil resistivity surveys, and other subsurface explorations. CITY shall also make or arrange to have made the interpretations of data and reports resulting from such investigations. All costs associated with such investigations shall be paid by CITY.

I. Provide such accounting, independent cost estimating and insurance counseling services as may be required for the Project, such legal services as CITY may require or FNI may reasonably request with regard to legal issues pertaining to the Project including any that may be raised by Contractor(s), such auditing service as CITY may require to ascertain how or for what purpose any Contractor has used the moneys paid under the construction contract, and such inspection services as CITY may require to ascertain that Contractor(s) are complying with any law, rule, regulation, ordinance, code or order applicable to their furnishing and performing the work.

J. CITY shall determine, prior to receipt of construction bid, if FNI is to furnish Resident Project Representative service so the Bidders can be informed.

K. If CITY designates a person to serve in the capacity of Resident Project Representative who is not FNI or FNI's agent or employee, the duties, responsibilities and limitations of authority of such Resident Project Representative(s) will be set forth in an Attachment attached to and made a part of this AGREEMENT before the Construction Phase of the Project begins. Said attachment shall also set forth appropriate modifications of the Construction Phase services as defined in Attachment SC, Article I, C, together with such adjustment of compensation as appropriate.

L. Attend the pre-bid conference, bid opening, preconstruction conferences, construction progress and other job related meetings and substantial completion inspections and final payment inspections.

M. Give prompt written notice to FNI whenever CITY observes or otherwise becomes aware of any development that affects the scope or timing of FNI's services, or any defect or nonconformance of the work of any Contractor.

N. Furnish, or direct FNI to provide, Additional Services as stipulated in Attachment SC, Article II of this AGREEMENT or other services as required.

O. Bear all costs incident to compliance with the requirements of this Article IV.

ARTICLE V

DESIGNATED REPRESENTATIVES: FNI and CITY designate the following representatives:

CITY'S Designated Representative –

Sean Landis
1700 First Street
Seabrook, Texas 77586
(281) 291-5669
slandis@seabrooktx.gov

CITY'S Accounting Representative –

Name:_____
Address_____
_____
Phone:_____
Email:_____

FNI'S Designated Representative –

Shad Comeaux
11200 Broadway Street, Suite 2332
Pearland, Texas 77584-9786
(832) 456-4766
sec@freese.com

FNI'S Accounting Representative –

Stephanie Steinmetz
4055 International Plaza, Suite 200
Fort Worth, Texas 76109
(214) 217-2212
Stephanie.Steinmetz@freese.com

FNI_____
OWNER_____

ATTACHMENT CO

COMPENSATION

Lump Sum: Compensation to FNI shall be the lump sum fee of One Hundred Sixty-Four Thousand Eight Hundred Fifty Dollars ($164,850). If FNI sees the Scope of Services changing so that additional services are needed, including but not limited to those services described as Additional Services in Attachment SC, FNI will notify OWNER for OWNER'S approval before proceeding. Additional Services shall be computed based on the Schedule of Charges.

Schedule of Charges:

Position	Min	Max
Professional - 1	64	109
Professional - 2	83	139
Professional - 3	89	170
Professional - 4	129	208
Professional - 5	165	228
Professional - 6	156	416
Construction Manager - 1	81	186
Construction Manager - 2	98	142
Construction Manager - 3	121	151
Construction Manager - 4	153	207
CAD Technician/Designer - 1	54	93
CAD Technician/Designer - 2	85	122
CAD Technician/Designer - 3	109	156
Corporate Project Support - 1	40	91
Corporate Project Support - 2	66	162
Corporate Project Support - 3	72	315
Intern/ Coop	33	60

Rates for In-House Services

Travel
Standard IRS Rates

Bulk Printing and Reproduction	
Black and White	$0.10 per copy
Color	$0.25 per copy
Plot - Bond	$2.50 per plot
Plot - Color	$5.75 per plot
Plot - Other	$5.00 per plot
Binding	$0.25 per binding

OTHER DIRECT EXPENSES:

Other direct expenses are reimbursed at actual cost times a multiplier of 1.10. They include outside printing and reproduction expense, communication expense, travel, transportation and subsistence away from the FNI office and other miscellaneous expenses directly related to the work, including costs of laboratory analysis, test, and other work required to be done by independent persons other than staff members. For Resident Representative services performed by non-FNI employees and CAD services performed In-house by non-FNI employees where FNI provides workspace and equipment to perform such services, these services will be billed at cost times a multiplier of 2.0. This markup approximates the cost to FNI if an FNI employee was performing the same or similar services.

These ranges and rates will be adjusted annually in February.

320-22015

Client will be invoiced as follows:
1st invoice (upfront) – 10% - $16,485
2nd invoice (upon completion of Phase 1) – 25% - $41,212
3rd invoice (upon completion of Phase II) – 45% - $74,182
4th invoice (upon completion of Phase III) – 20% - $32,971

FNI_____
OWNER_____

TERMS AND CONDITIONS OF AGREEMENT

1. **DEFINITIONS:** The term City as used herein refers to the City of Seabrook, Texas. The term FNI as used herein refers to Freese and Nichols, Inc., its employees and agents; also its subcontractors and their employees and agents. As used herein, Services refers to the professional services performed by Freese and Nichols pursuant to the AGREEMENT.

2. **CHANGES:** City, without invalidating the AGREEMENT, may order changes within the general scope of the WORK required by the AGREEMENT by altering, adding to and/or deducting from the WORK to be performed. If any change under this clause causes an increase or decrease in FNI's cost of, or the time required for, the performance of any part of the Services under the AGREEMENT, an equitable adjustment will be made by mutual agreement and the AGREEMENT modified in writing accordingly.

3. **TERMINATION:** The obligation to provide services under this AGREEMENT may be terminated by either party upon ten days' written notice. In the event of termination, FNI will be paid for all services rendered and reimbursable expenses incurred to the date of termination and, in addition, all reimbursable expenses directly attributable to termination.

4. **CONSEQUENTIAL DAMAGES:** In no event shall FNI or its subcontractors be liable in contract, tort, strict liability, warranty, or otherwise for any special, indirect, incidental or consequential damages, such as loss of product, loss of use of the equipment or system, loss of anticipated profits or revenue, non-operation or increased expense of operation or other equipment or systems.

5. **INFORMATION FURNISHED BY CITY:** City will assist FNI by placing at FNI's disposal all available information pertinent to the Project including previous reports and any other data relative to design or construction of the Project. FNI shall have no liability for defects or negligence in the Services attributable to FNI's reliance upon or use of data, design criteria, drawings, specifications or other information furnished by City and City agrees to indemnify and hold FNI harmless from any and all claims and judgments, and all losses, costs and expenses arising therefrom. FNI shall disclose to City, prior to use thereof, defects or omissions in the data, design criteria, drawings, specifications or other information furnished by City to FNI that FNI may reasonably discover in its review and inspection thereof.

6. **INSURANCE:** FNI shall provide to City certificates of insurance which shall contain the following minimum coverage (All limits in thousands):

Commercial General Liability		**Workers' Compensation**	
General Aggregate	$2,000	Each Accident	$500
Automobile Liability (Any Auto)		**Professional Liability**	
CSL	$1,000	$3,000 Annual Aggregate	

7. **SUBCONTRACTS:** If, for any reason, at any time during the progress of providing Services, City determines that any subcontractor for FNI is incompetent or undesirable, City will notify FNI accordingly and FNI shall take immediate steps for cancellation of such subcontract. Subletting by subcontractors shall be subject to the same regulations. Nothing contained in the AGREEMENT shall create any contractual relation between any subcontractor and City.

8. **OWNERSHIP OF DOCUMENTS:** All drawings, reports data and other project information developed in the execution of the Services provided under this AGREEMENT shall be the property of the City upon payment of FNI's fees for services. FNI may retain copies for record purposes. City agrees such documents are not intended or represented to be suitable for reuse by City or others. Any reuse by City or by those who obtained said documents from City without written verification or adaptation by FNI will be at City's sole risk and without liability or legal exposure to FNI, or to FNI's independent associates or consultants, and City shall indemnify and hold harmless FNI and FNI's independent associates and consultants from all claims, damages, losses and expenses including attorneys' fees arising out of or resulting therefrom. Any such verification or adaptation will entitle FNI to further reasonable compensation. FNI may reuse all drawings, report data and other project information in the execution of the Services provided under this AGREEMENT in FNI's other activities. Any reuse by FNI will be at FNI's sole risk and without liability or legal exposure to City, and FNI shall indemnify and hold harmless City from all claims, damages, losses and expenses including attorneys' fees arising out of or resulting therefrom.

FNI_____
CITY_____

9. **POLLUTANTS AND HAZARDOUS WASTES:** It is understood and agreed that FNI has neither created nor contributed to the creation or existence of any hazardous, radioactive, toxic, irritant, pollutant, or otherwise dangerous substance or condition at the site, if any, and its compensation hereunder is in no way commensurate with the potential risk of injury or loss that may be caused by exposures to such substances or conditions. The parties agree that in performing the Services required by this AGREEMENT, FNI does not take possession or control of the subject site, but acts as an invitee in performing the services, and is not therefore responsible for the existence of any pollutant present on or migrating from the site. Further, FNI shall have no responsibility for any pollutant during clean-up, transportation, storage or disposal activities.

10. **OPINION OF PROBABLE COSTS:** FNI will furnish an opinion of probable project development cost based on present day cost, but does not guarantee the accuracy of such estimates. Opinions of probable cost, financial evaluations, feasibility studies, economic analyses of alternate solutions and utilitarian considerations of operations and maintenance costs prepared by FNI hereunder will be made on the basis of FNI's experience and qualifications and represent FNI's judgment as an experienced and qualified design professional. It is recognized, however, that FNI does not have control over the cost of labor, material, equipment or services furnished by others or over market conditions or contractors' methods of determining their prices.

11. **CONSTRUCTION REPRESENTATION:** If required by the AGREEMENT, FNI will furnish Construction Representation according to the defined scope for these services. FNI will observe the progress and the quality of work to determine in general if the work is proceeding in accordance with the Contract Documents. In performing these services, FNI will endeavor to protect City against defects and deficiencies in the work of Contractors; FNI will report any observed deficiencies to City, however, it is understood that FNI does not guarantee the Contractor's performance, nor is FNI responsible for the supervision of the Contractor's operation and employees. FNI shall not be responsible for the means, methods, techniques, sequences or procedures of construction selected by the Contractor, or the safety precautions and programs incident to the work of the Contractor. FNI shall not be responsible for the acts or omissions of any person (except his own employees or agent) at the Project site or otherwise performing any of the work of the Project. If City designates a person to serve in the capacity of Resident Project Representative who is not a FNI's employee or FNI's agent, the duties, responsibilities and limitations of authority of such Resident Project Representative(s) will be set forth in writing and made a part of this AGREEMENT before the Construction Phase of the Project begins.

12. **PAYMENT:** Progress payments may be requested by FNI based on the amount of services completed. Payment for the services of FNI shall be due and payable upon submission of a statement for services to CITY and in acceptance of the services as satisfactory by the CITY. Statements for services shall not be submitted more frequently than monthly. Any applicable new taxes imposed upon services, expenses, and charges by any governmental body after the execution of this AGREEMENT will be added to FNI's compensation.

    If CITY fails to make any payment due FNI for services and expenses within thirty (30) days after receipt of FNI's statement for services therefore, the amounts due FNI will be increased at the rate of one percent (1%) per month from said thirtieth (30th) day, and, in addition, FNI may, after giving seven (7) days' written notice to CITY, suspend services under this AGREEMENT until FNI has been paid in full, all amounts due for services, expenses and charges.

13. **ARBITRATION:** No arbitration arising out of, or relating to, this AGREEMENT involving one party to this AGREEMENT may include the other party to this AGREEMENT without their approval.

14. **SUCCESSORS AND ASSIGNMENTS:** CITY and FNI each are hereby bound and the partners, successors, executors, administrators and legal representatives of CITY and FNI are hereby bound to the other party to this AGREEMENT and to the partners, successors, executors, administrators and legal representatives (and said assigns) of such other party, in respect of all covenants, agreements and obligations of this AGREEMENT.

    Neither CITY nor FNI shall assign, sublet or transfer any rights under or interest in (including, but without limitation, moneys that may become due or moneys that are due) this AGREEMENT without the written consent of the other, except to the extent that any assignment, subletting or transfer is mandated by law or the effect of this limitation may be restricted by law. Unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under this AGREEMENT. Nothing contained in this paragraph shall prevent FNI from employing such independent associates and consultants as FNI may deem appropriate to assist in the performance of services hereunder.

15. **PURCHASE ORDERS:** If a Purchase Order is used to authorize FNI's Services, only the terms, conditions/instructions typed on the face of the Purchase Order shall apply to this AGREEMENT. Should there be any conflict between the Purchase Order and the terms of this AGREEMENT, then this AGREEMENT shall prevail and shall be determinative of the conflict.

FNI_____
CITY_____

Hotel Occupancy Tax Funding Request for Events

SEABROOK

Application Packet for 2016-2017 Fiscal Year

Application request for funding the arts, historical preservation and special events or programs in Seabrook that promote tourism and the convention and hotel industry.

Explanation of the Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the 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 pictures, 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**: 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, museums or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sport fields for certain municipalities.
8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
    a. the commercial center of the city
    b. a convention center in the city
    c. other hotels in or near the city
    d. tourist attractions in or near the city
9. **Directional Signage**: signage directing the public to sights and attractions that are frequently visited within the municipality.

Eligibility and Priority for HOT Funds

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and the hotel industry in Seabrook; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds, in addition all funding must be approved by Seabrook City Council. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

All recipients of HOT funds will be required to GIVE A POST EVENT PRESENTATION TO COUNCIL WITHIN SIXTY (60) DAYS AFTER THEIR EVENT. The presentation will highlight the success of the event, plus provide City Council with documents that give an overview of the event's

marketing efforts and a detailed outline of how HOT funds were utilized verifying the direct promotion of Seabrook tourism and the hotel industry. **Recipients who do not give their POST EVENT PRESENTATION may not be eligible for future funding**.

Application Overview and Process

The City of Seabrook accepts applications from non-profits, groups and businesses whose programs or events fit into one or more of the listed categories. All applicants applying for funding must submit an official application by **January 29, 2016** to be considered for funds for the **2016-2017 Fiscal Year** (October 2016 – September 2017).

Applications will be reviewed by a committee composed of city staff that give an extensive review of the event's application to City Council during a regular or special meeting held in March. Applicants will be notified prior to the meeting and are encouraged to attend and give feedback to Council.

City Council will make a decision on the applicant's request and supplemental documentation provided. If denied funding, applicants may appeal the decision, in writing within sixty (60) days of Council's decision. ***Council may revoke or change the amount allocated at anytime until the FY2016/2017 Budget is adopted.*** The Budget process usually takes place between June and August each year.

SUPPLEMENTAL INFORMATION AND DOCUMENTATION IS REQUIRED in addition to the application form. Please review and complete entire application packet prior to application submittal.

To schedule your **POST EVENT PRESENTATION**, you must contact LeaAnn Dearman directly after your event. The presentation must be completed **within sixty (60) days after the event has taken place.** Contact LeaAnn Dearman, at (281) 291.5777 or by email at ldearman@seabrooktx.gov.

Timeline for Submission

- **Application Deadline – 5:00 p.m. Friday, January 29, 2016**
- Review of applications by city staff – February 1-12, 2016
- City Council Decision – March 2015 (Meeting date TBA)
- Notification of Council's Decision – March 31, 2016
- Decision Appeals must be submitted in writing within sixty (60) days of March 31, 2016
- Disbursement of Funds – Begins after October 1, 2016. Prior to receiving the funds the city must receive an invoice from the approved organization.
- **Post Event Presentation due sixty (60) days after event.**

A group who wishes to seek funding for a *FIRST TIME* event after the deadline must do so 90 days prior to said event or program. This only applies to first time events or programs. All others must meet deadline requirements for the 2016-2017 Fiscal Year.

Application for City of Seabrook HOT Funds for FY 2016 - 2017

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Website Address for Event or Organization: _____

Non-Profit or For-Profit Status: _____ FEIN#: _____

Organization's Incorporation/Creation Date: _____

Purpose or Mission of Organization

_____

_____

_____

_____

_____

General Event /Program Information

Name of event/program to be funded: _____

Primary location of event/program: _____

Date of event/program: _____ Expected total attendance: _____

How many times have you held this event/program? _____

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
_____	_____	_____
_____	_____	_____
_____	_____	_____

Identify the HOT category for which the event/program will benefit (refer to pg 2): _____

What is the primary purpose of the event/program for which this application applies?

_____

_____

_____

_____

Funding Request

Total Event/Program Budget: $_____

Total Amount Requested: $_____

_____ % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

_____

_____

_____

_____

_____

_____

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

_____Newspaper _____Radio _____TV

_____Internet _____Social Media _____Email

_____Other _____

Will you submit press releases about the event/program? _____Yes _____No

If so, list the number of releases plus targeted media outlets?

_____

_____

_____

_____

What geographic area does your advertising and promotion reach?

_____

_____

_____

_____

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms

How many people attending this event/program are expected to stay in Seabrook hotels?_____

How many nights will they stay? _____

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

_____

_____

_____

_____

_____

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

_____

_____

_____

_____

_____

_____

Please list other organizations, government entities and grants that have offered financial support to your event/program.

_____

_____

_____

_____

_____

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

By signing you are acknowledging that the information provided in this application is true and correct. You are also acknowledging if funding is approved that the funds must go directly toward the promotion of Seabrook as outlined in the **Explanation of the Hotel Occupancy Tax** on page 2 of this document. Funds may not be utilized for general event expenditures.

_____ _____
Authorized Signature Date

_____
Print Name

_____
Title and Organization

Submit by mail, in person or via email

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586
Email: ldearman@seabrooktx.gov

Application Deadline for 2016-2017 Fiscal Year is 5:00 p.m. on January 29, 2016

This application is not a Special Event Permit Application.
You must contact the City Secretary's Office and complete a Special Event Permit Application at least ***45 days prior to your event****. You may call (281) 291.5663 for more details.*

Memo

SEABROOK

To: Seabrook City Council
From: LeaAnn Dearman
CC: Gayle Cook, Michele Glaser
Date: March 17, 2014

Re: 2015-2016 Hotel Occupancy Tax Event Funding Requests

Council, please review the attachments that are included within this agenda packet. In 2012 Council approved a new application process that holds event coordinators accountable for how HOT funds are utilized to help promote the Seabrook hotel industry. Within this packet you will find nine (9) funding requests for the 2015-2016 Fiscal Year, plus supplemental information.

2015-2016 applications are as follows (in order of calendar year):

- Yachty Gras
- Lucky Trail Marathon
- Keels and Wheels
- Texas Outlaw Challenge
- Gulf Coast Film Festival
- Seabrook Saltwater Derby
- J/Fest Southwest
- Bay Access Sailing Programs (several events throughout the year)
- Bay Area Houston Ballet and Theater (several events throughout the year)

Prior to each application you will find a report that highlights the event's application, plus gives the committee's recommendation for funding.

If you have any questions please contact me by calling (281) 291.5777 or by email at ldearman@seabrooktx.gov.

HOT Event Budget Overview

The tables below will help you compare this year's funding with the recommended funding for 2015-2016. Please review each application cover sheet in detail for an overview of each application plus the committee's remarks on recommended funding.

2014-2015 Budget for Events

HOT 150-5466 Events	
Yachty Gras	$1,500
Lucky Trail Marathon	$25,000
Keels and Wheels	$50,000
Texas Outlaw Challenge	$20,000
Gulf Coast Film Festival	$2,500
Seabrook Saltwater Derby	$5,000
Seabrook Festival of the Arts	$15,000
Bay Access Sailing Programs	$25,000
J/Fest Southwest	$15,000
Contingency	$20,000
Total	**$179,000**

Recommended 2015-2016 Budget for Events

HOT 150-5466 Events	
Yachty Gras	$5,000
Lucky Trail Marathon	$25,000
Keels and Wheels	$50,000
Texas Outlaw Challenge	$20,000
Gulf Coast Film Festival	$2,500
Seabrook Saltwater Derby – Did not submit application	$5,000
J/Fest Southwest	$15,000
Bay Access Sailing Programs	$25,000
Bay Area Houston Ballet and Theater	$5,000
Contingency	$20,000
Total	**$172,500**

Notes:
Midnite Slice Music Festival received $2,500 from Contingency in 2014, however, they did not request funding from the 2014/15 Budget.

The Seabrook Festival of the Arts did not submit an application for the 2015/2016 Budget.

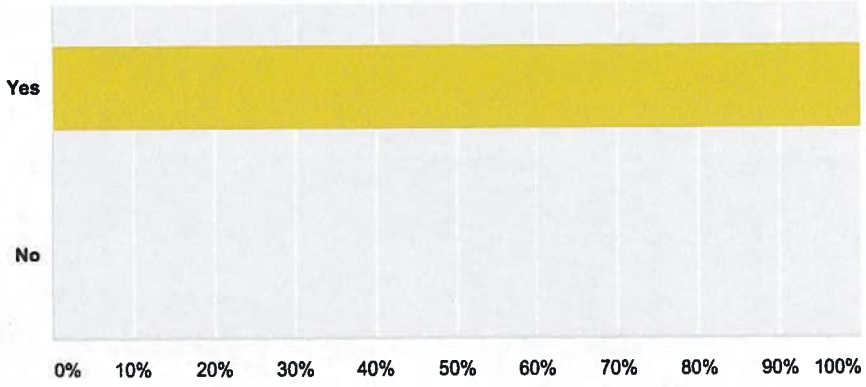
Q1 General Information

Answered: 1 Skipped: 0

Contact Name	Date
Terri Akins	3/6/2015 12:33 PM
Hotel or B&B Name	**Date**
SpringHill Suites	3/6/2015 12:33 PM
Email Address	**Date**
shs.house.gm@marriott.com	3/6/2015 12:33 PM
Phone Number	**Date**
2814743456	3/6/2015 12:33 PM

Q2 Does your hotel/B&B track if guests are attending Seabrook events?

Answered: 1 Skipped: 0



Answer Choices	Responses	
Yes	100.00%	1
No	0.00%	0
Total		1

Seabrook Events

Q3 If yes, please describe the tracking system you currently have in place.

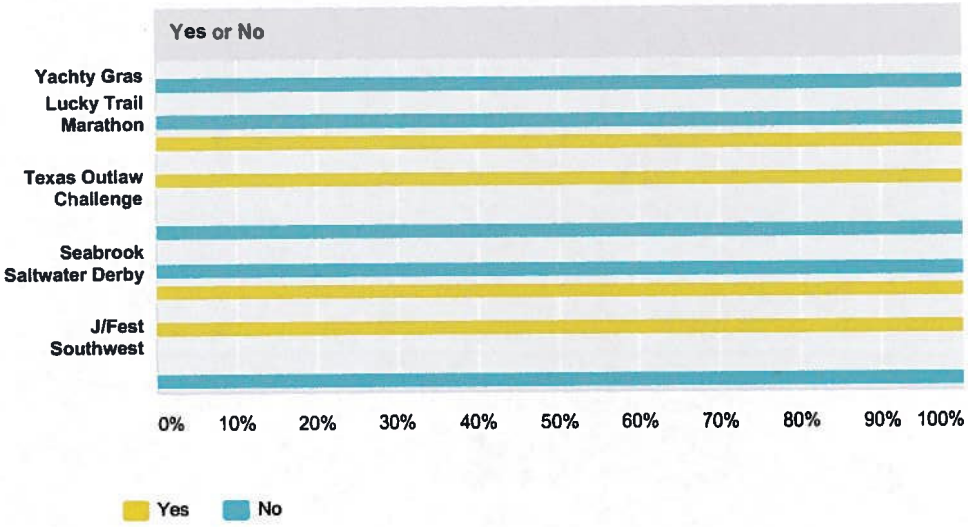
Answered: 1 Skipped: 0

#	Responses	Date
1	We ask the guest what brings them to the area, and record it	3/6/2015 12:33 PM

Seabrook Events

Q4 Do you believe the following events increase tourism activity in Seabrook?

Answered: 1 Skipped: 0

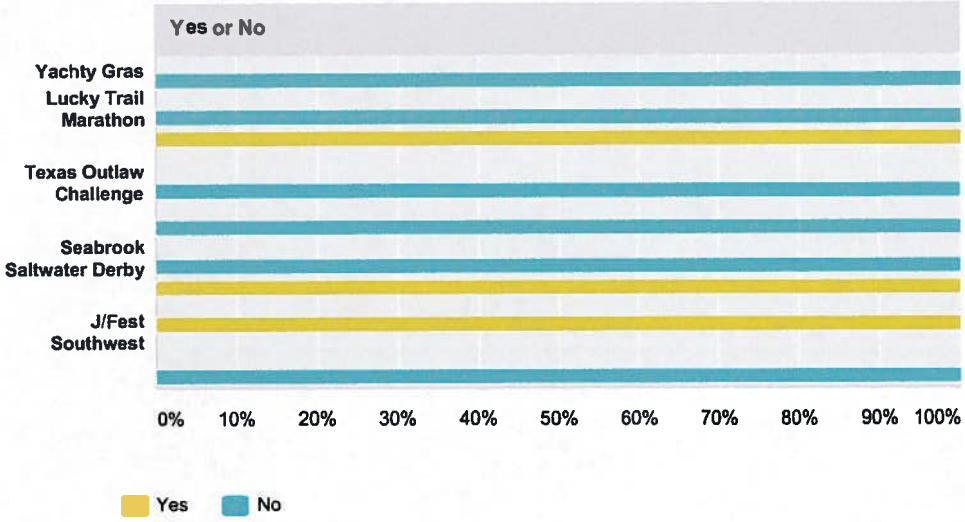


Yes or No	Yes	No	Total
Yachty Gras	0.00% 0	100.00% 1	1
Lucky Trail Marathon	0.00% 0	100.00% 1	1
Keels and Wheels	100.00% 1	0.00% 0	1
Texas Outlaw Challenge	100.00% 1	0.00% 0	1
Gulf Coast Film Festival	0.00% 0	100.00% 1	1
Seabrook Saltwater Derby	0.00% 0	100.00% 1	1
Lakewood Yacht Club Race Series (Bay Access)	100.00% 1	0.00% 0	1
J/Fest Southwest	100.00% 1	0.00% 0	1
Bay Area Houston Ballet and Theater	0.00% 0	100.00% 1	1

Seabrook Events

Q5 Do the following events put heads in beds in your hotel/B&B?

Answered: 1 Skipped: 0

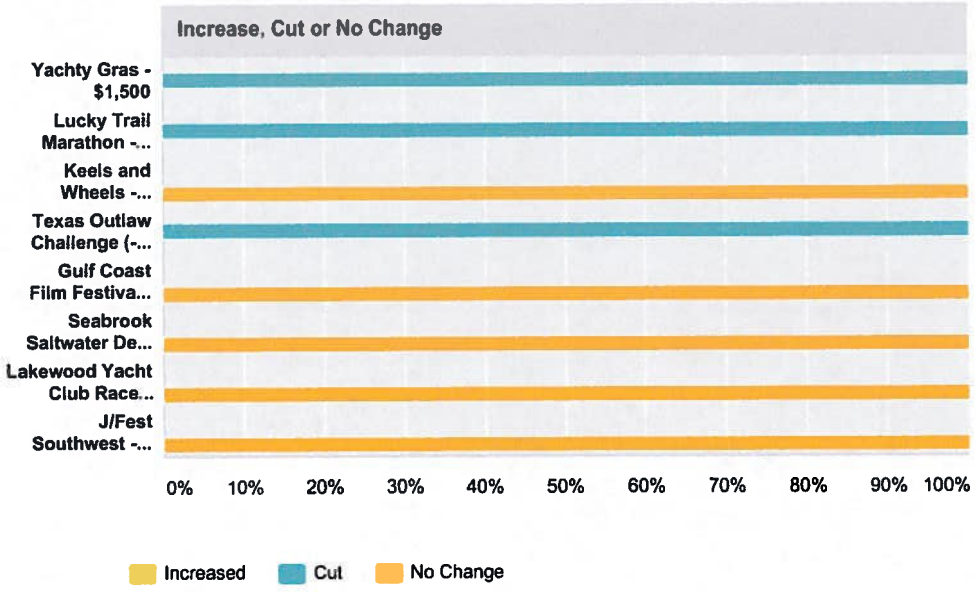


Yes or No	Yes	No	Total
Yachty Gras	0.00% 0	100.00% 1	1
Lucky Trail Marathon	0.00% 0	100.00% 1	1
Keels and Wheels	100.00% 1	0.00% 0	1
Texas Outlaw Challenge	0.00% 0	100.00% 1	1
Gulf Coast Film Festival	0.00% 0	100.00% 1	1
Seabrook Saltwater Derby	0.00% 0	100.00% 1	1
Lakewood Yacht Club Race Series (Bay Access)	100.00% 1	0.00% 0	1
J/Fest Southwest	100.00% 1	0.00% 0	1
Bay Area Houston Ballet and Theater	0.00% 0	100.00% 1	1

Seabrook Events

Q6 Do you be believe funding should be increase, cut or remain the same for these events?

Answered: 1 Skipped: 0

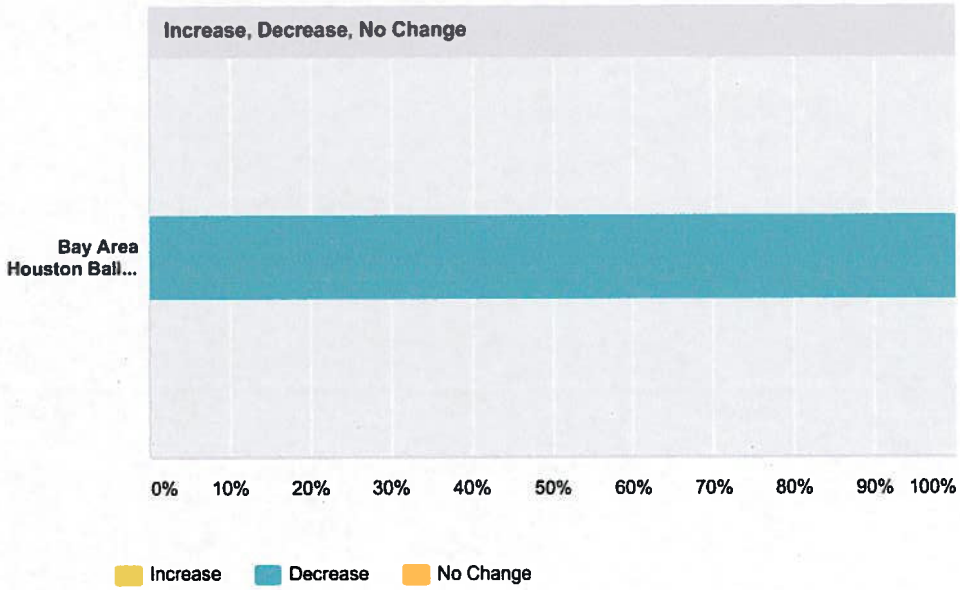


Increase, Cut or No Change	Increased	Cut	No Change	Total
Yachty Gras - $1,500	0.00% 0	100.00% 1	0.00% 0	1
Lucky Trail Marathon - $25,000	0.00% 0	100.00% 1	0.00% 0	1
Keels and Wheels - $50,000	0.00% 0	0.00% 0	100.00% 1	1
Texas Outlaw Challenge (- $20,000	0.00% 0	100.00% 1	0.00% 0	1
Gulf Coast Film Festival - $2,500	0.00% 0	0.00% 0	100.00% 1	1
Seabrook Saltwater Derby - $5,000	0.00% 0	0.00% 0	100.00% 1	1
Lakewood Yacht Club Race Series (Bay Access) - $25,000	0.00% 0	0.00% 0	100.00% 1	1
J/Fest Southwest - $15,000	0.00% 0	0.00% 0	100.00% 1	1

Seabrook Events

Q7 New Application for Funding

Answered: 1 Skipped: 0



Increase, Decrease, No Change	Increase	Decrease	No Change	Total
Bay Area Houston Ballet and Theater has applied for funding and based on their application the committee is recommending $5,000. Do you believe this is a reasonable amount or should we:	0.00% 0	100.00% 1	0.00% 0	1

Q8 Yachty Gras

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Seabrook Events

Q9 Lucky Trail Marathon

Answered: 1 Skipped: 0

#	Responses	Date
1	This event does not impact the hotels at all, especially being that it is always on Spring Break weekend. Hotel/Motel tax money should only be given if the majority of the runners are from outside a 100 mile radius. Maybe someone could consider moving this to another weekend, the first weekend in March would be better. Even then, $25,000 is way too much, this should be sugnificantly reduced or cut.	3/6/2015 12.33 PM

Seabrook Events

Q10 Keels and Wheels

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Q11 Texas Outlaw Challenge

Answered: 1 Skipped: 0

#	Responses	Date
1	This event has moved to Kemah and does not benifit Seabrook in any way.	3/6/2015 12:33 PM

Q12 Gulf Coast Film Festival

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Q13 Seabrook Saltwater Derby

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Q14 Lakewood Yacht Club Race Series (Bay Access)

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Q15 JFest Southwest

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Q16 Bay Area Houston Ballet and Theater

Answered: 0 Skipped: 1

#	Responses	Date
	There are no responses.	

Yachty Gras

This unique event is held each year during the Mardi Gras season and features an amazing boat parade that begins at the Seabrook Channel and proceeds past the Kemah boardwalk, throwing beads to the revelers viewing the parade along the route. In addition to the parade, several parties take place prior to and after, including the best after party of all in Clear Lake Shores.

Amount Requested FY 2015/16	**Amount Allocated FY 2014/2015**
$5,000	$1,500
Event to be held on February 6, 2016 – *Application Attached*	
Hotelier Input Data Included with Agenda Attachments	
Springhill Suites *(note only hotel to respond to survey)*	
Increases Tourism	No
Puts Heads in Beds	No
Increase, cut or remain the same	Cut
Additional Comments	None provided
Police Department	Provides boat patrol as coordinated by the marine task force. City absorbs overtime pay.
City Secretary's Office	N/A - No permitting needed.
Communications Office	Saw an increase in area advertising.
Public Works	N/A

Application Notes

2015/2016 Application

- Application returned on time and complete
- Pg. 6 The majority of advertising and does not exceed a 50 mile radius
- Pg. 6 Organization does not give the number of rooms occupied by event attendees
- Marketing plan included – vague and only directed at a local audience
- Non-detailed budget report included
- Advertising samples included with post form report

Committee Remarks

Recommend funding to increase to $5,000

While it is still very difficult to gauge the direct impact this event has on the hotel industry, there was a significant increase in area advertising in 2014. This is a great, well-attended event that features Seabrook and the surrounding cities as boating community and has the potential for more growth in the future.

This committee highly recommends that the event holder start tracking the number of Seabrook hotel rooms that are booked due to this event. At this time no steps are currently being taken to measure the direct impact of "heads in beds". This may be accomplish by creating room blocks at area hotels.

The committee would also like to see a more comprehensive Marketing Report with included samples of advertising efforts. Advertising need to reach past a 50 mile radius.

The event budget should details specifically cost of their advertising efforts. For example, how much is being spent for ads in the Houston Chronicle, etc.

Hotel Occupancy Tax Funding Request for Events

SEABROOK

Application Packet for 2015-2016 Fiscal Year

Application request for funding the arts, historical preservation and special events or programs in Seabrook that promote tourism and the convention and hotel industry.

Explanation of the Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the 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 pictures, 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**: 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, museums or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sport fields for certain municipalities.
8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
    a. the commercial center of the city
    b. a convention center in the city
    c. other hotels in or near the city
    d. tourist attractions in or near the city
9. **Directional Signage**: signage directing the public to sights and attractions that are frequently visited within the municipality.

Eligibility and Priority for HOT Funds

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and the hotel industry in Seabrook; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds, in addition all funding must be approved by Seabrook City Council. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

All receipts of HOT funds will be required to submit a post-event form, report and analysis within sixty (60) days after an event or program cycle, which documents the expenditure of the

HOT funds and verifies the direct promotion of Seabrook tourism and the hotel industry. Recipients who do not submit post-event information may not be eligible for future funding.

Application Overview and Process

The City of Seabrook accepts applications from non-profits, groups and businesses whose programs or events fit into one or more of the listed categories. All applicants applying for funding must submit an official application by **February 16, 2015** to be considered for funds for the **2015-2016 Fiscal Year** (October 2015 – September 2016).

Applications will be reviewed by a committee composed of city staff who give an extensive review of the event's application to City Council during a regular or special meeting held in March. Applicants will be notified prior to the meeting and are encouraged to attend and give feedback to Council.

City Council will make a decision on the applicant's request and supplemental documentation provided. If denied funding, applicants may appeal the decision, in writing within sixty (60) days of Council's decision. ***Council may revoke or change the amount allocated at anytime until the FY2014/2015 Budget is adopted.*** The Budget process usually takes place between June and August each year.

Supplemental information and documentation is required in addition to the application form. Please review and complete entire application packet prior to application submittal.

The Post-Event Form and Report can be found online at www.seabrooktx.gov/HOT. All applicants who receive HOT Funds are REQUIRED to complete a Post Form Report within 60 days after their event is held.

Timeline for Submission

- **Application Deadline – 5:00 p.m. Monday, February 16, 2015**
- Review of applications by city staff – February 16-27, 2015
- City Council Decision – March 2015 (Second March Meeting)
- Notification of Council's – March 31, 2015
- Decision Appeals must be submitted in writing within sixty (60) days of March 31, 2015
- Disbursement of Funds – Begins after October 1, 2015. Prior to receiving the funds the city must receive an invoice from the approved organization.
- Post Event/Program Form and Report due **sixty (60) days** after event.

A group who wishes to seek funding for a *FIRST TIME* event after the deadline must do so 90 days prior to said event or program. This only applies to first time events or programs. All others must meet deadline requirements for the 2015-2016 Fiscal Year.

If you have any questions about the application process, please contact the city's Communication Director, LeaAnn Dearman, at (281) 291.5777 or by email at ldearman@seabrooktx.gov.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Yachty Gras Foundation

Address: 454 E. Fair Harbor Lane

City: Houston State: Texas Zip: 77079

Contact Name: Maurine Howard Contact Phone: 713-882-4040

Contact Email: yachtygras@aol.com or yachtygras@gmail.com

Website Address for Event or Organization: www.yachtygras.com

Non-Profit or For-Profit Status: Non -Profit FEIN#: 801148937

Organization's Incorporation/Creation Date: 1999

Purpose or Mission of Organization

Our Mission is to collaborate with the cities and businesses of the Bay Area in celebration of the season of Mardi Gras with our unique "Yachty Gras Grand Night Boat Parade"and events to promote area tourism. This event attracts visitors to the Bay Area businesses and restraunts with emphasis on those that ~~have seating for parade viewing. The purpose is to promote tourism of our~~ unique boating communities and benefit local charities.

General Event /Program Information

Name of event/program to be funded: Yachty Gras

Primary location of event/program: Seabrook / Kemah Channel to Galveston Bay

Date of event/program: February 6, 2016 Expected total attendance: 10,000+

How many times have you held this event/program? 16

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2015	10,000+	Crowd estimate /traffic control
2014	10,000+	"
2013	8,500+	"

Identify the HOT category for which the event/program will benefit (refer to pg 1): 3 & 4

What is the primary purpose of the event/program for which this application applies?

Advertising and promotional marketing materials for the event

Funding Request

Total Event/Program Budget: $ $18,000

Total Amount Requested: $ $5,000

_____ % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

Advertising & Marketing Materials

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

X Newspaper X Radio x TV

X Internet X Social Media ___ Email

___ Other _____

Will you submit press releases about the event/program? x Yes ___ No

If so, list the number of releases plus targeted media outlets?

Bay Area Citizen, Telltales Magazine, The Scene, Houston Chronicle

Galveston Daily News, Change Magazine, On the Water Lifestyles, Guidry News

Newsletters for area Marinas, condos and apartments

Local news channels

What geographic area does your advertising and promotion reach?

Houston Bay Area Region, Gulf Coast

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
2015	$1,500	Unknown
2014	$1,500	Unknown
2013	$2,500	Unknown

How many people attending this event/program are expected to stay in Seabrook hotels? unknown

How many nights will they stay? 1-2 nights

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

Room rates are advertised on website and marketing materials are provided for hotel promotion.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

Texas Comptrollers Hotel Tax Reporting

See attached 6 month data sample. Information received in the past from hotels has been conflicting. The reporting indicates there is an increase in room stays during the month this event is held. The promotion of tourism to this area for the Yachty Gras Parade is a significant increase in sales to Seabrook and Kemah businesses.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

City Of Kemah

Kemah Boardwalk provides in-kind services and venues for the event.

Local businesses provide in-kind services and donations to defer expenses and provide donations to the annual charity beneficiary.

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

/S Maurine Howard
Authorized Signature

January 21, 2015
Date

Maurine Howard, Ph.D.
Print Name

Director, Yachty Gras
Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event.*** *You may call (281) 291.5663 for more details.*

Yachty Gras 2016 Marketing Plan

Yachty Gras website, Facebook and Twitter
Email distribution to area Marinas and previous attendees
Online event calendars throughout the Bay Are Houston

Press Releases
- ***Telltales Waterfront Publishing***
- ***Life is Good***
- ***Galveston Daily News***
- ***Guidry News***
- ***The Scene Magazine***
- ***Change Magazine***
- ***Houston Press***
- ***Houston Chronicle***
- ***Clearlake Citizen***
- ***AAA magazine***
- ***Bay Area Convention and Visitors Bureau***
- ***On the Water Lifestyle***
- ***Articles in local publications***
  - ***Lakeside Community Life***
  - ***Harbor Life Community Life***

Banners at high traffic volume approved locations
Digital Signage Kemah & Seabrook
Local Businesses Digital Marquis
107.5 Radio promotion
Banners on the lead boat of the Grand Parade
Area hotels and hotel packages for the event
Bay Area Convention & Visitors Bureau
Houston Convention & Visitors Bureau
Kemah Visitors Center

Posters and Flyers
All cooperating businesses/sponsors in Seabrook, Kemah, League City, Webster and Houston

Kemah Boardwalk Corporate advertising on event calendars and possible billboard.

Kemah City ad on the city maintained digital billboard

Yachty Gras 2015 Event Report

Balance when Event Started	339.29
Boat Registrations	1615.00
Kemah Sponsorship	1500.00
Seabrook Sponsorship	1500.00
Auction/T-Shirt/Bead Sales:	
Checks	
Checks/Cash	
Credit Cards	
	6,281.29
Sea Scout Donation	< 2,500.00>
	3,781.29
Expenses:	<3,224.16>

Photographer, Que Imaging, Advertising, Mermaids, Cryolab, Awards of Distinction, CPA, IRS

Balance forward for 2015	557.13

Post Event/Program Form and Report for City of Seabrook HOT Funds

Instructions: This application must be completed with in 60 days after your event. Failure to do so may negatively impact future funding requests. Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Yachty Gras Foundation

Address: 454 E. Fair Harbor

City: Houston State: TX Zip: 77079

Contact Name: Maurine Howard Contact Phone: 713-882-4040

Contact Email: Yachtygras@aol.com or drmaurinehoward@aol.com

Website Address for Event or Organization: www.yachtygras.com

Non-Profit or For-Profit Status: non-profit FEIN#: _____

Organization's Incorporation/Creation Date: 1999

Purpose or Mission of Organization

Yachty Gras was established through the efforts of a group of fun loving, goal oriented, positive thinking volunteers that wanted to bring recognition to the Bay Area cities, promote tourism and give back to the local charities. The events of yachty Gras coincide with Mardi Gras, hence the name "Yachty Gras" to promote the 4th largest port in the US and its unique cities. Yachty Gras is the 2nd largest boat parade in the Bay Area with 30-100 power & sail owners participating in elaborate carnival style decorations.

Post Event/Program Information

Event Date: Feb. 28 - Mar. 2 Number of Attendees: 8000+

Describe the success and/or problems with this year's event. Was attendance up or down compared to previous years?

Attendance was greater this year and it was observed that traffic was backed up on 146 on the Seabrook/Kemah bridge during the entire parade. The exact # of attendees is estimated as viewers gather at locations all around the parade route with prime viewing being at Outriggers and the Kemah Boardwalk

Advertising and Promotional Activities

Please check all the promotional efforts for the event/program:

_____Newspaper _____Radio _____TV

_____Internet _____Social Media _____Email

_____Other _____

Please describe advertising and promotional efforts for each medium checked above. List specific publications, websites, and direct mailing numbers.

Newspaper:

Press Releases begin in Janaury for area newspaper publications followed by ads in magazines; Changes Magazine, Tell Tales, Lake Community, The Scene. Marina newsletters for all area marinas, the Bay Area Convention and Visitors Bureau

Expanded Gulf Coast coverage through the On the Water Lifestyle Newsletter and Facebook ads.

Radio:

TV:

Press releases were sent to networks. PSA from KHOU and Click2 were reported

Internet:

Yachty Gras website, City websites and sponsor websites advertised the event.

Social Media:

Facebook ads and event invitations.

Email:

Emails

Other:

What geographic area did your advertising and promotion reach?

All Bay Area communities, Houston area, entire Texas and Gulf Coast

Promotions and Tourism Benefits

List the number of hotel rooms and nights attendees stayed in Seabrook hotels.

Hotel	Rooms Occupied	Nights Stayed

Did you reserve a block of room for your event/program? If so for how many rooms and at which hotels?

Reduced event rates were negotiated for Yachty Gras and advertised.

Did attendees take advantage of the room blocks? If so did it they occupy the entire block? If not, describe why not.

None reported

REQUIRED Supplemental Information and Documentation

Please attach the following to this form and submit within sixty (60) days post event:

- Marketing plan analysis: report on the success or failure of the marketing plan.
- Advertising samples: graphics, ads, website, tv spots, radio spot, etc.
- Final budget for the event/program.
- Hotel Occupancy Report and/or Survey: please provide documentation from local hotels detailing the number of rooms occupied during the event/program.

Please sign below acknowledging that the information provided in this application is true and correct. Submit by mail, in person or via email.

/S/ Maurine Howard
Authorized Signature

5/7/2014
Date

Maurine Howard
Print Name

Executive Director - Yachty Gras, Inc.
Title and Organization

The Post Event/Program Form and Report
Must Be Completed Within 60 Days After the Event/Program Date

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586
Email: ldearman@seabrooktx.gov

Yachty Gras 2014 Event Report

Balance when Event Started	339.29
Boat Registrations	1615.00
Auction/T-Shirt/Bead Sales:	
Checks	1335.00
Checks/Cash	2075.00
Credit Cards	917.00
	6,281.29
Sea Scout Donation	< 2,500.00>
	3,781.29
Expenses:	<3,224.16>

Photographer, Que Imaging, Advertising, Mermaids, Cryolab, Awards of Distinction, CPA, IRS

Balance forward for 2015	557.13

Yachty Gras Marketing Plan

Yachty Gras website, Facebook and Twitter
Email distribution to area Marinas and previous attendees

Online event calendars
Houston Chronicle
Bay Area Citizen
Houston Convention and Visitors Bureau
KHOU
Click2 Houston

Press Releases
- *Telltales Waterfront Publishing*
- *Life is Good*
- *Change*
- *Houston Press*
- *Houston Chronicle and news services*
- *Clearlake Citizen*
- *Bay Area Convention and Visitors Bureau*
- *Articles in local publications*
  - *Lakeside Community Life*
  - *Harbor Life Community Life*

Banners at high traffic volume approved locations
107.5 Radio promotion
Banners on the lead boat of the Grand Parade
Area hotels and hotel packages for the event
Bay Area Convention & Visitors Bureau
Houston Convention & Visitors Bureau
Kemah Visitors Center

Posters and Flyers
All cooperating businesses/sponsors in Seabrook, Kemah, League City, Webster, Texas City, LaPorte, LaMarque and Houston

Kemah Boardwalk Corporate advertising on event calendars and possible billboard.

On the Water Lifestyle newsletter promoting to the entire Gulf Coast
AAA magazine

Kemah City ad on the city maintained digital billboard

Yachty Gras Grand Parade Registration

Early Entry Fee $65.00 per vessel

Registration and t-shirts can be paid with Paypal or Major Credit Card on Yachtygras.com

All skippers or their representative **MUST** attend the Skippers Meeting.

Boat Name: _____ **Sign no:** _____

Boat Type category : **Length:** _____ **Sail:** _____ **Power:** _____

Marina Name / Slip: _____ **Draft:** _____

Skipper Name: _____

Crew: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell Phone:** _____

Email: _____

Please list the hotels or other lodging that you are any of your crew or guests will be staying at during the Yachty Gras Grand Night Boat Parade and events. _____

Each Captain and Crew is responsible for insurance, and any damages that may be caused to their boat and/or personal property. At least one member from each yacht is required to attend the Skippers Meeting to receive up to date briefing on weather, police rules, and tide information that might affect the parade route. The sponsors or underwriters of this event and Yachty Gras, Inc. will not be held liable for any damages.

Skipper's Signature : _____

Contact Information

Maurine Howard, Ph.D - Executive Director
713-882-4040
P.O. Box 905 Kemah, TX 77565

It's gone. Undo

What was wrong with this ad?

- Inappropriate
- Repetitive
- Irrelevant

Google

Reach out to 77,000+ Houstonians

Advertise your business, event or product with us on Facebook, our website or both. Contact us now (http://365thingsinhouston.com/social-media-advertising-in-houston/).

Follow us on Facebook

(http://365thingsinhouston.com/wp-content/uploads/2014/02/yachty-gras-boat-parade

Photo courtesy of Yachty Gras

Head to the coast for Yachty Gras' Grand Night Boat Parade through the Clear Lake Chan Boardwalk, complete with throwing beads, on Saturday, March 1, 2014 at 7pm.

A collection of elaborately adorned and lit yachts, quiet motor boats and sailboats, Yacht and the bay beyond it for the 15th time this year. Each entry is features a krewe assembl many throw out strings of beads to parade watchers on the shore or along the Kemah B

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(http://365thingsinhouston.com/2013/09/03/kemah-boardwalk-rides-restaurants-shopp

Family Friendly Mardi Gras Fun

The family friendly event launches at 7pm, but it naturally happens at a fairly lazy pace. ' from the Kemah Boardwalk or other nearby restaurants where you can find entertainme arrival. Judges will be located at the Kemah Boardwalk and will tally their votes for the r and most enthusiastic krewes.

15th Annual Yachty Gras Boat Para

- **Date:** Saturday, March 1, 2014
- **Time:** 7pm
- **Location:** Along the ship channel in Seabrook / Kemah and along and near the Kema Ave, Kemah, TX 77565 (https://www.google.com/maps/place/Kemah+Boardwalk/@29.547344,-95.0189577 1!1s0x863f6302909a68fb:0x30a8c580ef2a10bb)
- **Admission:** Free to view

Kid's T-Shirt

Vistaprint

$6.99

Save Big On Top Products

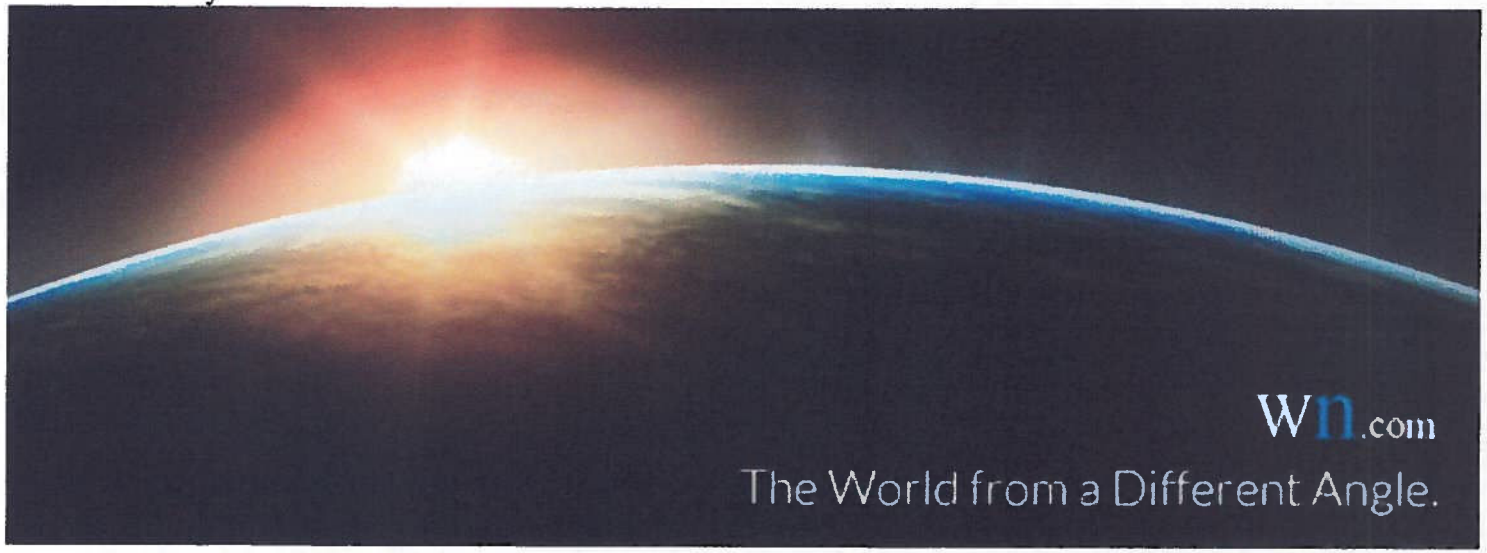
Mon, 12/05/2014

'Yachty Gras' boat parade popular in Bay Area

Posted, 2014-02-18

Houston Chronicle

- SMS this page
- Email this page
- Share this story



Mardi Gras takes on a marine theme this month with the annual "Yachty Gras" boat parade. Since 1999, the cities of Kemah, Seabrook and Clear Lake Shores have united to support the celebration.

The event was designed by local volunteers to promote tourism and raise funds for the boating community. The surrounding cities of La Porte, Texas City, Shore Acres, Baytown, El Lago and Webster also support the event with city officials volunteering to judge the boating parade participants. Festivities include auctions, music and a party which kicks off the event Feb. 28 at the Clear Lake Shores Civic Club. The following...more »

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'Yachty Gras' boat parade popular in Bay Area

By Matt Walker | February 18, 2014 | Updated: February 18, 2014 3:03pm

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Photo By File photo

Festive parade participants toss beads from a boat during the Yachty Gras boat parade.

Mardi Gras takes on a marine theme this month with the annual "Yachty Gras" boat parade.

Since 1999, the cities of Kemah, Seabrook and Clear Lake Shores have united to support the celebration. The event was designed by local volunteers to promote tourism and raise funds for the boating community.

The surrounding cities of La Porte, Texas City, Shore Acres, Baytown, El Lago and Webster also support the event with city officials volunteering to judge the boating parade participants.

Festivities include auctions, music and a party which kicks off the event Feb. 28 at the Clear Lake Shores Civic Club.

The following evening is the Grand Night Boat Parade, a celebration of sailboats, power boats and yachts, all

gussied-up and primed for celebration of the famed Fat Tuesday ritual

The procession begins at 7 p.m. in Clear Lake and travels past the judges' stand along the Kemah Boardwalk through the Clear Creek Channel to Galveston Bay and back.

Viewers visiting waterside restaurants along the channel can watch the parade.

According to event director Maurine Howard, The Coast Guard supports the parade with a lead boat while judges cast their votes at Clear Lake Shores' Deep Hole Park.

"Boats are judged on best theme, music, lighting, creativity, costumes and enthusiasm," said Howard.

Each year the Yachty Gras committee selects a local charity or organization to support with funds raised by the event. In past years, donations have been made to organizations ranging from the Kemah Police Officers Association to the Bay Area Veterans Memorial and the League City SPCA. The proceeds of this years' event will benefit the Bay Area Sea Scouts.

More than 30 boats participated last year and, according to Diane Royal, assistant to the director, no accidents have taken place in the parade's 15-year history. Royal takes pride in that fact.

"About a dozen patrol boats from Seabrook, Kemah and Clear Lake Shores will be on hand," said Royal. "They make sure unregistered boats don't cut in to the parade's progression and that overall safety is maintained."

For sponsorship forms or parade registration information, visit: www.yachtygras.com, email yachtygras@aol.com or call 713-882-4040.

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By Matt Walker

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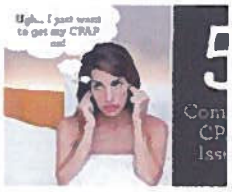
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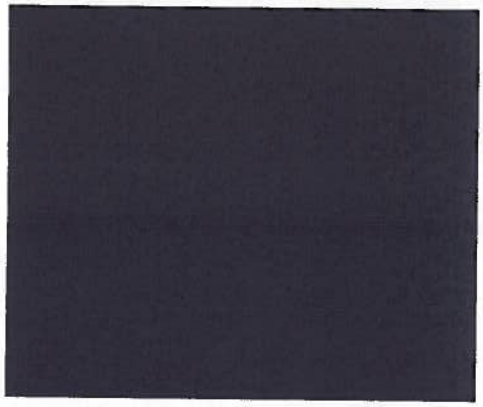

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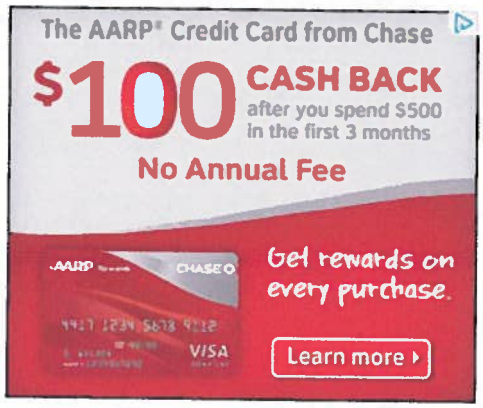

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Lucky Trail Marathon

Every year in March, the Seabrook Lucky Trails Marathon is held on the Seabrook Trail System. This weekend event happens around St. Patrick's Day each year. Runners may sign up for either half or full marathon plus a two-person or four-person relay. This popular event has been known for its enthusiastic volunteers, great goody bags and awesome post-race party.

Amount Requested FY 2015/16	**Amount Allocated FY 2014/2015**
$25,000	$25,000
	Event to be held on March 19-20, 2016 – *Application Attached*
Hotelier Input Data Included with Agenda Attachments	
Springhill Suites *(note only hotel to respond to survey)*	
Increases Tourism	No
Puts Heads in Beds	No
Increase, cut or remain the same	Cut
Additional Comments	This event does not impact the hotels at all, especially being that it is always on Spring Break weekend. Hotel/Motel tax money should only be given if the majority of the runners are from outside a 100 mile radius. Maybe someone could consider moving this to another weekend, the first weekend in March would be better. Even then, $25,000 is way too much, this should be significantly reduced or cut.
Staff Input	
Police Department	Off duty officers are hired by event permit holder to provide traffic control and security; work well with PD.
City Secretary's Office	Works well with staff and request permitting in a timely fashion.
Communications Department	Very prompt, quickly responds to email and works well with staff.
Public Works	Hang banner on NASA Parkway, staff helps to ensure trails and parks are prepared leading up to the event and after the event. Robby Sabban works very well with staff.

Application Notes

2015/2016 Application

- Application retuned on time and complete
- Marketing plan included
- Advertising and promotional budget included
- Room blocks reserved at 2 Seabrook hotels
- No advertising samples included

Committee Remarks

Recommend funding to remain at $25,000

This is a fun, well-attended event that features the Seabrook Hike and Bike Trail system. While the committee had some comments on the application, overall, the application, marketing plan and advertising budget gave the committee a good understanding of the direct impact this event has on overnight stays in Seabrook.

Hotel Occupancy Tax
Funding Request for Events

SEABROOK

Application Packet for 2015-2016 Fiscal Year

Application request for funding the arts, historical preservation and special events or programs in Seabrook that promote tourism and the convention and hotel industry.

Explanation of the Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the 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 pictures, 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**: 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, museums or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sport fields for certain municipalities.
8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
    a. the commercial center of the city
    b. a convention center in the city
    c. other hotels in or near the city
    d. tourist attractions in or near the city
9. **Directional Signage**: signage directing the public to sights and attractions that are frequently visited within the municipality.

Eligibility and Priority for HOT Funds

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and the hotel industry in Seabrook; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

All receipts of HOT funds will be required to submit a post-event form, report and analysis within sixty (60) days after an event or program cycle, which documents the expenditure of the HOT funds and verifies the direct promotion of Seabrook tourism and the hotel industry. Recipients who do not submit post-event information may not be eligible for future funding.

Application Overview and Process

The City of Seabrook accepts applications from non-profits, groups and businesses whose programs or events fit into one or more of the listed categories. All applicants applying for funding must submit an official application by **February 16, 2015** to be considered for funds for the **2015-2016 Fiscal Year** (October 2015 – September 2016).

Applications will be reviewed by a committee composed of city staff who will make recommendations to City Council during a regular or special meeting held in March. Applicants will be notified prior to the meeting and are encouraged to attend and give feedback to Council.

City Council will make the final decision on the applicant's request. If denied funding, applicants may appeal the decision, in writing within sixty (60) days of Council's decision. ***Council may revoke or change the amount allocated at anytime until the FY2014/2015 Budget is adopted.*** The Budget process usually takes place between June and August each year.

Supplemental information and documentation is required in addition to the application form. Please review and complete entire application packet prior to application submittal.

The Post-Event Form and Report can be found online at www.seabrooktx.gov/HOT. All who receive HOT Funds are REQUIRED to complese a Post Form Report within 60 days after their event is held.

Timeline for Submission

- **Application Deadline – 5:00 p.m. February 16, 2015**
- Review of applications by city staff – February 16-27, 2015
- City Council Decision – March 2015 (Second Match Meeting)
- Notification of Council's – March 31, 2015
- Decision Appeals must be submitted in writing within sixty (60) days of March 31, 2015
- Disbursement of Funds – Begins after October 1, 2015. Prior to receiving the funds the city must receive an invoice from the approved organization.
- Post Event/Program Form and Report due **sixty (60) days** after event.

A group who wishes to seek funding for a *FIRST TIME* event after the deadline must do so 90 days prior to said event or program. This only applies to first time events or programs. All others must meet deadline requirements for the 2015-2016 Fiscal Year.

If you have any questions about the application process, please contact the city's Marketing Manager, LeaAnn Dearman, at (281) 291.5777 or by email at ldearman@.seabrooktx.gov.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Running Alliance Sport

Address: P. O. Box 1482

City: Friendswood State: Texas Zip: 77549

Contact Name: Robby Sabban Contact Phone: 832-729-9900

Contact Email: rasabban@gmail.com

Website Address for Event or Organization: www.seabrookmarathon.org

Non-Profit or For-Profit Status: Non-Profit FEIN#: 27-3802494

Organization's Incorporation/Creation Date: July 2011

Purpose or Mission of Organization

To promote healthy living through running events, and benefit the community by donating proceeds to specific service oriented non-profit organizations.

General Event /Program Information

Name of event/program to be funded: Seabrook Lucky Trail Marathon, Half Marathon, Relay & 5K

Primary location of event/program: Seabrook trail system and Meador Park

Date of event/program: March 19th & 20th, 2016 Expected total attendance: 2000

How many times have you held this event/program? 12 years

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2014	1550	Registrations
2013	1563	Registrations
2012	1500	Registrations

Identify the HOT category for which the event/program will benefit (refer to pg 1): 3 and 6

What is the primary purpose of the event/program for which this application applies?

Marathon, Half Marathon, Relay & 5K - Two days of running events on the Seabrook Trails

Funding Request

Total Event/Program Budget: $ 155,000.00

Total Amount Requested: $ 25,000.00

20 % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

Advertising: Magazines, website, radio, email blasts, flyers, T-shirt and social media

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

___X__Newspaper _____Radio ___X__TV

___X__Internet ___X__Social Media ___X__Email

___X__Other Running Events Expo / Running Events Bags

Will you submit press releases about the event/program? __X__Yes _____No

If so, list the number of releases plus targeted media outlets?

TV and radio stations in the greater Houston area. Running magazines to include Texas Runner and Triathlete, Runner's World, and all running calendar on web sites.

What geographic area does your advertising and promotion reach?

The entire United States and international web sites

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
March 2015	25,000.00	N/A
March 2014	25,000.00	85 – 100
March 2013	15,000.00	80 - 100

How many people attending this event/program are expected to stay in Seabrook hotels? 20%

How many nights will they stay? One to two nights

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

Best Western - 60

Hampton Inn - 25

All other vary by attendees request

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

Event survey

Hotel survey

Feedback (Facebook, email, in person)

Please list other organizations, government entities and grants that have offered financial support to your event/program.

Walmart – "in kind" food

Pepsi – "in kind" hydration

Frost Bank – sponsorship dollars

Texas Outhouse – "in kind" equipment

Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program identifying all items funded with HOT revenues.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Robby Sabban
Authorized Signature

2-10-2015
Date

Robby Sabban
Print Name

Race Director Running Alliance Sport
Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586
Email: ldearman@ci.seabrook.tx.us

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event.*** *You may call (281) 291.5663 for more details.*

Schedule of Marketing Plan (2016)

SEABROOK LUCKY TRAIL MARATHON

HALF MARATHON, RELAY, and 5K

- **Print**
  - **Flyers**
    - 20,000 flyers distribute to:
      - Other event and races (local, state wide, and national) Throughout 2015 and 2016
      - Running stores (local and national) Throughout 2015
      - Running marathon expo (Dallas, Houston, Austin, Fort-Worth, route 66, and Waco) At time of event
      - Route 66: November 2015
      - Dallas: December 2015
      - Austin: February 2016
      - Houston: January 2016
      - Fort-worth: February 2016
  - **Magazines**
    - Half page color advertisement in Running Triathlete New (November through March)
    - Full page advertisement in marathon programs (Chicago October 2015 , Austin February 2016)
- **Social Media**
    - Facebook: Seabrook page, plus cross promote with the 5 other races that RAS produce. Continuous
- **Email Marketing**:
  - **Constant Contact:**
    - Promote event to over 9000 runners that are registered through our own event. (Throughout 2015)
- **Radio:**
  - **Press Release**
    - All Radio stations in the greater Houston area (February-March 2016)
- **TV:**
  - Press Release
    - All TV stations in the greater Houston Area (February-March 2016)
- **Special Events:**
  - **Expos:**
    - At least two to 3 events (Houston Jan 2016, Waco Jan 2016, Dallas Dec 2015, and Route 66 marathon Nov 2015)

- **Running Clubs:**
    - Face to face interaction to promote Seabrook (throughout the year)

- **Special Promotions:**
    - Entry giveaways (Time of event)
    - Special pricing(Throughout year)
- **Giveaways:**
    - Socks, shirt, and a hat (Time of Event)
    - Medals to every runner (Time of event)

Promotional Budget

Flyers		
	Print	$2,200.00
	Mail	$250.00
Expo		
	Runner Triathlete News	$6,040.00
	Dallas Expo	$1,500.00
	Austin	$1,000.00
	Fort worth	$700.00
	Route 66	$2,500.00
	Houston	$2,500.00
	Waco	$400.00
Social Media		
	Web Site	$600.00
	Constant Contact	$1,200.00
Radio		
	Advertisement	$2,000.00
Banners	Printing	$400.00
Entry giveaway		$5,000.00
Special pricing		$500.00
Shirts		$18,000.00
Medals		$7,000.00
Socks		$4,500.00
Hats		$6,000.00
Total		$62,290.00

Keels & Wheels

The largest collection of classic cars and wooden boats in the United States is on display at the beautiful grounds of Lakewood Yacht Club in Seabrook the first weekend each May. Educational and awe-inspiring, Keels and Wheels is an event for spectators of all ages and is a great chance to immerse yourself in automotive and marine history. Attendees come from every corner of the U.S. and even Europe to see this spectacular and unique display of classic boats and automobiles. Of course, you can't forget the famous Texas hospitality.

Amount Requested FY 2015/16	**Amount Allocated FY 2014/2015**
$50,000	$50,000
	Event to be held on May 1-2, 2016 – *Application Attached*
Hotelier Input Data Included with Agenda Attachments	
Springhill Suites *(note only hotel to respond to survey)*	
Increases Tourism	Yes
Puts Heads in Beds	Yes
Increase, cut or remain the same	Remain the Same
Additional Comments	None provided
Staff Input	
Police Department	Off duty officers are hired by event permit holder to provide traffic control and security.
City Secretary's Office	Works well with staff.
Communications Department	Good communication with staff and timely response to requests and emails.
Public Works	Request to hang banner on NASA Parkway and light pole banners; no notable issues.

Application Notes

2015/2016 Application

- Complete application and returned on time.
- Pg. 6 – The number of press releases and media outlets was not specified. Geographic location reached needs to be more specific. No budget included
- Pg. 7 – How many rooms where blocked at each hotel? How is the information requested from hotel?
- Marketing plan not included
- Advertising samples and press release samples not included
- Advertising budget included

Committee Remarks

Recommend funding to remain at $50,000

Keels and Wheels is one of Seabrook's longest running and largest events. The City of Seabrook has been a signature sponsor for several years now and from that sponsorship we receive excellent exposure all across the nation. Keels and Wheels spends funds appropriately to advertise not only their event, but to advertise Seabrook through the U.S. and in some parts of Europe.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: LYC Concours Corp. (Keels & Wheels)

Address: PO Box 156

City: Seabrook State: Tx Zip: 77586

Contact Name: Robert Fuller Contact Phone: 713 5210105

Contact Email: bfuller@4v.com

Website Address for Event or Organization: Keels-Wheels.com

Non-Profit or For-Profit Status: 501(c)(3) FEIN#: 30-0147202

Organization's Incorporation/Creation Date: 1996

Purpose or Mission of Organization

Conduct Nations largest & most prestigious classic car & vintage wooden boat event which benefits a local charity. The event draws people from the U.S. & Europe to Seabrook.

General Event /Program Information

Name of event/program to be funded: Keels & Wheels Concours d' Elegance

Primary location of event/program: Lakewood Yacht Club

Date of event/program: 5/2-5/3 2015 Expected total attendance: 15,000
5/1-5/2 2016

How many times have you held this event/program? 20 years

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2014	15,000	Varied, Ticket sales,
2013	15,000	registration + questionnaire
2012	14,000	

Identify the HOT category for which the event/program will benefit (refer to pg 1): 3/4/5/8/9

What is the primary purpose of the event/program for which this application applies?

Conduct Annual Keels & Wheels event attracting thousands of visitors to Seabrook filling local hotels, restaurants, shops & gas stations

Funding Request

Total Event/Program Budget: $ 492,696.00

Total Amount Requested: $ 50,000

10 % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

Advertising, PR & marketing with print (national & local radio local, TV local, internet, social media, direct mail national.

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

✓ Newspaper ✓ Radio ✓ TV

✓ Internet ✓ Social Media ✓ Email

✓ Other direct mail

Will you submit press releases about the event/program? ✓ Yes ___ No

If so, list the number of releases plus targeted media outlets?

Multiple releases from Jan. - May to All Texas newspapers, magazines, national mags., electronic newsletters

What geographic area does your advertising and promotion reach?

All of the U.S. & Canada & Europe

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
May 2014	$50,000	400+
" 2013	"	"
" 2012	"	"

How many people attending this event/program are expected to stay in Seabrook hotels? 1000+

How many nights will they stay? 2-4

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

All Seabrook hotels

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

Request info from hotels + CVB.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

See Attached

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

R L Fuller — 1/8/15

Authorized Signature — Date

ROBERT L. FULLER

Print Name

CHAIRMAN LYC CONCOURS CORP.

Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event.*** *You may call (281) 291.5663 for more details.*

2014 Keels & Wheels concours d' elegance

TITLE SPONSORS

City of Seabrook
Lincoln Motor Company

PRESENTING

Fidelity Investments
Motostalgia Auctions d'Elegance
Old Iron Works
Triumphus

PLATINUM

Bayway Auto Group
Bentley Houston
City of Nassau Bay
Continental Production Services, Inc.
Evergreen Environmental Services
Fishbone Safety Solutions
Houston Modern Luxury Magazine
PRIME Living Magazine
Reliable Carriers, Inc

GOLD

Ameriprise Financial Services, Inc.
BB&T Commercial Banking
BIC Alliance
Bouve
Speed & Sport Chrome Plating
City of Kemah
Classic Cars of Houston
Frank Campanale & Paul Farago Foundation
Holiday World of Katy
Marine Max Yachts
Rolls-Royce Motor Cars NA
Ron Carter Clear Lake Cadillac
Sports Car Market Magazine
Superior Marine Services
TASC - Technical Automation Services Co.
The Hinckley Company

SILVER

Randy Allen
Bay Area Houston CVB
City of McKinney
Clear Lake Infiniti
Drilltec Patents & Technologies Co.
DRIVERSOURCE
Hagerty Insurance Agency, Inc.
Intergulf Corp.
Little Yacht Sales
Marina Del Sol Townhomes
Martha Turner Sotheby's Intl. Realty
MaximGroup
Meguiars
MSR Houston
Norman Frede Chevrolet
Norwegian Cruise Lines
OurBlok
Pegaso Properties
Pfeiffer & Son, Ltd.
SAFECO Insurance
SeaLake Yachts
Shaw Systems
SRR-IBS
Star Motor Cars - Aston Martin
Travel Leaders, Future Travel
Trendmaker Homes, TX Coastal Cottages, Harborwalk
Victory Motor Cars
West Yachts

BRONZE

Chuck Buckner
Amy & Paul Dunphey
John Ebeling
Straton & Jayne Gillis
Peter Goldsmith
Art Jansen
Don & Marilyn Mitchell
Douglas & Kathryn Obrien
Keith & Roxanne Spalding
American Enerpower
Antique Boat Center
Triumph Industrial Supply
Best Western Seabrook Suites
Double R Companies
Hunter Buildings
Hydrocarbon Resource Recovery
Jacobs Engineering
Lakeside Yachting Center, Inc.
Maudlin & Sons Mfg. Co.
Saf-Tech

LYC Concours Corporation
Advertising/Marketing Expenses
2015

	Sep '14 - Aug 15
Ordinary Income/Expense	
Expense	
Advertising& Marketing Expense	
Ad Design	1,200.00
Billboard Expense	2,350.00
Marketing	9,000.00
Printed Media/Online	12,000.00
Publicist	19,000.00
Radio	26,880.00
Television	22,090.00
Total Advertising& Marketing Expense	92,520.00

Keels & Wheels Concours 2015
Instructions & Event Schedule

Friday May 1, 7:00 AM thru Saturday May 2, 8:00 AM
Car Placement - **All cars must be in place by 8:00 AM Saturday.** Volunteers will be on hand to assist you with the placement of your car. Secure parking for trailers and trucks is located off site adjacent to the Club.
Check in at Car Gate for Registration info packet and name badges.

Social Event Options
6:00 - 8:00 "Welcome Party" Seafood Buffet– Lakewood Ballroom - $50 each, cash bar

Saturday, May 2
8:00 Boats and cars must be in place.
9:00 Judging of boats and cars will begin.
10:00 Concours opens to the public. People's Choice Ballots given to spectators.
TBA MOTOSTALGIA Classic Car Auction
3:30 Boater Award Ceremony – Poolside
5:00 Concours closes to the public

Social Event Options
7:00 – 10:00 – "Best of the Best" Party - Lakewood Ballroom - $65 each, cash bar

Sunday, May 3
9:00 Concours opens to public
1:00 Car Award Ceremony
4:00 Concours closes to the public After Glow and exit begins

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Social Events

Friday

"Welcome Party" Lakewood Ballroom. Back by popular demand! After a long day of travel and placement, come as you are to this Gulf Coast Seafood Buffet. Buffet will be available between 6:00 and 8:00. Come when you're ready and mingle with friends at this casual dinner. Prepare your plate and then sit in the ballroom or outside around the pool, your choice. Buffet items will include Lakewood favorites such as Shrimp Salad and Isla Mujeres w/ Chips, Crab Cakes with Creole Remoulade, Pecan Encrusted Catfish, Crawfish Étouffée and more. Cash bar. $50

Saturday

"Best of the Best" Party, Lakewood Ballroom. Please join us for a celebratory buffet dinner honoring the last 20 years of Keels & Wheels Concours d'Elegance. This momentous occasion will be showcased with a wonderful buffet dinner, the best music from all eras, dancing and fun. Menu will include a wonderful array of salad choices and appetizers, Prime Rib, Tortilla Crusted Chicken w/ lime sauce, Ancho Chili rubbed Pork Loin, green beans and seasonal vegetables, scalloped potatoes and wild rice A desert station with an Ice Cream Sundae Bar and assorted dessert bars will top it off. Cash bar. $65

Texas Outlaw Challenge

This four-day event is full of fun and exciting parties and activities focused on high-end performance boating. The Texas Outlaw Challenge has become a true "east meets west" party with many out-of-town performance boat friends enjoying the unforgettable Texas hospitality while supporting proceeds for local volunteer aquatic conservation efforts and other selected charities.

Amount Requested FY 2015/16	**Amount Allocated FY 2015/2016**
$25,000	$20,000
	Event to be held on June 22-26, 2016 – *Application Attached*
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Increases Tourism	Yes
Puts Heads in Beds	No
Increase, cut or remain the same	Cut
Additional Comments	This event has moved to Kemah and does not benefit Seabrook in any way.
Staff Input	
Police Department	Since the event has moved to Kemah the PD is only used on a as needed basis with off duty officers for hire.
City Secretary's Office	Since the event is no longer held in Seabrook permitting is no longer required.
Communications Department	Communications and documentation has improved.
Public Works	N/A

Application Notes

2015/2016 Application

- Completed application and returned on time
- Pg. 7 states room blocks are made at every Seabrook hotel but it does not list the amount of rooms blocked
- Marketing plan included
- Advertising budget included
- Event Summary from 2014 included, but not anticipated schedule for 2015 or 2016 - *Note this application is for the 2016 event.
- Advertising samples

Committee Remarks

Recommend funding to remain at $20,000

This is a popular summer event and while the event brings tourist to the area the main event is no longer held in Seabrook, but rather held in Kemah. The event holder has improved his supplemental reports and marketing activities but we would still like to see some type of tracking system put in place to record room nights in Seabrook, specifically the amount of rooms that are blocked at Seabrook hotels.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: OFFSHORE THUNDER PRODUCTIONS L.L.C.

Address: P.O. BOX 580388

City: HOUSTON State: TX Zip: 77258

Contact Name: PAUL ROBINSON Contact Phone: (281) 702-8744

Contact Email: paul@texasoutlawchallenge.com

Website Address for Event or Organization: www.texasoutlawchallenge.com

Non-Profit or For-Profit Status: FOR PROFIT + CHARITY FUNDING FEIN#: 80-0162831

Organization's Incorporation/Creation Date: 2008

Purpose or Mission of Organization

ESTABLISH AN ANNUAL MARINE BOATING EVENT IN THE CLEARLAKE AREA WITH NATIONAL ADVERTISING CAMPAIGNS AND LOCAL COMMUNITY SUPPORT WITH THE GOALS OF FEATURING THIS MARINE COMMUNITY TO TOURISTS WHILE SUPPORTING LOCAL CHARITY RECIPIENTS.

General Event /Program Information

Name of event/program to be funded: TEXAS OUTLAW CHALLENGE

Primary location of event/program: SEABROOK and KEMAH WATERFRONTS

Date of event/program: JUNE 22-26 Expected total attendance: 3000

How many times have you held this event/program? 8 YRS

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2012	1500	ON-LINE REGISTRATION + GATE ADMISSIO
2013	1800	" " "
2014	2000	" " "

Identify the HOT category for which the event/program will benefit (refer to pg 1): 3

What is the primary purpose of the event/program for which this application applies?

- GENERATE TOURISM DOLLARS FOR LOCAL CLEARLAKE BUSINESSES
- ESTABLISH SEABROOK AND AREA AS A NATIONAL INTEREST DESTINATION FOR MARINE COMMUNITY LIVING AND RECREATIONAL ACTIVITY ON THE WATER
- PROVIDE FUNDING FOR LOCAL CHARITABLE ORGANIZATIONS

Funding Request

Total Event/Program Budget: $ 220,000

Total Amount Requested: $ 25,000

_____ % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

- NATIONAL ADVERTISING CAMPAIGN
- LOCAL TEXAS ADVERTISING
- MAILING (INVITATION PACKAGES) COSTS

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

____Newspaper ✓ Radio ✓ TV

✓ Internet ✓ Social Media ✓ Email

____Other _____

Will you submit press releases about the event/program? ✓ Yes ____No

If so, list the number of releases plus targeted media outlets?

- (PLEASE RELEASES ATTACHED REPORT ... 2016 MEDIA ACTIVITY WILL INCLUDE THE SAME RELEASE TARGETS AND DURATIONS)
- RELEASES DAILY STARTING JUNE 18, RUNNING THRU JUNE 25.
- LOCAL TV, RADIO AND SOCIAL MEDIA CAMPAIGNS

What geographic area does your advertising and promotion reach?

- INTERNATIONAL BOATING EVENTS (MIAMI AND LOS ANGELES BOAT SHOWS)
- NATIONAL MARINE EVENTS THROUGHOUT: TX, LA, FL, AZ, NY, OK
- HOUSTON AND SURROUNDING (DALLAS, AUSTIN, SAN ANTONIO) BOATING COMMUNITIES

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
JUNE/2012	$17,500	900 ROOM NIGHTS
JUNE/2013	$20,000	1245 ROOM NIGHTS
JUNE/2014	$32,500	1418 ROOM NIGHTS

How many people attending this event/program are expected to stay in Seabrook hotels? 1200+

How many nights will they stay? 4

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

- Room blocks are established at each Seabrook major hotel
- They are always pleased to hear the event is back since now that we are in our 9th year with them, they know we always fill the room
- Last year we were pleased to know that now we are also filling rooms at #146 North Seabrook (Comfort Suites)

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

- Registration form information data:
  1. Where are you staying during the event?
  2. How many in your group?
- Follow visit to hotels to verify room occupancies.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

City of Texas

City of Nassau Bay (Hilton Hotel)

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Paul Robinson
Authorized Signature

2/6/15
Date

PAUL ROBINSON
Print Name

PRESIDENT/CEO OFFSHORE THUNDER PRODUCTIONS L.L.C.
Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event****. You may call (281) 291.5663 for more details.*

2016 TEXAS OUTLAW CHALLENGE: EVENT BUDGET SUMMARY

Event Dates: June 22-26, 2016

Expected Attendance: 225 Boat Teams & 1500 Registered Guests & 2500 Spectators

BUDGET ESTIMATES

Advertising:

- Local Banner/Signage Services = $10,000
- Local Advertising Purchases = $8000
- Advertising Shirt Design and Production = 16,500
- Advertising Printing and packaging = $8000
- National Magazine Ads = $6500
- Marine Clubs and Newletter Production: $2500
- Local and National Mailing - $2500
- Website Production and Advertising Management = $7500
- Media Relations Management and Support = $5500
- Advertising Exposure and Outreach Campaign (Local, State, National, International = $15,000
- Pre-Event marine function(s) advertising articles = $5000

TOTAL Estimate: $87,000

Transportation:

- Event Shuttles = $2500
- Water Taxis = $3000
- VIP Support = $1000
- Helicopter (x3) Support = $6000

TOTAL Estimate: $12,500

Food & Beverage:

- Wednesday Volunteers = $1000
- Wednesday Welcome = $2500
- Thursday Registration = $4000
- Friday Breakfast = $500 (Captains only)
- Friday Lunch = $7500
- Friday Dinner = $7500
- Saturday Breakfast = $2500 (All Crews)
- Saturday Lunch = $7500
- Saturday Dinner = $25,000
- Sunday Lunch = $2000

TOTAL Estimate = $ 60,000

Safety & Security:

- Ambulance Services (x2) = $750
- Safety Dive Team = $1000
- Emergency Response Watercraft (x4) = $1000
- Helicopter Standby Service = $3500
- GPS Speed Limit Devices (x200) = $2000
- Safety Flags and Buoys = $750
- Security = $2500

TOTAL Estimate: $11,500

Local Equipment and Infrastructure Rentals and Contracting:

- Sanitation = $2500
- Fencing = $4000
- Tenting = $5000
- Dockage and Site Reservation(s) Contracting = $5000
- Dock Preparations (Additional Safety) = $2500

TOTAL Estimate: $19,000

Shipping:

- Sponsor/Vendor Support= $3000
- Participant Packages = $2500
- Magazine Ad Distribution = $2500

TOTAL Estimate: $8000

Accomodations:

- Complimentary VIP (3) = $2000
- National Photography Crew = $1000
- Network TV Crew = $1000
- National Magazine Representatives/Editors = $1000

TOTAL Estimate: $5000

Awards:

- Appreciation for Sponsors = $6000
- Event Winners = $10,000
- VIP's = $1000

TOTAL Estimate: $17,000

TOTAL EVENT COSTS (Estimate) = $220,000

TEXAS OUTLAW CHALLENGE

7-YEAR Marketing Plan Performance

Statistics of Event History	Number of Participant Boats/Guests	Total Event Production Costs	Advertising Local & National	Number of Local Volunteers	Summary of Commerce to Local Area Business
2008	25/300	$54K	$12K	12	$98,455.
2009	38/425	$83K	$15K	16	$165,225.
2010	51/600	$94K	$17K	20	$225,340.
2011	83/1000	$104K	$19K	25	$302,999.
2012	127/1500	$130K	$24K	75	$667,805.
2013	165/1800	$170K	$77K	75	$913,498.
2014	180/2000	$190K	$85K	80	$980,187
2015est	200/2500	$200K	$90K	100	$1.M+

2014 TEXAS OUTLAW CHALLENGE: Hotel Occupancy

Event Dates: June 19-22, 2016

Attendance: 180 Boat Teams & 1000 Registered Guests & 1000 Spectators

ACCOMODATIONS & REVENUE (to Local Hotels)

Event is a 4-night evening stay activity

**Room occupancy based on registration information (sometimes filled out by participant), and hotel blocks, although incomplete due to early closure of room blocks (1-month prior to event...hotel policies), and "late" registration by participants (usually in the last 2-3 weeks prior to event). Post-event review of hotel activity verified all hotels were booked to capacity with event participants taking the majority of hotel rooms.*

NON-LOCAL: Vendors + Visiting Weekend Spectators = 50 Rooms = 200 Room Nights

NON-LOCAL Registration: 125 Boat Teams = 250 (Captain and Mate) + 610 Crew = 870 Non-Local Guests

870 Persons is represented by 125 Couples, and 610 Singles

COUPLES: 125 Divided by 2 = 62 rooms (occupied by couples) x 4 night stay = 250 room nights

SINGLES: 610 (2 people sharing a room) = 305 rooms x 4 night stay = 1220 room nights

Average Room night cost including taxes is $175

2014 Final Count of Room Night Occupancy: (200+250+ 1220) = 1670 Room Nights

2014 Hotel Revenue = 1670 x $175 = $292,250

TEXAS OUTLAW CHALLENGE: 2016 EVENT SCHEDULE

TIME		LOCATION
Wednesday June 22th	**WELCOME OUTLAWS (Early Arrival)**	
▶ ALL DAY	VIP Pre-Party - You're in TEXAS Now!	Endeavour Marina – Sam's Boat
Thursday June 23th	**WELCOME OUTLAWS**	
▶ 9AM - 4PM	Team Arrivals & Parking at Event Location	Kemah
▶ 10AM - 2PM	TEST & TUNE POWER RUN – Lunch & Pool Party	Kemah Bridge Boat Ramp
▶ 4PM - 7PM	Event Registration	Galveston Yacht Club
▶ 6PM - 9PM	"Rock the Dock" - Live Entertainment	Kemah Boardwalk at Landry's (Upstairs)
▶ 4PM - 11PM	STAMPEDE Street Party #1 & EXTREME BOAT DISPLAYS	Kemah Boardwalk
Friday June 24th	**OUTLAW SHOOT-OUT & GUNSLINGER POKER RUN (Day #1)**	Kemah
▶ 8AM Sharp	OUTLAW 100MPH+ Club Safety Meeting	Allen's Swamp Shack
▶ 9AM-11AM	Event (Late Registration)	Allen's Swamp Shack
▶ 8:30AM - Noon	OUTLAW 100MPH+ SHOOT-OUT RUNS	Galveston Bay Course
▶ Noon - 4PM	GUNSLINGER RUN Pool Party – Card Stop #1	Kenny's CASA
▶ 4PM - 7PM	TEXAS TIKI Dinner – Card Stop #2	TopWater Grill
▶ 4PM - 11PM	STAMPEDE Street Party #2 & SUPERCAR SHOWDOWN	Kemah
▶ 9:30 - 9:45PM	Kemah Waterfront Fireworks Display	Kemah Inlet, Galveston Bay
▶ 10PM - 2AM	Miss OUTLAW BIKINI CONTEST	CABO Club – Clear Lake
▶ 10PM - 2AM	HIGH HORSEPOWER Dock Party	Turtle Club – Clear Lake
Saturday June 25th	**GUNSLINGER POKER RUN (Day #2)**	
▶ 9AM	Captains (Only) Breakfast: Safety Meeting+GPS Hand-Out	Allan's Swamp Shack
▶ 10:00AM	Gunslinger Poker Run Departure	Clear Lake & Galveston Bay
	Poker Run (8) Card Stops: ***Captains Safety Meeting, Bay Bridge Marina, Galveston Yacht Basin, HarborWalk, Turtle Club, CABO Club, Blue Marlin Fuel Dock, Sam's Boat at Endeavour Marina***	
▶ 6PM - 9PM	OUTLAW VIP Dinner (Reservations Required)	Kemah Boardwalk Saloons
▶ 6PM - 9PM	Poker Run Card Playing	Kemah Boardwalk –Landry's
	All Cards must be played and GPS devices returned by 9PM at Landry's)	
▶ 4PM - 11PM	STAMPEDE Street Party #3 & HORSEPOWER CAR SHOW	Kemah
▶ 10PM - 11PM	Poker Run Prizes and Shoot-Out Awards	Landry's
▶ 10PM - 2AM	SHARP-SHOOTER Party	Turtle Club – Clear Lake
▶ 10PM - 2AM	OUTLAW Quick-Draw Party	CABO Club – Clear Lake
Sunday June 26th	**BACK IN THE SADDLE**	OUTLAW SEND-OFF
▶ 9AM - Noon	"Red-Eye Round-up" Brunch Specials	Jackie's Brickhouse
▶ 11AM - 2PM	STEEL HORSE STAMPEDE Custom Bike Show	Jackie's Brickhouse
▶ Noon - 4PM	"Wounded Knee" Raft-Up & Pool Party	Allen's Channel Ranch

Registered Participant armbands MUST be worn at all event activities.

THANK YOU!

KEMAH
2014
Kemah Lions Club $10,000.00
Ten Thousand
7th Annual Event
Texas Outlaw Challenge

ADDITIONAL CHARITY

DONATION RECOGNITION LETTERS REQUESTED (TO BE FORWARDED) FROM:

- CLEAR CREEK CONSERVATION (2014)
- BOYS + GIRLS HARBOR (2014)
- THE BRIDGE WOMEN'S SHELTER (2014)

2014 Marketing & Promotions

Texas Outlaw Challenge Marketing/ Promotions 2014

Exposure and Audience Reach

Reach: Local, State, National and International

2014 Marketing and Promotions was implemented in January of 2014, however, social media coverage and build up for the event was in process since July 2013. Exposure and Audience Reach was Connected via: Social Media, Television, Print, Radio, Internet, Website, Radio, Sponsor co-promotions, direct mail, e-blast, retail promotions, banners and public relations campaign. Note this is an overview of the Marketing and PR Campaign and may not include all the marketing exposure as some items have expired or some items via Radio and TV were live mentions and were not recorded via a link. The main Facebook Page for The Outlaw Challenge is still being updated with new updates, pictures and updates still to this day, reach is still expanding.

Media Outlet	Posting	Type	Estimated Value	Reach
http://texasoutlawchallenge.com/	Official Website - Key Promotional Vehicle	Official Website	$15000 Plus	National / International
Event Sponsor Co-Promotion	90 Sponsors/Advertisers	Co Promotions with Sponsors via Websites, Social Media, Eblasts, and Promotions	TBD	National / International
Click 2 Houston	2-3 minute live story on the 6 pm, 10 pm news with a promo teaser prior on a Friday http://www.click2houston.com/texas-outlaw-challenge-in-clear-lake/-/1736084/20670154/-/1iniv/-/index.html	Television - Local Prime Time Includes continued promotion on Click2 Houston Website, and You Tube	$9000	Local Television
Printed Promotional Card (The Gold Card Promotion)	Distribution via direct mail, handouts in Miami, Ft. Lauderdale, Desert Storm - Az, Tick Falls- LA , Boat Shows ; Inserts in all national Events, Poker Runs of America - Ontario, Canada. Distribution via Local retailers and sponsors	Print: Distribution Face to Face & Mailer Travel to Arizona, Florida, Louisiana, California & Canada	$15,000	7500 Pieces
Promotional 2014 Texas Outlaw Challenge Piece	Promotion Material for Distribution at Local area merchants: i.e. West Marine, Endeavour Marina, Cabo, Turtle club, Specs, Comfort Suites, Blue Marlin Marine, & Fuel Dock, Outriggers ...	Print - On Line	$2,500	Local
ABC 13 Local News	Wednesday Morning am Teaser on Local News with Don Nelson - listed on	Television - Local	$500	Local Television

	Things to do in the local area			
Galveston Daily News	Article on a Wednesday features 1/4 page with picture http://www.galvestondailynews.com/sports/local_sports/article_81e7c58e-f832-11e3-ad94-001a4bcf6878.html	Newspaper and On Line	$1,000	Local Newspaper
Houston Chronicle/ www.YourHoustonNews.com Houston Community News Paper	Calendar of events Listing	On Line	$300	Local Newspaper
365 Thing to do in Houston	http://365thingsinhoustonh.com/things-to-do-this-weekend-houston	Online	$300	Local
Official Facebook Pages http://texasoutlawchallenge.com/ https://www.facebook.com/pages/Texas-Outlaw-Challenge/177641972277329?ref=hl&focus_composer=true&ref_type=bookmark 2nd Facebook page for extended promotions by invitation: https://www.facebook.com/groups/525724470883854/	Daily Postings, reposting, likes and paid promotions - Heavy social media Coverage and outreach **Facebook Reach:** United States of America, Canada, Dominican Republic, Mexico, India, Brazil, Australia, Puerto Rico, Bahrain, Italy, Sweden, Malta, Egypt, Austria, Portugal, Bulgaria, Puerto Rico, , Hong Kong, Germany, Greece, Norway Cities: Texas: Houston, League City, Seabrook, Deer Park, Kemah, Pasadena, Beaumont, Pearland, Friendswood, Texas City, El Lago, Montgomery, Dallas, Corpus Christi, San Antonio, La Porte, La Porte, Nassau Bay, Dickenson States: Louisiana, California, Florida, Missouri, Illinois, New Jersey, Arizona	Social Media Note: 349 Posts on one FB Page and there were 2 FB Pages that were being posted to and reach was tri-fold	$15,000 Plus	Local, National, International
Culture Map	online article with picture http://houston.culturemap.com/eventdetail/7th-annual-texas-outlaw-challenge/	On Line - Social Media	$1,000	Local with National Reach
Scene Magazine	2014 Texas Outlaw Challenge Insert - Pull Out Guide, Special Edition - 8 page http://issuu.com/thescenemag/docs/13_06_scene_frt_web100/37	Print Magazine, and Website Distribution	$5000	Local/ Expanded reach via Social Media Expanding to National
Press Releases	3 Press Releases to Local Media and Fringe Media Includes: Telephone campaign for additional Exposure and Promotion to all media outlets numerous times	Email/FB	$4,000	152 Individual Emails and FB & Phone Calls

				messages to Reporters, Editors, Assignment Editors, Assignment Desk...
Eblast Promoting Event and Update	Event update with info on the event and opportunities for attending, viewing, sponsorship	Email	$2000	4,500
KTRH 740 AM	Morning Mention with Shara Fryer and on Website Promotion - Additional Mention via the Clear Channel Media Group: KBME - Sports radio, KODA-FM - Adult contemporary music KPRC - Talk radio, KQBT - Classic Rock, KTBZ-FM - Alternative rock, KTRH-AM - News Talk radio http://www.ktrh.com/onair/shara-fryer-52074/texas-outlaw-challenge-12485078/ http://www.harborwalk.com/ai1ec_event/texas-outlaw-challenge-poker-run-2014/?instance_id=	Radio	$1000 Plus	Local
Website: Hotel Accommodations Promotion	http://texasoutlawchallenge.com/accommodations/		TBD	Website Reach
Florida Powerboat Club - http://www.flpowerboat.com/?utm_source=Texas+Outlaw+Challenge+14&utm_campaign=texas&utm_medium=email	Ad Run in Magazine Full page & update in July Eblast	Print Color/Eblast	$2500	National Industry
www.speedonthewater.com	http://www.speedonthe water.com/ http://speedonthewater.com/in-the-news/event-coverage/2042-texas-outlaw-challenge-wrap-up-off- http://speedonthewater.com/in-the-news/image-of-the-week/2050-image-of-the-week-texas-angelsthe-charts	Website Article-National Industry	$2000	National Industry
Power Boat Magazine	National Industry Magazine	Print Ad- Color January & Website	$2000	National Industry
HP Powerboat	http://www.hppowerboat.com/events/texas-outlaw-challenge-poker-run/	Industry Website National	$2000	National Industry

	FB page: https://www.facebook.com/HpPowerboat			
www.marinetechnologyinc.com	http://marinetechnologyinc.com/2013/06/texas-outlaw-challenge-a-great- http://marinetechnologyinc.com/category/poker-runs-events/success/ (article and photo)	Industry Website National	$800	National Industry
www.speedonthewater.com	Breaking NEWS Speed record set! http://speedonthewater.com/in-the-news/2035-predator-skater-runs-176-mph-to-win-gps-outlaw-shootout	Digital Magazine Website - Breaking News	$1000	National Industry
www.speedonthewater.com	http://speedonthewater.com/in-the-news/image-of-the-week/2050-image-of-the-week-texas-angels	Digital Magazine Website - Update	$500	National Industry
www.speedonthewater.com	Article and event update- http://speedonthewater.com/commentary-hidden/1752-southwestern-splendors-desert-storm-and-texas-outlaw - http://speedonthewater.net/in-the-news/event-coverage	Digital Magazine Industry Website	$2000	National Industry
www.speedonthewater.com	http://speedonthewater.com/in-the-news/photos/category/11-2014-texas-outlaw-challenge	Digital Magazine Website - Update	$300	National Industry
www.speedonthewater.com	http://speedonthewater.com/in-the-news/event-coverage/2056-july-sparklers-four-surefire-go-fast-boat-events	Digital Industry Magazine Website - Update	$300	National Industry
www.Pokerrunsamerica.com	Article and photo http://pokerrunsamerica.com/component/k2/item/653-the-2014-texas-outlaw-challenge-ignites-this-weekend	Industry Magazine Industry Website	$2000	National Industry
www.features.boats.com	http://features.boats.com/boat-content/2014/05/lake-havasus-desert-storm-rages/	Website	TBD	National Industry
www.hotboat.com	http://www.hotboat.com/frm/showthread.php?t=5848&p=118209&posted=1#post118209	Social Media Forum / Website	TBD	
YouTube Video	https://www.youtube.com/watch?v=F8jsJ_16Twk	Overview of Outlaw	TBD	
You Tube Video	https://www.youtube.com/watch?v=qnVQDw1ki2E	Overview of Outlaw	TBD	
www.powerboatnation.com	http://forums.boatfreaks.org/showthread.php?t=30826	Social Media Forum	$1000	National / Industry
http://naplesimage.wordpress.com/contact/	http://www.flickr.com/photos/jay2boat/sets/72157634238333412/	Websites / Photos	$500	National

www.seabrooktx.gov	http://www.seabrooktx.gov/index.aspx?NID=94	Website, Calendar of Events	TBD	Local
www.stylemagazine.com	http://stylemagazine.com/news/2014/jun/09/biggest-waterfront-power-boating-party-texas/	Magazine	$500	Local
www.marinetechnologyinc.om	http://marinetechnologyinc.com/2014/05/marine-technology-inc-headed-texas-outlaw-challenge-poker-run/	Website Industry	$500	Industry
www.kemahtourism.com	http://www.kemahtourism.com/evps/evitem.cfm?evid=546 http://www.kemahtourism.com/evps/ Note Listing Expired	Website	TBD	Local
Jay Nichols	https://www.flickr.com/photos/jay2boat/sets/	Photography	TBD	National
Mix 96.5 Radio	http://mix965houston.cbslocal.com/2014/06/20/shawndas-whats-happening-in-houston-3/	Radio	TBD	Local
www.dcbperformanceboats.com	http://dcbperformanceboats.com/dcb-begins-the-first-of-our-summer-series-of-poker-runs	Industry Website	$1000	National Industry
www.powerboatnation.com	http://www.powerboatnation.com/content/583-big-texas-outlaw-challenge.html http://www.powerboatnation.com/content/596-video-experience-texas-outlaw-challenge.html	Digital Industry Magazine Website	$3000	National Industry
www.speedboat.com	http://www.speedboat.com/texas-outlaw-challenge-rocks-clear-lake/	Digital Industry Magazine Website	TBD	National Industry
Click 2 Houston	2-3 minute live story on the 6 pm, 10 pm news with a promo teaser prior on a Friday http://www.click2houston.com/texas-outlaw-challenge-in-clear-lake/-/1736084/20670154/-/1iniv/-/index.html	Television - Local Prime Time Includes continued promotion on SNBC DFW Website, and You Tube	$5000	Dallas/Fort Worth - Regional
www.offshoreonly.com	http://www.offshoreonly.com/articles/poker-runs/four-for-the-road	Digital Industry Magazine Newsletter Forum Website	$100	National Industry
MT Boats	http://www.mtboats.com/pokerruns/pokerrunsched14.html	Website	TBD	National Industry
www.customtrendstv.com	http://www.customtrends.tv/events.html	Website	TBD	National
www.pinterest.com	http://www.pinterest.com/lisab7/powerboats/	Website	$100	National
Http://2coolfishing.com	http://2coolfishing.com/forum/showth	Website	$200	National

	read.php?t=1021457			Industry
http://naplesimage.wordpress.com/	http://naplesimage.wordpress.com/	Official Photographers Website	$1000	National
www.bajaboatowners.com	http://bajaboatowners.com/threads/6273-Texas-Outlaw-Challenge-Wrap-Up-Off-the-Charts?p=34841	Website	$300	National Industry
https://twitter.com/HydroRacerTV/status/481940258263552001	https://twitter.com/HydroRacerTV/status/481940258263552001	Social Media	$200	National
www.screamandfly.com	http://www.screamandfly.com/showthread.php?292963-Texas-Outlaw-Challenge	Website	$400	National / Industry
www.hotboat.com	http://www.hotboat.com/frm/showthread.php?t=5516	Website	$400	National/Industry
www.sunsationboats.com	http://sunsationboats.com/topic/texas-outlaw-shootout/	Website	$400	National/Industry
www.now-events.net	http://now-events.net/us/page/722989	Website	$200	National
www.highperformancecrew.com	http://highperformancecrew.com/showthread.php?25327-Texas-Outlaw-Challenge-2014	Website	$200	National Industry
www.austinboatforums	http://www.austinboatforums.com/cgi-bin/yabb2/YaBB.pl?num=1404264806/6	Website	$200	Regional Industry
www.offshoreonly.com	http://www.offshoreonly.com/forums/south-central-us/314216-pics-vid-texas-outlaw-challenge-2014-a.html	Digital Industry Magazine	$300	National Industry
www.visitbeaconhill.com	http://www.visitbeaconhill.com/events/texas-outlaw-challenge.htm	Website	TBD	Local
www.5starupholstery.com	http://5starupholstery.com/before-after-upholstery/car-show/texas-outlaw-challenge-2014?page=1	Website	TBD	Local
www.marinetechnologyinc.com	http://marinetechnologyinc.com/2014/05/marine-technology-inc-headed-texas-outlaw-challenge-poker-run/	Website	$500	National Industry
www.harborwalk.com	http://www.harborwalk.com/ai1ec_event/texas-outlaw-challenge-poker-run-2014/?instance_id=	Website	TBD	Local
www.googlesearch	https://www.google.com/search?q=texas+outlaw+challenge+2014&rlz=1C1SKPC_enUS343&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ei=bWa1U9GkOYWZyATr2IKABg&ved=0CFYQsAQ&biw=1280&bih=634	Search Engine	TBD	National

www.offshoreonly.com	http://www.offshoreonly.com/forums/general-boating-discussion/313984-2014-texas-outlaw-challenge-p-h-o-t-o-s.html	Digital Industry Magazine	TBD	National Industry
You Tube	https://www.youtube.com/watch?v=2lVo7sZOxJE&feature=youtu.be	You Tube Video	TBD	
Facebook Post	https://www.facebook.com/Frank.No.Problem.Gonzalez/media_set?set=a.10204325817289046.1073741961.1337757563&type=1	FB Posts	TBD	
FB Wozencraft Insurance	https://www.facebook.com/WozencraftInsurance	FB Posts	TBD	
www.onthewaterlifestyle.com	http://www.onthewaterlifestyle.com/media-kit/2014-editorial-guidelines	Magazine	TBD	
www.biokleen.com	http://www.biokleen.com/events.html Sponsor	Website - Calendar of Events	TBD	National
www.marinetechnology.com	http://marinetechnologyinc.com/2014/06/thank-attended-2014-texas-outlaw-challenge/	Website	$300	National Industry
www.fireworksdisplay.org	http://fireworksdisplay.org/tags/texas-outlaw-fireworks-houston.html	Website	$200	Event Site
www.forums.boatfreaks.org	http://forums.boatfreaks.org/showthread.php?t=30658	On Line Forum	$100	Forum

* TBD - Value to be determined

* Updated August, 2014

TEXAS OUTLAW CHALLENGE

7TH ANNUAL POKER RUN

June 19th - 22nd 2014

EVENTS

Thursday 19th

Friday 20th

Saturday 21st

Sunday 22nd

HIGHLIGHTS FROM THE 2014 EVENT!

TEXAS OUTLAW CHALLENGE
2014 Event Schedule

TIME	ACTIVITY	LOCATION
Thursday June 19th	**CITY OF KEMAH & KEMAH BOARDWALK**	
▶ 9AM – 4PM	Team Arrivals & Parking at Event Location	Kemah Bridge Boat Ramp
▶ 4PM – 8PM	Event Registration	Kemah Boardwalk Landry's (upstairs)
▶ 6PM – 9PM	"Rock the Dock" Live Entertainment	Kemah Boardwalk
▶ 8PM – Midnight	Stampede Street Party	Kemah Lighthouse District-6th St
	Open to the public with a donation at the gate for local charities.	
▶ 10PM	Ribbon Cutting for Ms. Charities Saloon For Gunslingers only	6th St
Friday June 20th	**OUTLAW SHOOT-OUT & GUNSLINGER POKER RUN (Day #1)**	
▶ 8AM Sharp	OUTLAW SHOOT-OUT Safety Meeting & Registration	Alan's Swamp Shack
▶ 8:30AM – Noon	OUTLAW SHOOT-OUT Run	Galveston Bay Course
	Open to the public for viewing at Bayshore Park, FM 646 & Park Rd, near boat ramp in Texas City, TX.	
▶ Noon – 4PM	GUNSLINGER POKER RUN	Card Stop #1 Kenny's Casa
▶ 5PM – 8PM	Texas Tiki Dinner	Card Stop #2 TopWater Grill
▶ 9:30PM – 9:45PM	Kemah Waterfront Fireworks Display	Kemah Inlet, Galveston Bay
▶ 10PM – 2AM	Red Garter Saloon Dance Hall Party	Jackie's Brickhouse
▶ 10PM – 2AM	Miss OUTLAW BIKINI CONTEST	CABO Club – Clear Lake
▶ 10PM – 2AM	HIGH HORSEPOWER Dock Party	Turtle Club – Clear Lake
Saturday June 21st	**GUNSLINGER POKER RUN (Day #2)**	
▶ 9AM	Captains (Only) Safety Meeting & GPS Hand-Out Breakfast& Final Registration	Alan's Swamp Shack
▶ 10AM	Gunslinger Poker Run	Card Stop #3
	Poker Run (8) Card Stops: Captain's Safety Meeting, Bay Bridge Marina, Galveston Yacht Basin, HarborWalk, Turtle Club, CABO Club, Blue Marlin Fuel Dock, Sam's Boat at Endeavour Marina	Departure Clear Lake & Galveston Bay
▶ 11AM - 2PM	STEEL HORSE STAMPEDE Custom Bike Show *(Open to the public)*	Kemah Marina Channel
▶ 6PM - 9PM	OUTLAW VIP Dinner *(Reservations Required)*	Kemah Boardwalk Saloons
▶ 6PM - 9PM	Poker Run Card Playing	Kemah Boardwalk – Aquarium (3rd Fl.)
	All cards must be played and GPS devices returned by 9PM at Boardwalk Aquarium (3rd Fl.)	
▶ 10PM	Poker Run Prizes/Shoot-Out Awards	Kemah Boardwalk
▶ 10PM – 2AM	Red Garter Saloon Dance Hall Party	Aquarium (3rd Fl.)
▶ 10PM – 2AM	SHARP SHOOTER Party	Jackie's Brickhouse
▶ 10PM – 2AM	OUTLAW Quick Draw Party	Turtle Club – Clear Lake
		CABO Club – Clear Lake
Sunday June 22nd	**BACK IN THE SADDLE OUTLAW SEND-OFF**	
▶ 9AM – Noon	"Red-Eye Round-up" Brunch Specials	Jackie's Brickhouse
▶ 9AM – 2PM	TEXAS OUTLAW Custom Car Show *(Open to the public)*	Kemah Marina Channel
▶ Noon–4PM	"Wounded Knee" Raft-Up & Pool Party	Alan's Channel Ranch

Registered participant wristbands are required to be worn for all event activities…Thank you!

Thank you for your Support and Participation in the 7th Annual Texas Outlaw CHALLENGE! We are only 3 days till the boats are roaring in Texas!

OUTLAW UPDATES & INFORMATION:

ARRIVAL

Noon - 6 pm — Lot X off of Texas Ave in Kemah
Come in under the Arches and Look for the Outlaw Challenge Signage

CHECK-IN & ON-SITE REGISTRATION

Thursday:	4:00 pm – 8:00 pm	Kemah Boardwalk Landry's (2nd Floor)
Friday:	8:00 am – 1:00 pm	Alan's Swamp Shack (Late Arrivals)
	5:00 pm – 8:00 pm	Top Water
Saturday:	8:30 am – 10:30 am	Alan's Swamp Shack (Late Arrivals)

ARMBANDS

Upon check-in you will be given a variety of armbands, please do not lose them – they are not replaceable. Registered guests with armbands are the only ones admitted at Poker Run stops and the Poker Run events. Armbands are a must at each stop.

SATURDAY NIGHT DINNER & RESERVATIONS

Saturday night dinner registrants will be able to choose the restaurant of their choice at the Kemah Boardwalk and enjoy their meal from 6:00 pm – 10:00 pm. Each registered participant **will receive a $25 Voucher (coded)** that will be good for use at **any Kemah Boardwalk restaurant that Saturday Night - *ONLY*.**

Reservations - KEY: On Thursday at check-in, there will be a representative from the Kemah Boardwalk to take reservations for Saturday night dinner, this is extremely important for large parties. If you do not make reservations on Thursday night, then contact the restaurants directly. Seating times are 6:00 pm, 7:30 pm and 9:00 pm. If you need assistance to make reservations for large parties in advance, please let us know so we can assist you. **IMPORTANT:** *Please make sure not to lose these vouchers, they are like money and will not be replaced.*

STAMPEDE STREET PARTY

The party rolls on with the *Key West style Stampede Street Party*, Thursday Night in the Kemah Lighthouse District from 8:00 pm to midnight. Kemah is closing that part of 6th Street for the Party for the Outlaws. Time to walk the streets of Kemah's Light House District, view the Million Dollar boat and truck displays in the Stagecoach Round-up and check out the sights. While walking the streets of Kemah, participants and the public can enjoy great Rock the Dock Entertainment at the Kemah Boardwalk, merchants and the local saloons. Entrance is complimentary with the Outlaw **ORANGE** bracelet. The public is asked to make a donation for Kemah's Loins Club upon entry.

WHAT'S NEW: ***"MS Charities Saloon"*** at the **Brass Lantern Bed & Breakfast** where Outlaw advertisers and guests can purchase *non-firing museum quality* guns like the Derringer, Single Holster Quick Draw, and Shotgun. 100% of the purchases supports our 2014 Community Charities: Kemah Loins Club, Clear Creek Conservations, Boys & Girls Harbor, The Bridge Women's Shelter, Special Spaces, Sentinels of Freedom Gulf Coast & Shriners Hospitals for Children. Quantities are limited. Purchased pieces will be delivered/shipped after the event.

Outlaw Dining

Friday:	Lunch (Noon – 2:00 pm) Provided at "Casa de Kenny"
	Dinner (5:00 pm – 8:00 pm) Texas Tiki Dinner at TopWater Grill
Saturday:	Breakfast (9:00 am – 10:00 am) **Captains only**- Safety Meeting, Alan's Swamp Shack
	Lunch provided at Harborwalk

Dinner (6:00 pm – 10:00 pm) Kemah Boardwalk Restaurants (Please make reservations Thursday night at check-in). There are 3 seatings: 6:00 pm, 7:30 pm and 9:00 pm. Use Kemah meal voucher given at Registration.

Sunday: Pizza lunch provided at Pool Party at Alan's Channel

Outlaw High Roller Game: $500 buy-in per Captain & Boat

- A registered Captain must ante up $500 CASH to enter his boat's name into this game.
- Any Captain can make "a personal arrangement with another Captain" to fund his boat name entry...where he gets the $500 is his business.
- Five (5) Poker Run stops must be made: - 5 cards only are dealt.
- WINNER TAKES ALL! ***100 boats plus... Do the math!***

Game entry: Thursday during Registration (3rd Floor Landry's)
Friday at 1st & 2nd Stops
Saturday at 9:00 am Captains Safety Meeting and Lunch Stop
Saturday evening 6 pm - 8 pm at Aquarium (3rd Floor)

- **Cards will be dealt Saturday evening from 6:00 pm – 9:00 pm at Aquarium (3rd Floor).**

Shoot Out

Friday, 8:00 am Sharp, Outlaw Shoot-out Safety Meeting at Alan's Swamp Shack
Shoot Out Runs 9:30 am - Noon
Location: On designated Safety course in Galveston Bay

Run to Casa de Kenny

The Run to Kenny's is Friday after the Shoot-Out (Noon – 4:00 pm). Note there are 46 new & very visible channel markers that will assist you in your run to Kenny's. Additionally, there are 20 local boats designated with Texas flags that can be followed.

Parking

Free parking is available for trailers, RVs and general parking in Lot X.
Boat Shuttle is available to take people across to the boardwalk for free. Boat/trailer parking is free in Lot X; please call to ensure we have a spot reserved for you. Parking for vehicles is also free in this area.

Directions: Exit HWY 146 on 6th Street, at the stop light turn right. Once on 6th street, make a quick left on Texas Ave, you will see the arches and the signage for the Texas Outlaw Challenge, you will also see the boat shuttle down the street.
Parking Prices in Kemah: Weekend parking - Surface lots $6; closest Lot & Garage $7

Regarding RV's and Trailers, please let us know in advance.

For Media/PR or Advertiser Relations Contact Jola Dryden 713.805.5810 or jola@drydeneventproductions.com

Map of the Kemah Boardwalk - Click here

Hotels: if you are still looking for a hotel, please go to this link for a list of Hotels: **Click here**

Event Schedule: Click Here

We look forward to seeing you and creating boating memories at the Biggest Performance Boat Party in Texas. Thank you and see you in 3 Days!

Paul & Arlette
paul@texasoutlawchallenge.com
www.TexasOutlawChallenge.com

Gulf Coast Film Festival

The Gulf Coast Film & Video Festival is an annual film festival in held in September each year. Opening festivities are typically held at Villa Capri in Seabrook each year. Over one hundred independent films were submitted for judging from around the globe for the competition. The Friday night opening event has had record-breaking attendance for the past two years. Events take place throughout the entire weekend throughout the entire Bay Area. For more information go to www.gulfcoastfilmfest.com.

Amount Requested FY 2015/16	Amount Allocated FY 2014/2015
$2,500	$2,500
Event to be held on September 25-26, 2016 – *Application Attached*	
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Increases Tourism	No
Puts Heads in Beds	No
Increase, cut or remain the same	Remain the same
Additional Comments	None provided
Staff Input	
Police Department	N/A
City Secretary's Office	No permitting has been needed in the past
Communications Department	Event holder submits applications and responds to requests in a timely manner.
Public Works	N/A
Application Notes	

2015/2016 Application

- Completed application and returned on time
- Pg. 7 states room blocks are made at two Seabrook hotels but the hotels are not listed nor is the amount of rooms blocked at each hotel.
- No Marketing Plan included
- No Advertising Budget included
- No advertising samples included

Committee Remarks

Recommend funding to remain at $2,500

This event promotes the arts and the entire area with promotions and advertising in Dallas, Austin, Lake Charles and even New York City.

FEB 13 2015 PM 3:00

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Gulf Coast Film & Video Festival

Address: P.O. Box 580316

City: Houston, Tx State: Texas Zip: 77258

Contact Name: Hal Wixon Contact Phone: 281-333-5804

Contact Email: halwixon@aol.com

Website Address for Event or Organization: www.gulfcoastfilmfestival.com

Non-Profit or For-Profit Status: Non-Profit TAX ID: FEIN#: 76-0597932

Organization's Incorporation/Creation Date: 1998

Purpose or Mission of Organization

To promote the art of independent films and student films and encourage film making with awards. Also to showcase Seabrook & the Bay Area as a film location.. This is a tourism event for heads in beds between the attendees coming in and also celebrities.

General Event /Program Information

Name of event/program to be funded: Gulf Coast Film & Video Festival

Primary location of event/program: Seabrook

Date of event/program: Sept. 25 & 26 Expected total attendance: 1500-1800

no Rain out event.

How many times have you held this event/program? 18th

Annual for 2016

no traffic impact on Citizens

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2014	1800	Tickets, Blocked Room
2013	1600	Reservations, Table Sales
2012	1500	Survey from attendees

Identify the HOT category for which the event/program will benefit (refer to pg 1): _____

What is the primary purpose of the event/program for which this application applies?

To promote indie film making. Promote Seabrook as the city sponsoring the arts. Also Seabrook will be the focus on possible future locatio for films. This event will be a head n beds (without a traffic problem for citizens)

Funding Request

Total Event/Program Budget: $ 2016 - Sept. 19,235

Total Amount Requested: $ ~~[illegible]~~ $2,500

12.90 % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

To promote the film festival in advertising flyers, different genres of publicity and program book. We will have a celebrity that we will promote also. Funds will also be used for signage.

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

✓ Newspaper ✓ Radio Special show ✓ TV

✓ Internet ✓ Social Media ✓ Email

✓ Other Magazines & Banners

Will you submit press releases about the event/program? ✓ Yes ___ No

If so, list the number of releases plus targeted media outlets? C-47 Film Houston Mag. Bay Area Observer, The Citizen, The Scene, Houston Press, Indie Slate (industry magazine) Houston Chronicel, Galveston Daily News, Harris Gulf Coast & National Magazines & websites & newsletters & BA & Hou CVB.

What geographic area does your advertising and promotion reach?

Texas: Houston, Austin, Dallas, Lake Charles L.A, NYC and Gulf Coast. Where the industry is the influence in city.

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
Sept/2014	—	30 B&Bs, Hampton, LaQuinta, Marriot.
" 2013	—	Hampton,
" 2012	—	Springhill B&B

How many people attending this event/program are expected to stay in Seabrook hotels? approx 30% at this time

How many nights will they stay? 1 - 2

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

yes, at least 2 Seabrook hotel & Block rate. Then advertise on FB page to book early for discount & best rate

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

Will have Blocked rooms at each selected hotel. We survey the attendees at registration if they need a hotel & where they are staying. During the summer we inquire about their future lodging accomodations

Please list other organizations, government entities and grants that have offered financial support to your event/program.

City of Houston Film Commission
Art Consortium in Seabrook (2nd St Gallery)

(The Scene Magazine & Bay Area Oberver are in kind sponsors)

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Harold M Wixon
Authorized Signature

2/5/2015
Date 2/13/2015

Hal Wixon
Print Name

Founding Director
Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event.*** *You may call (281) 291.5663 for more details.*

2014

Post Event/Program Form and Report for City of Seabrook HOT Funds

Instructions: If you received HOT funding for your event from the City of Seabrook you MUST complete this application within 60 days after your event. Failure to do so may negatively impact future funding requests. Type or print clearly. If not enough space is provided please attach additional pages.

Rec'd DC

FEB 13 2015 PM 2:59

Organization/Group Information

Organization/Group Name: Gulf Coast Film & Video Festival

Address: P.O. Box 580316 (N.B)

City: Houston State: Tx Zip: 77258

Contact Name: Hal Wixon Contact Phone: 281-333-5804

Contact Email: halwixon@aol.com

Website Address for Event or Organization: www.gulfcoastfilm.com

Non-Profit or For-Profit Status: nonprofit TAX ID: FEIN#: 76-0597932

Organization's Incorporation/Creation Date: 1998

Purpose or Mission of Organization

To promote the art of independent films and encourage film making with awards. Also to showcase Seabrook & the Bay Area as a film location. This is a tourism event for heads in beds between the attendees coming in and celebrities

Post Event/Program Information

Event Date: Sept. 20 & 21, 2014 Number of Attendees: ~~approx~~ 1800.

Describe the success and/or problems with this year's event. Was attendance up or down compared to previous years?

Attendance was approx. the same as year before as the 3 day event, but we look at it as an increase because of only a 2 Day event.

Advertising and Promotional Activities

Please check all the promotional efforts for the event/program:

✓ Newspaper ✓ Radio ____ TV

✓ Internet ✓ Social Media ✓ Email

____ Other U of H video

Please describe advertising and promotional efforts for each medium checked above. List specific publications, websites, and direct mailing numbers.

Newspaper:

The Observer (Bay Area), The Citizen (Bay Area), Galveston Daily News, Houston Chronicle, The Scene, The Signal (U of H) ABC + U H (CN), Pasadena, Pearland, Friendswood

Radio:

Talk Radio

TV:

Partnership w/ U H – school of television PBS

Internet:

our website, and Houston Film Commission, + numerous national & international film website. + U Tube

Social Media:

Facebook page, U-Tube Instagram.

All CVB – Houston Bayarea

Email:

Sent emails to film schools and film festival fans, every state major cities, approx. 500

Other:

Colleges & universities film depts.

What geographic area did your advertising and promotion reach?

Texas, Gulf Coast & major cites.

Promotions and Tourism Benefits

List the number of hotel rooms and nights attendees stayed in Seabrook hotels.

Hotel	Rooms Occupied	Nights Stayed
Hampton	3	1 - 2
Springhill	? Know of 3 couples	2

Did you reserve a block of room for your event/program? If so for how many rooms and at which hotels?

Hampton 10
Springhille 10

Did attendees take advantage of the room blocks? If so did it they occupy the entire block? If not, describe why not.

Some took advantage & some went B & B's.

REQUIRED Supplemental Information and Documentation

Please attach the following to this form and submit within sixty (60) days post event:

- Marketing plan analysis: report on the success or failure of the marketing plan.
- Advertising samples: graphics, ads, website, tv spots, radio spot, etc.
- Final budget for the event/program.
- Hotel Occupancy Report and/or Survey: please provide documentation from local hotels detailing the number of rooms occupied during the event/program.

Please sign below acknowledging that the information provided in this application is true and correct. Submit by mail, in person or via email.

Authorized Signature

2/12/2015
Date

Hal Wilson Hal Wilson
Print Name

Founding Director
Title and Organization

The Post Event/Program Form and Report
Must Be Completed Within 60 Days After the Event/Program Date

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586
Email: ldearman@seabrooktx.gov

Explanation of the Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the 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 pictures, 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**: 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, museums or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sport fields for certain municipalities.
8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
    a. the commercial center of the city
    b. a convention center in the city
    c. other hotels in or near the city
    d. tourist attractions in or near the city
9. **Directional Signage**: signage directing the public to sights and attractions that are frequently visited within the municipality.

Saltwater Derby

Fun-filled fishing tournament held at Outriggers in Seabrook each September. Over $1,000 in prize money is awarded during the derby. In addition to the awards, registrants may enjoy a hamburger lunch and refreshments plus have a chance to win door prizes and enter the Heaviest Flounder Pot.

Amount Requested FY 2015/16	Amount Allocated FY 2014/2015
$5,000	$5,000
	Event date for 2016 TBD – *Application Attached*
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Increases Tourism	No
Puts Heads in Beds	No
Increase, cut or remain the same	Remain the same
Additional Comments	None provided
Staff Input	
Police Department	Officers paid by Outriggers for security.
City Secretary's Office	No permits requested in past, however these will be needed moving forward since it is now an event of the Seabrook Police Association.
Communications Department	Working to improve communications with event holder.
Public Works	Responsible for tables, chairs and PA system.
Finance & Customer Service	As a "city" event the Finance Department and Customer Service has been responsible for collecting and managing the funds of this event. For 2015 the event should be fully controlled by the Police Association.

Application Notes

2015/2016 Application

- Application complete
- Marketing Plan and Schedule of Activities for 2015 included
- Rooms blocked and discounted at Springhill Suites

Committee Remarks

Recommend funding to remain at $5,000

This event highlights Seabrook's water features and has the potential to grow into a full weekend event and will also help highlight the Seabrook Police Association. Moving forward we recommend the event holder start promoting the event outside of the area.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Seabrook Saltwater Derby

Address: P.O. Box 1

City: Seabrook State: TX Zip: 77586

Contact Name: Melissa Botkin or Liz Reagan Contact Phone: Melissa: 281-635-4550 Liz: 832-284-5928

Contact Email: mbotkine seabrooktx.gov ; elizabethreagan86@gmail.com

Website Address for Event or Organization: www.Seabrooksaltwaterderby.com

Non-Profit or For-Profit Status: Non-Profit: Seabrook Police Officer's assoc. FEIN#:

Organization's Incorporation/Creation Date: 2010

Purpose or Mission of Organization

To create an event that capitializes on Seabrook's resources while securing its culture. The mission of the Seabrook Saltwater Derby is to raise funds that will be administered to local youth groups, as well as provide scholarships.

General Event /Program Information

Name of event/program to be funded: Seabrook Saltwater Derby

Primary location of event/program: Outriggers (Seabrook)

Date of event/program: 9/25/15 Expected total attendance: 150

How many times have you held this event/program? 5

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2012	101	online registration
2013	128	online registration / raffle ticket sales
2014	147	online registration / Raffle ticket sales

Identify the HOT category for which the event/program will benefit (refer to pg 1): _____

What is the primary purpose of the event/program for which this application applies?

The Seabrook Saltwater Derby continues to grow each year. Recently, the Seabrook Police Officers Association has taken this event on under its non-profit status & that proceeds may be used to support youth programs & scholarships.

Funding Request

Total Event/Program Budget: $ Approx $ 12,000

Total Amount Requested: $ $ 5,000

_____ % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

- Website
- Newspaper / Magizine ads
- Facebook promotion feature
- Radio
- Sign age
- Banner over NASA Rd. 1

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

✓ Newspaper ✓ Radio ___ TV

✓ Internet ✓ Social Media ✓ Email

___ Other _____

Will you submit press releases about the event/program? ✓ Yes ___ No

If so, list the number of releases plus targeted media outlets?

PRINT: Bay Area Observer, Bay Area Houston Magazine, Gulf Coast Mariner, [Coastal Conservation Assoc. (CCA)]

RADIO: Marburgers gives us a radio plug each time they advertise (2 months)

BLOGS: 2 cool fishing.com

WEBSITE: www.SeabrookSaltwaterDerby.com

What geographic area does your advertising and promotion reach?

Gulf Coast of Texas and Louisianna

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
2012	$5,000	not recorded
2013	$5,000	Hotels did not confirm
2014	$5,000	3 confirmed, but believed to be more (Hotels added to website)

How many people attending this event/program are expected to stay in Seabrook hotels? 10

How many nights will they stay? 1-2 nights

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

We will reserve a room block - a special rate was made available by Springhill Suites last year.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

We did a survey last year - one of the questions asked if participants stayed per night.

- In addition - we asked if anglers would like this to be a two-day event - we had many positive comments in regards to a two-day event.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

Seabrook Police Officers assoc.
American Rodsmith
Brute Coolers
Reel Net Fishing
Wells Fargo
Boats Etc.
Sam's Boat
Neptune Subs
Marbuzzo
Cabo
TASC

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Dr. Melissa Bottia — 3/9/15

Authorized Signature — Date

Dr. Melissa Bottia

Print Name

Chairman, Seabrook Saltwater Derby

Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event.*** *You may call (281) 291.5663 for more details.*

The chart below outlines the need and objective for the 2015 Seabrook Saltwater Derby as well as the financial tools that were utilized and recommendations for future actions.

MARKETING PLAN

Need for Project	**Mission of Hotel Occupancy Tax Contribution** The purpose of the Hotel/Motel fund is to account for receipts generated by the city's Hotel Occupancy Tax (HOT). A state law restricts the use of these funds to directly promote and enhance tourism and the hotel and convention industry. This project stems from a need to attract more out of town anglers who might stay in a hotel or motel in Seabrook thus returning HOT funds back to the hotel industry and generating additional tax money for the city.
Objective of Project	**Seabrook Saltwater Derby Mission and Vision** **Short Term Mission:** The current mission of the Annual Seabrook Saltwater Derby is to capitalize on Seabrook's resources while enhancing and promoting tourism and the hotel and convention industry (putting heads in beds in turn for the HOT donation to the Seabrook Saltwater Derby). After conducting informal interviews at the event and holding online discussions it was determined that, in order to attract out of town guests, prize money should be increased significantly. **Long Term Vision 503C:** To share Seabrook's cultural heritage and resources through an adult and youth fishing competition. To provide youth with educational classes, competitions, and service opportunities that instill integrity, responsibility, sportsmanship and scholarship.
Financial Management Tools Utilized	Flexible Budget, Break Even Analysis and Balanced Scorecard (KPI)
Recommendations for Action	Captain's Meeting (2 day event) Secure a Captain's meeting venue Offer hotel stay option in sponsorship packet (Working with a hotelier) Randomly select anglers for a free hotel stay to promote hotels in Seabrook Use data collected from online host to appeal to target population , conduct SWOT analysis for continuous improvement Form a board of directors; assign tasks to be completed Enhance website; possibly sell apparel online and in hotels Offer youth workshops Attain large sponsorships (Needs to be done in advance)

	Provide Angler Education to Youth Provide Scholarship Opportunities to Youth

Flexible Budget Analysis (Adding additional prize money)

The following is an example of the Annual Seabrook Saltwater Derby financial flexible budget. This method was chosen based on a need to attract more out of town anglers who might stay in a hotel or motel in Seabrook thus returning HOT funds back to the hotel industry and generating additional tax money for the city. After conducting informal interviews at the event and holding online discussions it was determined that, in order to attract out of town guests, prize money should be increased significantly.

2012 3rd Annual Seabrook Saltwater Derby	2013 4th Annual Seabrook Saltwater Derby
Heaviest Individual Redfish ($200.00)	Heaviest Individual Redfish ($750.00)
Heaviest Individual Speckled Trout ($200.00)	Heaviest Individual Speckled Trout ($750.00)
Heaviest Redfish Stringer ($250.00)	Heaviest Redfish Stringer ($1500.00)
Heaviest Speckled Trout Stringer ($250.00)	Heaviest Speckled Trout Stringer ($1500.00)
Heaviest Flounder Pot ($10.00 /person/ varies)	Heaviest Flounder Pot ($10.00 /person/ varies)
Biggest Hard Head Award - trophy	Biggest Hard Head Award - trophy
Total Payout Excluding Flounder Pot $ 900.00	**Total Payout Excluding Flounder Pot $ 4500.00**

Break Even Analysis (Calculating the number of participants needed to breakeven)

In attempt to increase the number of hotel / motel occupancies in Seabrook we used the 2012 year to predict the number of participants needed to break even in 2013 when prize money would be increased. The chart below depicts the new $4500.00 prize payout and two versions of fees, $100 entry fee and $90 entry fee. For a more thorough analysis of continuous improvement, we used the 2012 early and late fee registrations to forecast the 2013 early and late fee scenarios. According to this Break Even Analysis, we concluded the Annual Seabrook Saltwater Derby will need to attract at least 158 anglers and as few as 137 anglers in order to entice out of town guests who might stay overnight in a Seabrook area hotel. In short, the Break

Even Analysis below covers the increased prize money payout of $4500.00 versus the $900.00 awarded in 2012. Again, to attract more out of town anglers who might stay in a hotel we increased the prize pay-outs. Our participant numbers have increased steadily since this analysis, but we are reaching out more aggressively to hoteliers in hopes of blocking additional rooms and therefore placing more "heads in beds."

Individual Cost per Item	$100 Entry Fee Scenario		Individual Cost per Item	$90.00 Entry Fee Scenario	
T-shirt	$9.16		T-shirt	$9.16	
Koozie	$ 2.10		Koozie	$ 2.10	
Food & Beverages	$12.46		Food & Beverages	$12.46	
Total Variable Cost per Angler	$9.16 + $2.10 + $12.46 = **$23.72 VC**		Total Variable Cost per Angler	$9.16 + $2.10 + $12.46 = **$23.72 VC**	
Price to Enter	$100.00		Price to Enter	$90.00	
Contribution Margin	$100.00 - $23.72= **$76.28 CM**		Contribution Margin	$90.00 - $23.72= **$66.28 CM**	
Total Expenditures	**$16,969.37 TE**		Total Expenditures	**$16,969.37 TE**	
City & Other Donations	**$6544.80 Total Donations**		City & Other Donations	**$6544.80 Total Donations**	
Fixed Cost (FC)	**$ 10, 424.57 FC / $76.28 MC = 136.66 Break Even Quantity(BEQ)**		Fixed Cost (FC)	**$ 10, 424.57 FC / $66.28 MC = 157.28 Break Even Quantity(BEQ)**	
Break Even Quantity (BEQ)	**137 anglers participating at $100.00 entry fee**		Break Even Quantity (BEQ)	**158 anglers participating at $90.00 entry fee**	

Balanced Scorecard Key

The Annual Seabrook Saltwater Derby is held to promote tourism and the hotel and convention industry (putting heads in beds in turn for the HOT donation to the Seabrook Saltwater Derby). The objective of the event is complex, which lends itself well to the Balanced Scorecard Approach that allows an organization to develop a set of Key Standard Indicators (KPI's) to measure success. Finkler, Purtell, Calabrese and Smith (2013) note that "The measures selected for the scorecard represent a tool for leaders to use in communicating to employees and external stakeholders that outcomes and performance drivers by which the organization will achieve its mission and strategic objectives" (p.262).

Key Performance Indicators (KPI)

Organizations can use the following KPI indicators to gauge how well the organization is aligning and attaining their goals with their vision. Below are four critical perspectives linked to the KPI indicators:

- Financial Perspective,
- Customer Perspective,
- Internal Business Perspective and,
- Learning and Growing Perspectives

Key Performance Indicators (KPI)	**Future Actions**
Financial Perspective	Balanced Budget, returning monies to the Seabrook Police Officer's Association profiting from event.
Customer Perspective	Survey value and experience felt by customer. Use data to measure angler retention and referral. Forming a 501c 3 and creating a board of directors so that profit from the Seabrook Saltwater Derby will benefit youth with educational classes, competitions, and service opportunities that instill integrity, responsibility, sportsmanship and scholarship.
Internal Business Perspective	Track hotel / motel stays and revenue

	generated by the Annual Seabrook Saltwater Fishing Tournament. Measure how efficient and effective we are in conducting online & QR code registrations, check – in, lunch and awards.
Learning and Growing Perspectives	Analyze the rate at which we are attracting and retaining competent volunteers and offering opportunities for growth. Dictates whether our current management system is able to help us reach our vision (offering more for youth)

Summery

By conducting a Flexible Budget, Break Even Analysis and developing a Balanced Scorecard (KPI) outline we can share useful information, predictions and suggestions to the board of directors. With the addition of Seabrook Police Officer Association members we have acquired methods of measuring and attaining goals more successfully in regards to aligning our goals with the mission of the Seabrook Saltwater Derby. It is our intention to work more closely with hoteliers in order to bring more out of town guest to stay overnight, and keep a more accurate record of their stay as it will help build our target audience profile for the next few years as we continue to expand the event and grow participation.

SCHEDULE OF ACTIVITIES

Captain's Meeting	**Thursday, September 24, 2015 (in process of being finalized)**
Seabrook Saltwater Derby	**Friday, September 25, 2015 (in process of being finalized)**
Prizes for Anglers	**Thursday, September 24, 2015 (in process of being finalized)**
Raffle (Also, open to the public)	**Friday, September 25, 2015 (in process of being finalized)**

DOCUMENTATION FOR HOTEL RATES / BLOCKS

Springhill Suites – Marriott of Seabrook	**Dates: Thursday, September 24, 2015 – Saturday, September 26th, 2015** **Blocked Rooms: Online booking code will be used to help track number of Seabrook Saltwater Fishing Tournament participants staying in local Seabrook hotels** **Rates: $109 for King** **$119 for Double** ***The website will note to mention Seabrook Saltwater Derby when booking or use the online booking code via internet**
Beacon Hill	**TBD**
Hampton Inn	**TBD**

J/Fest Southwest

This regatta is open to all J/Boat owners, their crew, family and friends and the race is held on Galveston Bay. The focus of J/Fest is to provide a regatta venue that is extra fun not only for the racers but their family and friends too. While the racers are on the water their spouses, children, family and friends can enjoy a myriad of activities and tourist attractions in the bay area.

Amount Requested FY 2015/16	Amount Allocated FY 2014/2015
$15,000	$15,000
	Event to be held Oct. 7-11 2015
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Increases Tourism	Yes
Puts Heads in Beds	Yes
Increase, cut or remain the same	Remain the same
Additional Comments	None provided
Staff Input	
Police Department	Unaware of any PD involvement.
City Secretary's Office	No permit requested, however needed if public is invited.
Communications Department	Prompt response to requests and completed applications returned in a timely fashion.

Application Notes

2015/2016 Application

- Completed and returned on time
- Pg. 7 Room blocks are made but the hotels nor the number of room blocks are listed
- Marketing Plan included
- Post Form Report include advertising samples

Committee Remarks

Recommend funding to remain at $15,000

Seabrook is a boating community and JFest reaches a large boating audience throughout the US. The application gave a detailed outline of their advertising and marketing activities. We do suggest that all funds be used for advertising and promotion of Seabrook as outlined with the HOT Guidelines.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Bay Access / Lakewood Yacht Club

Address: 2425 NASA Road 1

City: Seabrook State: TX Zip: 77586

Contact Name: Terry Chapman Contact Phone: 281-474-2511

Contact Email: LYC@lakewoodyachtclub.com

Website Address for Event or Organization: www.jfestsouthwest.com

Non-Profit or For-Profit Status: Non-Profit FEIN#: 76-0637345

Organization's Incorporation/Creation Date: Dec. 29, 1999

Purpose or Mission of Organization

Foster and conduct amateur sports competition as 501 (C) (3). Sponsor, conduct and participate in educational and conservation programs for boating. Promote youth boating, grant educational scholarships, promote safety at sea.

General Event /Program Information

Name of event/program to be funded: J/Fest Southwest 2015

Primary location of event/program: Seabrook, TX and Galveston Bay

Date of event/program: October 7-11, 2015 Expected total attendance: 500

How many times have you held this event/program? 5 (2010-2014)

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2012	350	No. of participating boats, No. of crew per
2013	380	boat, No. of spectators signed up on
2014	400	spectator boat (same for each year)

Identify the HOT category for which the event/program will benefit (refer to pg 1): 3, 6 and 9

What is the primary purpose of the event/program for which this application applies?

Conduct national level regatta. The objective of this event is to attract a high fraction of out-of-town participants and top level competitors by offering superior race management, hospitality, entertainment and support for travel logistics for competitors, families and friends. In 2015 we will host the J/80 North American Championships as part of J/Fest. This is a break-through development supporting our focus on national competitors traveling from all parts of the country.

Funding Request

Total Event/Program Budget: $ 35,000

Total Amount Requested: $ 15,000

43% % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

$ 6,000	Advertising (Seabrook Business Promotion, Signage, Flyers, promotional merchandise)
$ 6,000	Entertainment, Event Party
$3,000	Regatta Logistics (Crane rental for out-of-town boats, Trophies (with Seabrook logo!), volunteer support

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

X Newspaper _____ Radio _____ TV

X Internet X Social Media X Email

X Other Boating focused publications

Will you submit press releases about the event/program? X Yes _____ No

If so, list the number of releases plus targeted media outlets?

Please refer to the attached Marketing Plan

What geographic area does your advertising and promotion reach?

National, Southwest USA and local

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms (out-of-town individuals)
2012	$12,000	135
2013	$15,000	180
2014	$15,000	180

How many people attending this event/program are expected to stay in Seabrook hotels? ~180

How many nights will they stay? 2-3 (all competitors except J/80's); 4-5 (J/80 competitors)

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?

Yes, we intend to reserve a block of rooms. The establishments and number of rooms have not yet been determined.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

We have detailed statistics on the number of out-of-town participants, and we know the number of crew for each boat. We promote our Seabrook hotels in our regatta documents and our event website. Due to their favorable location and discounted rates we can expect that the traveling competitors will stay at these local hotels. Unfortunately we have found that questionaires and surveys don't provide comprehensive and reliable information regarding Seabrook hotel room usage.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

A number of local businesses have suported the event with small cash donations (<$500) or in-kind donations. J/Boats Southwest provides crucial support through website management, promotional materials etc., all featuring the Seabrook logo and identifying it as the title sponsor. The J/80 North American Championship being at J/Fest will result in a significant increase in national exposure for the event and the City. The J/80 class association will promote the event through their own network of websites, social media, print publications and email blasts.

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Albrecht Goethe

Authorized Signature

February 1, 2015

Date

Albrecht Goethe

Print Name

J/Fest Southwest 2015 Chairman, Lakewood Yacht Club

Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event****. You may call (281) 291.5663 for more details.*

J/Fest Southwest

Lakewood Yacht Club

Application for HOT Funds 2015-2016

Supporting Documents

We have included the following documents in support of our application for HOT funds for J/Fest Southwest:

1. Marketing Plan
2. Participant Analysis 2010 – 2014

   This chart is provided to illustrate the participation of out-of-town individuals. From the number of out-of-town boats and knowledge of the crew size a very accurate estimate can be made of the influx of guests for the event. Together with the widely advertised special room rates for Seabrook hotels (and, of course, their location advantage) it can be concluded that a majority of these individuals are staying in Seabrook hotels. **Note that the chart shows number of boats, not number of individuals!** The latter is listed in the application form. We expect the number of guests to increase in 2015 by ~25% due to inclusion of the J/80 National Championship as part of J/Fest Southwest.
3. 2014 Notice of Race

   This document is included to describe the event, which will be very similar to the 2014 edition. The Notice of Race also includes a detailed schedule of events for the regatta.

We would also like to refer to our **Post-Event Report for the 2014 edition of the regatta** submitted in December 2014. That report included detailed examples of

- Marketing materials,
- Event merchandise featuring Seabrook sponsorship,
- Event web site including comprehensive City of Seabrook guide

similar to those envisioned for the 2015 event.

2015 J/FEST SOUTHWEST REGATTA MARKETING PLAN

In 2015, marketing for this event will consist of three specific parts.

1. Marketing of the event by Lakewood Yacht Club (LYC),
2. Marketing of the regatta by J/Boats Southwest and
3. Marketing of the J/80 North American Championship 2015 as part of J/Fest Southwest by the national J/80 Class Association.

Lakewood Yacht Club (LYC) focuses on local media and regional publicity. LYC also works with the title sponsor City of Seabrook to coordinate promotional activities. J/Boats Southwest focuses on establishing contacts with specific potential event participants and promoting the event to the J/Boats organizations. Most of these important contacts are outside the local area. They consist of distinct regional and national groups. The influence of this wider marketing is expected to gain ever greater significance as the regatta grows into a top-shelf national event. A significant milestone towards this goal was achieved this year when our event was selected to host the 2015 J/80 North American Championships. This component of the event raises the exposure to national media and opens new avenues for marketing to a national audience.

The marketing effort promotes ***J/Fest Southwest as the premier regatta of its type in the wider region, attracting top talent and nationally recognized competitors through top rate regatta management, first class hospitality, entertainment, facilities and unique Galveston Bay location.*** As title sponsor for the regatta, the City of Seabrook is promoted through promotion of its businesses, entertainment, restaurants and hotels. The official Seabrook logo will be included in all official event documents, website, trophies etc.

1. Lakewood Yacht Club

Marcy Fryday, Marketing Director

- **Event Website Content:**

  LYC will provide or coordinate to obtain
  - 2010 – 2014 event photos from event photographers
  - New 2015 event promotional video featuring Mayor Glenn Royal

- **Print Media Advertising:**

  Telltales Magazine
  The Citizen (Houston Community Newspapers)
  Galveston Daily News

- **Press Releases:**

  Press releases will be sent throughout the year with the first one due in March announcing the event. Marcy will send the releases to her sources

2015 J/FEST SOUTHWEST REGATTA MARKETING PLAN

around the state of Texas and the local media. She will also send a "save the date" message to yacht clubs around the Gulf Coast.

Press Release Schedule:

Target audience for all: racers, potential visitors to Bay Area/Houston to participate in or watch the race, residences in the Bay Area/Houston, yacht clubs throughout the Gulf Coast.

March	Announcement press release ('save the date' notice), announcement of J/80 North American Championships as part of J/Fest Southwest (April publication date)
June	Press release to focus on series of fall racing events: HYC One Design, GBCA Performance Cup, Harvest Moon Regatta and J/Fest Southwest Regatta (July publication date)
July	Announcement of major sponsor, celebrity racers participating (July publication)
August	Skippers' meeting and agenda of activities, both land and on the water (Sept. publication date)
September	Reminder of deadline, update on participants, sponsors and activities (Oct. publication date)
November	Race results and noteworthy race events (December publication date)

- **Spectator and Press Boats**

Managed by a J/Fest Committee volunteer. Past spectator boats have been La Grande Dame and Liberty Belle. Spectator boat sign-up to be through regatta registration site. Spectator boat will be determined by mid-year to allow appropriate promotion.

- **Signs**

Managed by a volunteer or volunteers for schedule and location for putting up, taking down, and for storing.

Sponsor Signage will include:

- Individual Sponsor logos in LYC driveway during the event

2015 J/FEST SOUTHWEST REGATTA MARKETING PLAN

- Sponsor logo banners in ball room during skippers meeting, event party and post regatta festivities (prize giving)

2. J/Boats Southwest (JBSW)

Scott Spurlin, Owner

- **J/Fest Southwest dedicated regatta website**
  - Web site design and content population
  - Web site hosted by JBSW
  - All sponsors advertised on and linked from the website
  - Emphasis on utilizing Seabrook merchants during J/Fest and year around
  - Pictures from past events
  - Video footage of past events
  - Video footage of Seabrook Mayor promoting event

- **J/Boats Southwest newsletter**
  - ~1200 subscribers in the Southwest and the nation
  - Multiple dedicated mailings focused on motivating the J/sailors to attend J/Fest

- **J/Boats Southwest dedicated mailings**
  - Focused mailer to all J/Boat owners encouraging them to attend J/Fest

- **Host conference calls**
  - Focused calls with J/Boat owners and One Design class management to establish J/Fest as an event on their annual calendars: J/22, J/24, J/70, J/80, J/105, and J/109 classes

- **Additional mailers and phone calls to PHRF boat owners**

- **JBSW Design work on:**
  - Regatta posters
  - Regatta t-shirts
  - Regatta coffee cups
  - Regatta flyers

- **Annual JBoats Southwest Calendar**
  - Prominently features J/Fest Southwest

- **Visit other Yacht Clubs to personally invite sailors to J/Fest**
  - Target Yacht Clubs
    - Houston YC
    - Fort Worth Boat Club
    - Dallas Corinthian YC
    - Austin YC

- Rush Creek YC
- Dillon YC, Dillon, C.
- Canyon Lake YC-San Antonio

- **Post flyers at the Yacht Clubs**

- **Market to/solicit sponsorships to ~8-12 Marine Industry sponsors**
  - Present and market J/Fest Southwest to these sponsors
    - Letters
    - Phone calls
    - Thank you letters and pictures from the event
  - Sponsorships provide cash and product/services sponsorships

- **Work with J/Boats corporate marketing to promote J/Fest Southwest**
  - Global mailer with advertising for J/Fest Southwest ~18,000 recipients
  - Arrange for J/Boats co-founder and J/Boat designer Rodney Johnstone to attend J/Fest
  - Work with Lakewood YC marketing
    - Press release content
    - Distribution of LYC press releases

- **J/Boats Southwest provides merchandise**
  - Skipper bags
  - Annual Commemorative Collectors Coffee Cups
  - Misc.

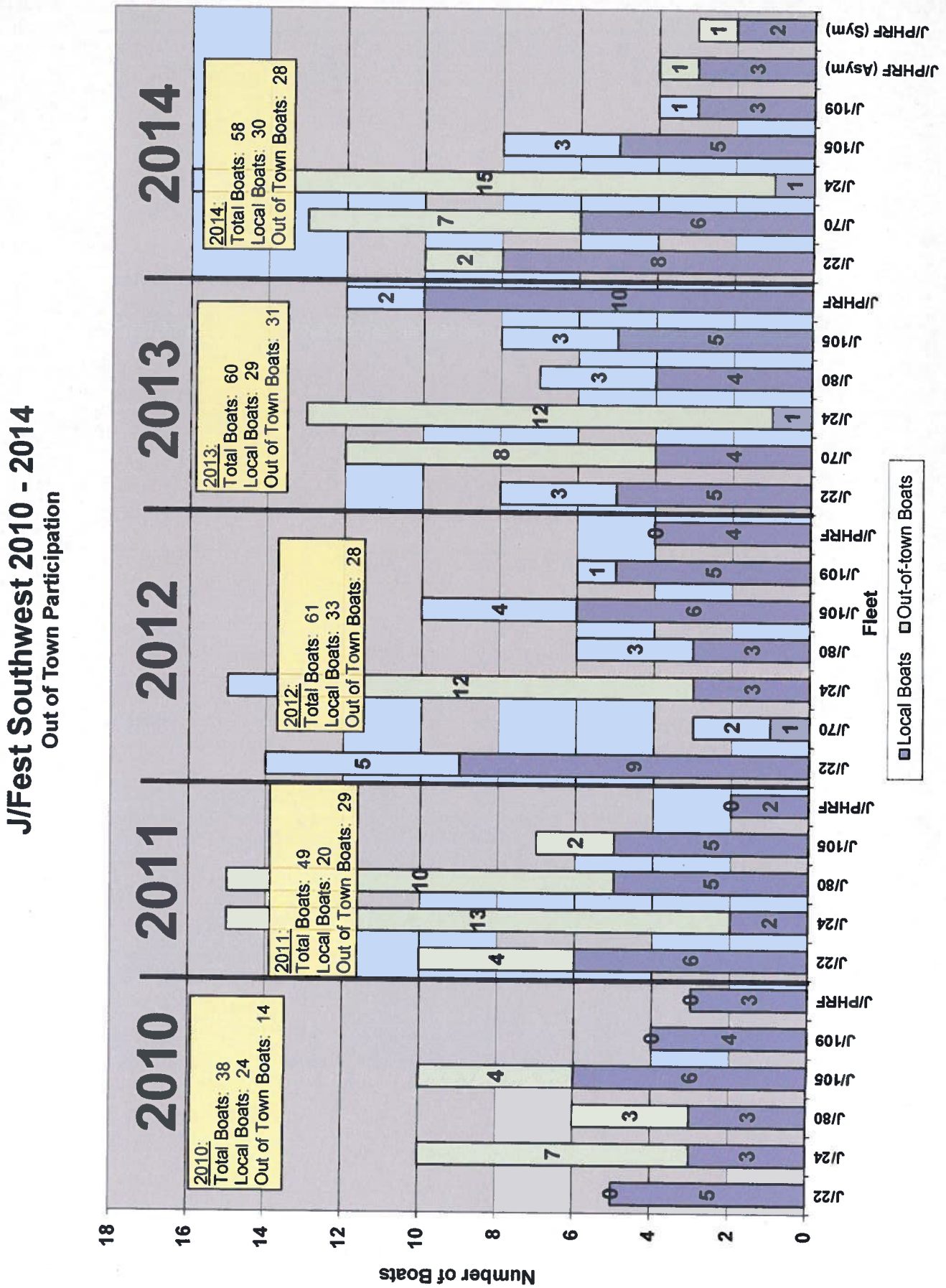
- **Other Marketing/Promotional Activities**
  - Promote the event to other YC's around North America
  - Discuss using the J/Fest Southwest as a regatta venue for a major regional, national, or world event
  - Work with other J/Boat owners to invite their customer base to attend

3. J/80 National Class Association

Chris Chadwick, Class Representative

- **Internet Event Promotions**
  - Facebook Page for J/80 Class Association
  - Email blasts
  - J/80 National Class Association website

- **Further details to be developed**


J/Fest Southwest 2010 - 2014
Out of Town Participation
2010
2011
2012
2013
2014
2010:
Total Boats: 38
Local Boats: 24
Out of Town Boats: 14
2011:
Total Boats: 49
Local Boats: 20
Out of Town Boats: 29
2012:
Total Boats: 61
Local Boats: 33
Out of Town Boats: 28
2013:
Total Boats: 60
Local Boats: 29
Out of Town Boats: 31
2014:
Total Boats: 58
Local Boats: 30
Out of Town Boats: 28
Number of Boats
Fleet
J/22
J/24
J/80
J/105
J/109
J/PHRF
J/70
J/PHRF (Asym)
J/PHRF (Sym)
Local Boats
Out-of-town Boats

2014 J/Fest Southwest Regatta – November 1-2, 2014
With the support of our generous race sponsors including

2014 J/Fest Southwest Regatta

Hosted By Lakewood Yacht Club

Organizing Authority: Bay Access

Notice of Race

November 1st and 2nd, 2014
2425 NASA Parkway
Seabrook, Texas

281-474-2511

281-474-3502 (fax)

race@lakewoodyachtclub.com

1. Rules

1.1. The regatta will be governed by the *rules* as defined in *The Racing Rules of Sailing* 2013-2016, the safety regulations and rules of the individual one design classes, and Galveston Bay PHRF class rules for the J/PHRF and J/Cruise classes.

2. Eligibility and Entry

2.1. The regatta is open to all J/Boats. Expected classes include J/22, J/24, J/70, J/80, J/105, J/109, J/PHRF Spin (Sym), J/PHRF Spin (Asym), and J/Cruise.

2.2. Classes require a minimum of 4 boats. Division splits and class selections may be adjusted at the discretion of the Race Committee.

2.3. All classes without the sufficient number of boats are invited to participate in the J/PHRF (W/L) or J/Cruise (Distance) classes.

2.4. Registration:

2.4.1. **Early Registration** deadline is 1700 hours on September 2nd, 2014, and includes:

- REGATTA T-SHIRTS FOR SKIPPER AND CREW
- 2 Wristbands for Saturday night dinner
- 2 Seabrook Restaurant Vouchers

2.4.2. **Regular Registration** deadline is 1700 hours on Friday, October 17th, 2014, and includes:

- 1 Regatta T-shirt
- 2 Wristbands for Saturday night dinner
- 2 Seabrook Restaurant Vouchers

2.4.3. **Late Registration** deadline is 1700 hours on Wednesday, October 29th, 2014 and will include an additional $50 Late Fee. Included are:

- 1 Regatta T-shirt
- 2 Wristbands for Saturday night dinner
- 2 Seabrook Restaurant Vouchers

2.4.4. Entries after the Late Registration deadline may be accepted at the discretion of the Race Committee and will require an additional $100 tax-deductible donation to Bay Access.

3. Entry Fees

3.1. The Entry Fee is $95. A $5.00 discount is available for US SAILING Members. The Late Entry fee is $145 ($95 + $50 Late Fee). The Entry Fee is payable by credit card or yacht club reciprocal charge. Entry fees will be refunded if a registrant notifies the Race Committee of the withdrawal prior to the Late Registration Deadline.

4. Schedule:

Tuesday, September 2nd, 2014		
	Early Registration deadline	1700 hours
Friday, October 17th, 2014		
	Registration deadline	1700 hours
Wednesday, October 29th, 2014		
	Late Registration deadline	1700 hours
Friday, October 31st, 2014		
	Skippers' meeting	1930 hours
Saturday, November 1st, 2014		
	1st Warning all Lines	1000 hours
	Pool Party	1700 hours
	Dinner	1800 hours
Sunday, November 2nd, 2014		
	1st Warning all Lines	1000 hours
	No Starts after	1300 hours
	Awards Presentation	1600 hours

5. Insurance

5.1. Each participating yacht shall be insured with valid third-party liability insurance with a minimum coverage of $300,000 per event or the equivalent.

6. Race Area

6.1. The racing area will be in Galveston Bay, and generally East of Seabrook Channel Marker #2 and West of the Houston Ship Channel. Multiple separate lines are planned.

7. Courses

Windward/Leeward Courses: Potential classes include J/22, J/24, J/70, J/80, J/105, J/109, J/PHRF Spin (Sym), J/PHRF Spin (Asym), and other J/boat One-Design classes.

Distance Course: J/Cruise.

8. Sailing Instructions

8.1. The Sailing Instructions will be available at the Skippers' Meeting.

9. Notices to Competitors

9.1. Notices to Competitors will be posted on the Official Race Notice Board of Lakewood Yacht Club located near the west end of the swimming pool.

10. Scoring and Prizes:

10.1. The Low Point Scoring system shall apply except that a boat's series score will be the total of her races scores and no scores will be excluded. This modifies RRS A2 and A4.

10.2. Awards will be presented to at least the top third of each class, up to five. PHRF scoring will use time on distance (TOD) scoring.

10.3. Additional prizes may be awarded to participants by sponsors.

11. Measurement

11.1. Boats competing in the PHRF and J/Cruise classes shall submit a current rating certificate from the cognizant rating authority (e.g. PHRF-GB) prior to the entry deadline, unless a current certificate is already on file with Lakewood Yacht Club (i.e., competed in 2014 Bay Cup I, 2014 Shoe Regatta, 2014 Bay Cup II) or the boat is on the current Galveston Bay PHRF Valid List.

12. Waivers

12.1. No boat shall participate in this regatta unless the skipper and all crew members have submitted a Waiver and Release of Liability prior to the Skippers Meeting; At the discretion of the Race Committee Chair, crew member waivers may be accepted after the Skippers Meeting but prior to the race start. Failure to submit a waiver for each crew member will result in the entry being incomplete and the boat will not be considered to be participating in the event.

12.2. Skipper waivers are submitted with the on-line entry form. Crew member waivers are submitted on-line at:

https://www.regattanetwork.com/clubmgmt/applet_registration_form.php?regatta_id=8418

12.3. A link to the crew waiver is available on the LakewoodYachtClub.com website. A link to the list of all persons who have submitted waivers is also provided:

http://www.regattanetwork.com/clubmgmt/applet_registrant_list.php?regatta_id=8418&custom_report_id=70

12.4. It is the skipper's obligation to ensure that each crew member's waiver is reflected on the waiver list prior to check in on race day to verify that the boat has met the entry requirement.

13. Spectator Boat

13.1. A spectator boat (68' motoryacht) will be available on Saturday, November 1st for family and friends of J/Fest sailors to view the racing action. A fee of $20 per person will be charged to defray the cost of lunch and beverage.

13.2. The spectator boat will leave the dock at 9:00 am on Saturday, November 1st, and return at 1:30 pm. Space is limited and reservations must be made on Regatta Network. Reservation deadline is October 17th, 2014.

14. Advertising

As a courtesy to our valued race sponsors, no advertising may be displayed on Lakewood Yacht Club premises without prior written permission of the Race Committee.

15. Docking/Launching

Competitors are welcome to leave their boats in the Inner harbor of LYC during the Regatta, however reservations must be made in advance by contacting the LYC Harbor Administrator, Lynda Hall, at 281-474-2540. We expect to have the launch crane for the larger boats (>2 tons) available on Friday (10/31/14) afternoon and Sunday (11/2/2014) afternoon. Please call LYC in advance and schedule a Launch time appointment. Launching crane for smaller boats (< 2 tons) and boat ramp are available at no charge.

16. Accommodations/Lodging

Nearby accommodations in Seabrook are available, and are offering special event rates. Be sure to request the "*J/Fest Regatta rate*".

Seabrook Hotels & Motels:

Comfort Inn & Suites
2901 NASA Parkway
Seabrook, TX 77586
281-326-3301

Hampton Inn
3000 NASA Parkway
Seabrook, TX 77586
281-532-9200

La Quinta Inn & Suites
3636 NASA Parkway
Seabrook, TX 77586
281-326-7300

Best Western Plus
5755 Bayport Blvd.
Seabrook, TX 77586
281-291-9090

Quality Inn & Suite Seabrook
2720 NASA Parkway
Seabrook, TX 77586
281-326-7200

SpringHill Suites Houston
NASA/Seabrook
2120 NASA Parkway
Seabrook, TX 77586
281-474-3456

Seabrook Bed & Breakfasts:

Beacon Hill Guest House and B&B
3705 NASA Parkway
Seabrook, TX 77586
281-326-7643

Further Information: For further information please contact Lakewood Yacht Club at (281) 474-2511 or race@lakewoodyachtclub.com or Al Goethe, J/Fest Committee Chair at 713-306-7424 or email ankgoethe@gmail.com .

With the support of our generous race sponsors including

SEABROOK

LYC

J BOATS Southwest

Bay Access

REJEX.com
REJEX YOUR BOAT, WAX THE COMPETITION.

torqeedo

J WORLD Annapolis The Performance Sailing School

West Marine
For your life on the water

UK SAILMAKERS

Hayes Rigging
Seabrook, TX

Hays

Blackburn Marine Supply
Marine & Industrial Supplies For Over 40 Years

HARKEN

Gulf Coast

Marlow

VOLVO PENTA

QUANTUM

OJ's MARINE
FULL SERVICE YACHT REPAIR
281-474-5186

North U.

Banks Sails
The driving force...

THE SUNDANCE GRILL II
Waterford Harbor

NORTH SAILS

Post Event/Program Form and Report for City of Seabrook HOT Funds

Instructions: This application must be completed with in 60 days after your event. Failure to do so may negatively impact future funding requests. Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: __Bay Access/Lakewood Yacht Club_____

Address: ___2425 NASA Rd 1 _____

City: __Seabrook_____ State: ___TX____ Zip: __77586_____

Contact Name: ___Terry Chapman_____ Contact Phone: _____281-474-2511_____

Contact Email: ____LYC@lakewoodyachtclub.com_____

Website Address for Event or Organization: ___www.jfestsouthwest.com_____

Non-Profit or For-Profit Status: ___Non-profit_____FEIN#: __76-0637345_____

Organization's Incorporation/Creation Date: __Dec. 29, 1999_____

Purpose or Mission of Organization

_Foster and conduct amateur sports competition as 501 (c) (3). Sponsor, conduct and participate in educational and conservation programs for boating. Promote youth boating, grant educational scholarships._____

_____

Post Event/Program Information

Event Date: __Oct. 31 - Nov. 2, 2104_____ Number of Attendees: ___400_____

Describe the success and/or problems with this year's event. Was attendance up or down compared to previous years?

The fifth anniversary edition of J/Fest Southwest was a great success. As in previous years,__ participants, spectators and support crew expressed their appreciation for a well executed event. Attendance was steady. This was actually a significant success give that one of the larger classes (J/80) was absent due to just having completed their world championships. We achieved a major milestone with the award of the J/80 North American Championships to be held at the 2015 J/Fest Southwest Regatta. This is expected to significantly increase the participation from out-of-town competitors.

Advertising and Promotional Activities

Please check all the promotional efforts for the event/program:

__X___Newspaper _____Radio _____TV

__X___Internet __X___Social Media __X___Email

__X___Other *Boating focused publications, event merchandise*_____

Please describe advertising and promotional efforts for each medium checked above. List specific publications, websites, and direct mailing numbers.

Newspaper:

_*See list in attachment*_____

_____

Radio:

__*N/A*_____

_____

TV:

__*N/A*_____

_____

Internet:

Event Website www.jfestsouthwest.com, discussion forum for participants at www.GBCA.org,

*regatta listing on national event websites, promotion at www.jboatssouthwest.com*_____

Social Media:

*J/Boats Southwest Facebook page, individual class websites and discussion links*_____

_____

Email:

Numerous email blasts from the event organizers, boat class representatives, regatta organizers, race officials and club management

Other:

See attached listing of local and national media

What geographic area did your advertising and promotion reach?

National, state and local publications (see list in attachment). Internet and e-mail promotions covered local area, state and national audiences

Promotions and Tourism Benefits

List the number of hotel rooms and nights attendees stayed in Seabrook hotels.

Hotel Rooms Occupied Nights Stayed

As in the past we have not collected this specific information. Attempts during the early events have been too incomplete to give meaningful results. However, we maintain detailed records of the out-of-town participants. Because the Seabrook hotels give promotional discounts to regatta participants and this fact is heavily advertised in event documents it can be expected that most travelers will stay at these establishments. With 28 out-of-town boats and about 140 crew we estimate that, including a number of spectators, friends and family about 175 individuals stayed in our hotels. Most of them will have stayed for two nights.

Did you reserve a block of room for your event/program? If so for how many rooms and at which hotels?

We did not reserve blocks of rooms. Our Seabrook hotels were promoted (exclusively) on the event website and regatta documents. Seabrook hotels offered event discount rates

With the award of the 2015 J/80 Championships we will consider block reservations.

Did attendees take advantage of the room blocks? If so did it they occupy the entire block? If not, describe why not.

N/A

REQUIRED Supplemental Information and Documentation

Please attach the following to this form and submit within sixty (60) days post event:

- Marketing plan analysis: report on the success or failure of the marketing plan.
- Advertising samples: graphics, ads, website, tv spots, radio spot, etc.
- Final budget for the event/program.
- Hotel Occupancy Report and/or Survey: please provide documentation from local hotels detailing the number of rooms occupied during the event/program.

Please sign below acknowledging that the information provided in this application is true and correct. Submit by mail, in person or via email.

Authorized Signature — Albrecht Goethe

Dec. 21, 2014
Date

Albrecht Goethe
Print Name

Chairman, J/Fest Southwest Regatta Committee, Lakewood Yacht Club, Seabrook, TX
Title and Organization

The Post Event/Program Form and Report
Must Be Completed Within 60 Days After the Event/Program Date

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586
Email: ldearman@seabrooktx.gov

Attachment

J/Fest Southwest 2014

Post Event Report for

City of Seabrook Hotel Occupancy Tax (HOT) Funds Utilization

1. **Print Media Promotions (Newspapers and Boating Focused Publications)**

Local Media:

Houston Chronicle
The Scene Magazine
Galveston Daily News
The Bay Area Citizen
Telltales Magazine
Change Magazine
Bay Area Houston Magazine
The Bay Area Observer
Guidry News (electronic news)
YourTownTV (electronic news)

National Media:

Sailing Magazine
Sailing World
Southern Boating
Sail Magazine
Southwinds Sailing
MotorBoating
Boat and Motor
Gulfscapes Magazine
Boats U.S.
Cruising World
Texas Monthly Magazine (for their calendar)
Latitudes and Attitudes
Marina Dock Age

Yacht Clubs for their Newsletters:

Northern and Easter Yacht Clubs
Texas Lake Yacht Clubs
Yacht Clubs of the Gulf Coast

2. Marketing Plan Analysis

Marketing for regattas requires considerable insight into the pool of potential participants and a focused approach to reaching them. Regatta racing sailors are typically *extremely* involved in their sport. Few are 'casual' racers. As a consequence, they keenly read sailing – and racing in particular – related magazines, websites and social media, and are in constant communication with like minded enthusiasts. The average racing sailor is internet savvy, personable and informal. On the other hand, he/she is not successfully reached by more general publications and media such as newspapers, radio or TV, unless they are in some way tied to the area in which they sail. The decision to participate in a particular regatta is typically based on the quality of the racing event and the perception that the event 'value' is fair compared to the incurred cost, which – particularly for our-of-town participants – can be considerable.

The J/Fest Southwest marketing approach takes these considerations into account. Overall the marketing result for the regatta is based on the successful implementation of following principles:

a. Provide the best venue possible: Lakewood Yacht Club (LYC) in Seabrook, TX
b. Provide exceptional value for the participants on the water: First class race management
c. Provide unique, memorable aspects to the overall experience. One of the keyfeatures of our regatta is the participation (for the fifth year now) of the Founder of J/Boats, Rodney Johnstone.
d. Provide exceptional entertainment value for participants, family and friends through first rate hospitality at Lakewood Yacht Club as well as hospitality and other activity offers in the City of Seabrook and surroundings.
e. Keep participant costs reasonable
f. Encourage out-of-town participation by providing amenities that specifically benefit the traveling racer.
g. Market the event year-around, not just some weeks before the regatta. Racers typically make their regatta schedule at the beginning of the year for the whole season.

As the host for J/Fest Southwest Lakewood Yacht Club has been extremely successful growing the regatta over the last five years with a more than 50% increase in participation from the first year. ***This has culminated this year in the award of the 2015 North American Championship Regatta for the J/80 class to be held as part of J/Fest Southwest.*** This is an important step in our goal to make this regatta a truly national event. A national championship will of course bring many traveling teams to town. We are expecting a sizable increase in participation for 2015 due to this important award. A number of key components have been instrumental for this success:

- Generous funding by regatta sponsors, particularly our lead sponsor, the City of Seabrook
- Active support by Seabrook management, such as
  - the promotion by Mayor Glenn Royal,
  - the attendance of the preparatory skippers' meeting and awards party by Mayor Royal and his welcoming address to the competitors,

  - various other promotional materials for the City and area to be included in the 'skipper's bag'
  - mention of the event in City promotional material
- Co-sponsorship of the event by the area sales representative for J/Boats (Scott Spurlin at J/Boats Southwest (dealer for Texas and surrounding states). This crucial connection provided direct communication links to all potential participants.
- A first class event website at www.jfestsouthwest.com. This website provided comprehensive information about the regatta as well as the City of Seabrook. It included a myriad of details about what to do and where to stay in Seabrook.
- An army of more than 60 volunteers from LYC providing smooth regatta execution

We are certain that the sponsorship and other material support by the City of Seabrook is the differentiator for J/Fest Southwest in comparison with other regattas that have seen stagnant participation. The City's engagement with the event has allowed us to provide a truly superior experience for the racers, their families and friends. The feedback from participants has been universally enthusiastic and the event is putting our city and club on the map as a prime destination to stay, sail and play.

3. **Advertising Samples**

Attached.

4. **Final Event Budget and HOT Funds Use**

Regatta Budget:	$26,000
Of that covered by HOT Funds:	$15,000

HOT Funds Use:

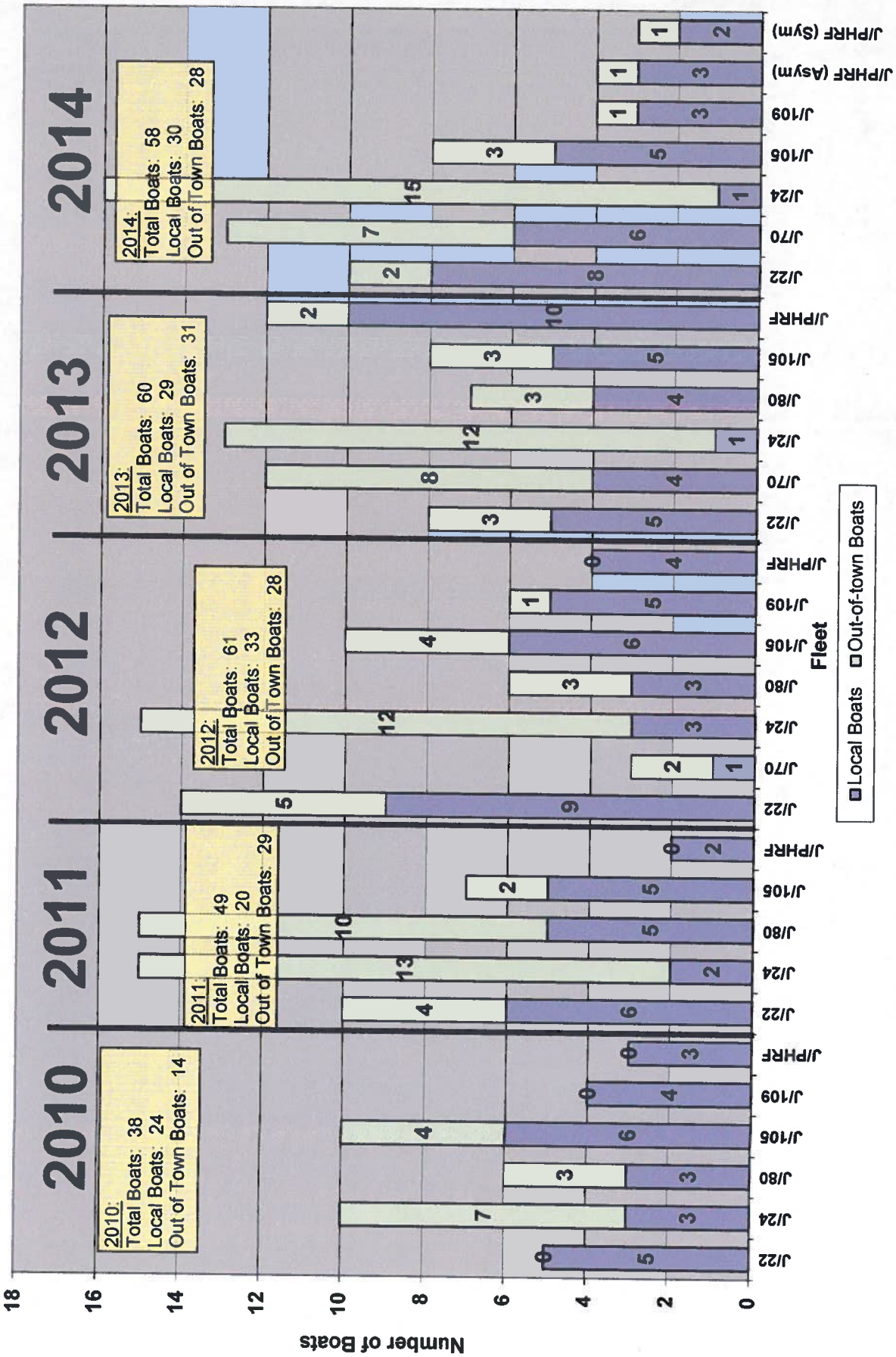
• Advertising and Promotion:	$3,477
• Entertainment	$6,352
• Volunteer Provisioning and Support	$1,438
• Regatta Trophies (featuring Seabrook logo)	$2,858 (incl. 5 year participation awards)
• Youth Racing Sponsorship	$875

5. Hotel Occupancy Report

Please refer to information in report section 'Promotion and Tourism Benefits'.

J/Fest Southwest 2010 - 2014

Out of Town Participation



5th Annual JFest Southwest

November 1 - 2, 2014

SAVE THE DATES

Skippers Meeting
Friday
10/31 - 7:30 pm

Race Start
Saturday
11/1 - 10 am

Poolside Band
& Drinks
Saturday - 5 pm

Regatta Dinner
Saturday - 6 pm

Race Start
Sunday - 10 am

Awards Party
Sunday - 4 pm

- J/22 Fleet Event
- J/24 Circuit Stop
- J/70 Circuit Stop
- J/80 Circuit Stop
- J/105 Fleet Event
- J/109 Fleet Event
- J/PHRF Sym/Asym
- J/CRUISE Bay Cruising!

For more info visit:
www.jfestsouthwest.com

JFest Southwest 2014 Sponsors:

SEABROOK
J BOATS Southwest
REJEX
Bay Access
torqeedo
J WORLD Annapolis The Performance Sailing School
Hayes Rigging Seabrook, TX
VOLVO PENTA
Blackburn Marine Supply
HARKEN
QUANTUM
Marlow
Hays Marine, Energy & Construction Insurance
North U.
OJ's MARINE
West Marine For your life on the water
Banks Sails Northwest
Gulf Coast
SUNDANCE GRILL II
JK

2014 J/Fest Southwest

Regatta T-Shirt

Front

J/Fest Southwest - 2014

OUR SPONSORS:

SEABROOK

J BOATS Southwest

Bay Access
Promoting Youth and Adult Amateur Sailing

REJEX .com

torqeedo

J WORLD Annapolis
The Performance Sailing School

Hayes Rigging
Seabrook, TX

VOLVO PENTA

Blackburn Marine Supply
Marine & Industrial Supplies For Over 40 Years

Hays

HARKEN

Banks Sails Northwest

Marlow

North U.

QUANTUM

West Marine
For your life on the water

HALSEY SAILMAKERS

OJ's MARINE
FULL SERVICE YACHT REPAIR

NORTH SAILS

THE SUNDANCE GRILL II
"Riverfront Harbor"

5TH ANNUAL

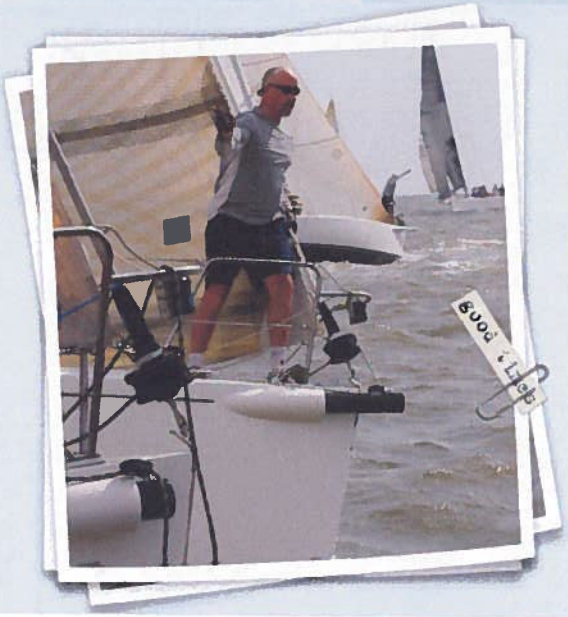
JFest Southwest

HOSTED BY
LAKEWOOD YACHT CLUB
SEABROOK, TX
NOVEMBER 1 - 2, 2014

Home | About | Regatta Info | Lodging | Things to Do | Contact

JFest Southwest - THE J EVENT OF THE YEAR!

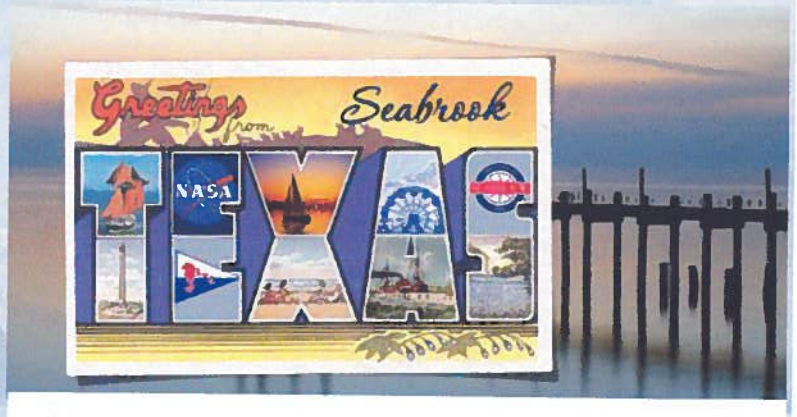
GREAT Bay Sailing
GREAT Yacht Club
GREAT City SEABROOK
BEST Time!



J/22 Fleet Event
J/24 Circuit Stop
J/70 Circuit Stop
J/80 Circuit Stop
J/105 Fleet Event
J/109 Fleet Event
J PHRF Sym/Asym
J CRUISE Bay Cruising

A National Caliber Event! - JFest Southwest is Designed to be Fun forJ/Boat Owners, their Family, and Friends!

Lakewood Yacht Club J 2014 Fest Southwest



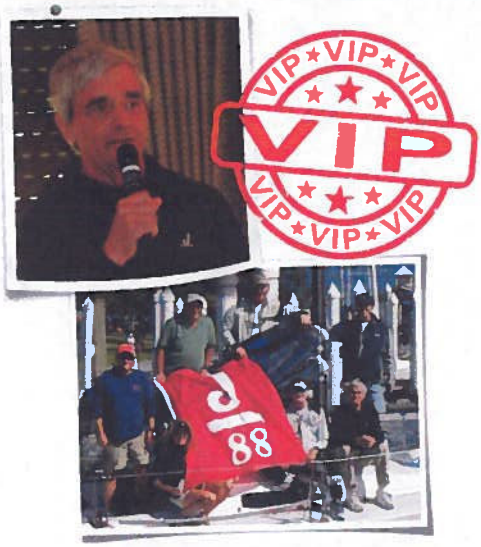
Enjoy the small town waterfront of Seabrook Texas, just minutes from the bustle of Houston, the relaxing waters of Galveston Bay, the Kemah Boardwalk, Shopping and

many more attratctions! Find more information HERE

Lakewood Yacht Club is one of the most prestigious yacht clubs in the region with quick acces to the Galvestion Bay! Find more information HERE

Check Out the Lodging Discounts HERE!

So many fun things to do! Check them out HERE



Rod Johnstone to Attend the 5th Annual J/Fest Southwest!

The founder of JBoats will be racing and visiting with J Sailors!

2014 Sponsors

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Banks Sails Northwest

UK

OJ's MARINE

N S

SUNDANCE GRILL II

4/13/14 - e-mailed to the following with 2 photos:
Local media, national media, A.+E yacht clubs, Texas Lake Yacht clubs, TV stations, Yacht Clubs of the Gulf Coast

FOR RELEASE: (has one photo) April 13, 2014

Lakewood Yacht Club
2425 NASA Parkway
Seabrook, TX 77586

For further information, please contact Marcy Fryday at 281-474-2511.

5TH ANNUAL J/FEST SOUTHWEST SLATED FOR NOV. 1-2

J/Fest Southwest Committee Chairman Al Goethe has announced that Lakewood Yacht Club (LYC) will be hosting its 5th Annual J/Fest Southwest Regatta on Sat., Nov. 1 and Sun., Nov. 2. "We wanted to get a 'save the date' message out to racers now so that they will be sure to plan on participating in this superb event," Goethe explained. "This will be the fifth anniversary edition of the regatta. There will be a special welcome for all entrants that have participated in every one of the regattas." The regatta is open to the public and all races will be held on Galveston Bay.

J/Fest regattas have been held for at least 30 years in Annapolis, San Diego, San Francisco, New Orleans and Seattle. The focus of the J/Fest is to give J/Boat racers a chance to compete in one-design races. "Our J/Fest Southwest will be another great opportunity for Lakewood to promote and host a national caliber event," added Goethe.

With the City of Seabrook again being the primary sponsor of the event, the overall theme of the J/Fest Southwest Regatta is to provide a venue that is all inclusive to J/Boat owners, their family and friends. While the racers are on the water, their spouses and family can enjoy a myriad of activities and tourist attractions in and around the Bay Area Houston arena.

One design fleets slated for the J/Fest Southwest Regatta include J/22, J/24, J/70, J/80, J/105, and the J/109. The regatta will also attract J/Boats racing in PHRF fleets and is expected to offer a long-distance course for J/Cruise boats. The event will be a circuit stop for the J/24, J/70, J/80, J/105 and J/109 classes.

Sponsorship opportunities are available by contacting Scott Spurlin at scott@Jboatssouthwest.com or Al Goethe at lyc@lakewoodyachtclub.com For further information and to register to race, please go to the website www.JFestSouthwest.com

FOR RELEASE: (has one photo) May 29, 2014

Lakewood Yacht Club
Marcy Fryday, Marketing Director
2425 NASA Parkway
Seabrook, TX 77586

For further information, please contact Marcy Fryday at 281-474-2511

SAILORS INVITED TO BAY AREA HOUSTON AREA THIS FALL

When the sailing season ends in most parts of the country, there is still a full calendar of racing activities during the fall and winter seasons on the Gulf Coast and Galveston Bay.

"With our temperate climate, we have year-round racing on Galveston Bay," related Bay Area Houston Convention & Visitors Bureau President Pam Summers. "Racers don't have to put their boats in storage for the fall and winter. They should trailer them to our area for a few extra months of racing and enjoying the weekends on the water," added Lakewood Yacht Club Fleet Captain Jim Winton.

Several local yacht clubs, boatyards, and businesses are making provisions for free boat storage in between events for racers' convenience. For details, please check the website or contact the hosting club.

The organizations hosting autumn racing include the following:

- Sept. 20-21: **Houston Open One-Design (HOOD) Regatta (www.houstonyachtclub.com)**
- Sept. 27-28: Galveston Bay Cruising Association (GBCA) Performance Cup (www.gbca.org)
- Oct. 9 - 12: Lakewood Yacht Club (LYC) Harvest Moon Regatta (race from Galveston to Port Aransas, TX, 150 miles across the Gulf of Mexico) (www.lakewoodyachtclub.com)
- Nov. 1-2: Lakewood Yacht Club J/Fest Southwest Regatta (www.JFestSouthwest.com)
- Nov. 22-23: Houston Yacht Club Turkey Day Regatta (www.houstonyachtclub.com)
- The first regatta of the New Year starts in early January!

All regattas are held on Galveston Bay unless otherwise noted. For added activities and Notice of Race, please check the above organization's websites.

FOR RELEASE: (has 1 photo) Aug. 13, 2014

Lakewood Yacht Club
Marcy Fryday, Marketing Dept.
2425 NASA Rd. 1
Seabrook, TX 77586

For further information, please contact Marcy Fryday at 281-474-2511

J/BOAT CO-FOUNDER TO ATTEND 5th Annual J/FEST SOUTHWEST REGATTA

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"The Johnstone family has made an undeniable mark on the world of sailing," remarked Goethe. In addition to over 5,400 J-24's cruising the waves, there are over 7,000 more J/Boats ranging from the International J/22 to the new J/70.

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"The overall theme of the regatta, whose title sponsor is the city of Seabrook, is to provide a venue that is all inclusive to J/Boat owners, their family and friends," explained Goethe. While racers are on the water spouses, children and friends can enjoy a myriad of activities and tourist attractions in and around the

Bay Area/Houston. Brochures outlining these activities will be included in the skippers' packets.

Additional sponsors making this nation-wide regatta possible are Harken, North U, Rejex, J/World Annapolis, Blackburn Marine, UK Sails and Hayes Rigging.

For further information and to register for the regatta, please visit the website www.JFestSouthwest.com.

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sent with photo to: media, national media, northern + eastern yacht clubs
Texas Lake Yacht Clubs, Yacht Clubs of the Gulf Coast

FOR RELEASE: (has one photo) Sept. 10, 2014

Lakewood Yacht Club
Marcy Fryday, Marketing Director
2425 NASA Parkway
Seabrook, TX 77586

edited

For further information, please contact Marcy Fryday at 281-474-2511

J/FEST SOUTHWEST REGATTA SKIPPERS' MEETING TO BE OCT. 31

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"Racers will want to attend this in order to receive important information about the two day race," explained J/Fest Southwest Regatta Chairman Al Goethe. "In addition, they can mix and mingle with their friends and J/Boat competitors and meet the co-founder of J/Boats, Inc., Rodney Johnstone who is flying in from the east coast to race and meet all the sailors."

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FOR RELEASE: (2 photos) Nov. 12, 2014

Lakewood Yacht Club
Marcy Fryday, Marketing Director
2425 NASA Parkway
Seabrook, TX 77586

For further information, please contact Marcy Fryday at 281-474-2511

LAKEWOOD RACERS FARE WELL IN J/FEST SOUTHWEST REGATTA

At the awards ceremony for the 5th Annual J/Fest Southwest Regatta held on Sun. afternoon of Nov. 2, Lakewood Yacht Club racers earned 9 out of the 20 trophies presented, or almost 50%. This national race with sailors coming from as far away as Colorado, was held on Galveston Bay on Sat., Nov. 1 and Sun. Nov. 2, in very windy and challenging conditions.

"With 20 knot winds and gusts much more than that, racers had a wild time and loved every minute of it," remarked J/Fest Regatta Chairman Al Goethe. Fifty eight boats raced in two lines with Line A featuring the J/105's, J/109's, J/PHRF Spinnaker Asymmetrical and J/PHRF Spinnaker Symmetrical. Line B featured the J/22's, J/24's and the new J/70's. Friends and family of the racers were aboard the Spectator Boat "Liberty Bell" owned by Paul Dunphey on Sat., Nov. 1.

Attending the J/Fest Southwest Regatta for the fifth year in a row was J/Boat co-founder Rodney Johnstone from the northeast. He presented the trophies to the winners on Sun. afternoon. In the J/105 fleet, Lakewood racers John Barnett on "Vici" placed 3rd while Uzi Ozeri came in 2nd on "Infinity". Lakewood racers swept the J/109 fleet with Dave Christensen, 2nd place, on "Airborne" ; Al Goethe, 1st place on "Hamburg". Lakewood racer J.D. Hill placed 2nd on J/PHRF Spinnaker Asymmetrical on "Second Star".

On Line B, Marek Valesek of Lakewood placed 2nd for the J/22 fleet while Casey Lambert claimed 1st. In the J/70 fleet, Lakewood racers Chris Lewis came in 3rd whereas Taylor Lutz placed 1st.

Making the weekend memorable were numerous sponsors including the City of Seabrook which was the title sponsor. Seabrook Mayor Glenn Royal greeted and congratulated the racers. Afterwards, Goethe awarded Five Year Anniversary Trophies to 11 racers and participants through the years. "This was

our most successful J/Fest yet and we look forward to the 6th year in 2015," concluded Goethe.

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ON THE WAT

5th Annual J/Fest Southwest Slated For November 1-2

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Bay Area Houston

Lakewood Yacht Club

News Release
Thursday, August 14, 2014

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For further information and to register for the regatta, please visit the website www.JFestScuthwest.com.

BAY AREA HOUSTON

Jim Guidry
Commentaries

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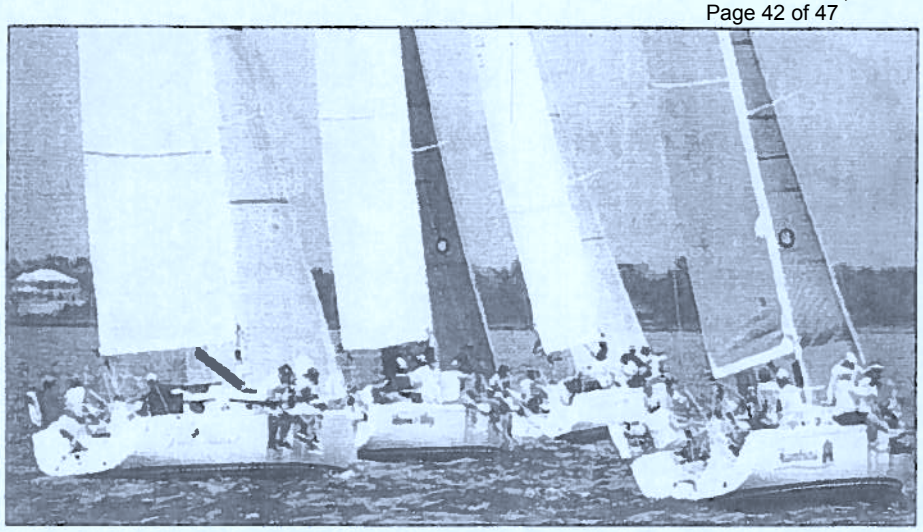
Save the date for J-Fest Regatta



Lakewood hosting the race November 1-2

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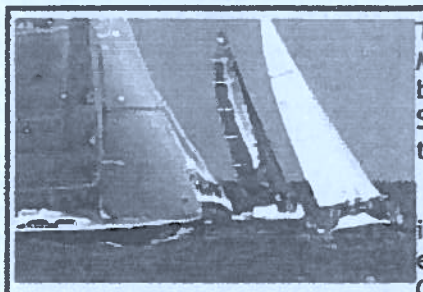
YourTownTV.com

What's Going On in Bay Area Houston?



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Harvest Meet Octo

Harvest Moon

LAKEWOOD YAC

Save the D

October 9-12

Lakewood Yacht Club's Ha gatta® Chairman Jack Seit nounced that the Skippers 28th Annual Harvest Moor be held on Fri. night, Oct. 3 club's ballroom, 2425 NA Seabrook, TX

"Since this is a highly a up to several hundred people aging racers to come early skippers' packets at 6:30 pm lated. "Then they will have the sailing instructions befor meeting." The packets can the Chart Room which is do the ballroom. T-shirts and lia can be purchased from ballroom lobby and wristba come Sailors Rum Party in Sat. ,Oct. 11, will be on sale

"The Skippers Meeting

The Scene Magazine, Oct. 2014

J/Boat co-founder to attend 5th Annual J/Fest Southwest Regatta ▪ Nov. 1 & 2

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For further information and to register for the regatta, visit the website JFestSouthwest.com.

Harvest Moon Regatta Safety Day slated for Sept. 13

Lakewood Yacht Club's Harvest Moon Regatta® Chairman Jack Seitzinger has announced that this year's Harvest Moon Safety Day is scheduled for Sat., Sept. 13, 9 am to 3 pm. It will be held in Lakewood's ballroom, 2425 NASA Parkway, Seabrook, and is open to all racers at no charge.

The Harvest Moon Regatta® is slated for Thurs., Oct. 9 through Sun., Oct. 12, and is a 150 mile offshore race across the Gulf of Mexico from Galveston to Port Aransas, TX. Hosted by Lakewood Yacht Club, the race's founding and continuing primary sponsor for 29 years has been Bacardi Rum USA.

"The theme for this year is to have a fun and safe regatta," related Seitzinger.

"The definition of 'fun' is different for many of our over 200 participants: an enjoyable trip off shore to Port Aransas, winning an overall trophy, and for some it will be the first time off-shore."

But, there is no fun when a racer is not safe. Knowing what to do in an emergency is the most important part of a fun trip. sure that the boat systems are inspected and working, knowing what to do if there is a water leak or if the motor stops working because the impeller has fouled. Also covered are training the crew, what to do if someone falls, gets seasick, or just needs medical assistance and one needs a plan for entering the Port Aransas channel.

For the competition in the race, there will be discussion on how to trim sails, how to navigate the coast, weather information, currents and more. "This is all great information for the novice racer or the world experienced sailor," explained Seitzinger. "There is a reason that skippers come back year after year to participate in the roundtable: you learn something each tir

Upcoming C

Harvest Moon
Oct. 9-11 • Gulf

TSA Youth-End of Y
Oct. 25-26 • Galv

J-Fest Reg
Nov. 1 & 2 • Galv

LAKEWOOD YAC
281-474-2

Hood Reg
Sat-Sun. Sept. 20-2

J22 Heritag
Sat-Sun. Oct. 18 &

HOUSTON YAC
281-471-1

GBCA Women's
Sat., Sept. 6 • Gal

Rum Rac
Sat., Sept. 13 • Ga

Performance Cu
Sat-Sun. Sept. 27-2

Texas Challen
Sat&Sun, Oct 25&2

GALVESTON BAY ASSOCIATION

ON THE WATER Nov. 27, 2014

Lakewood Racers Fare Well In J/Fest Southwest Regatta

Lakewood Yacht Club racer Casey Lambert (far left) placed first in the competitive J/22 fleet for the 5th Annual J/Fest Southwest Regatta held over the weekend of Nov. 1-2. He is pictured with J/Boat co-founder Rodney Johnstone and his J/22 crew Jay Vige and Jesse Fulmer.

At the awards ceremony for the 5th Annual J/Fest Southwest Regatta held on Sun. afternoon of Nov. 2, Lakewood Yacht Club racers earned 9 out of the 20 trophies presented, or almost 50%. This national race with sailors coming from as far away as Colorado, was held on Galveston Bay on Sat., Nov. 1 and Sun. Nov. 2, in very windy and challenging conditions.

"With 20 knot winds and gusts much more than that, racers had a wild time and loved every minute of it," remarked J/Fest Regatta Chairman Al Goethe.

Fifty eight boats raced in two lines with Line A featuring the J/105's, J/109's, J/PHRF Spinnaker Asymmetrical and J/PHRF Spinnaker Symmetrical. Line B featured the J/22's, J/24's and the new J/70's. Friends and family of the racers were aboard the Spectator Boat "Liberty Bell" owned by Paul Dunphey on Sat., Nov. 1.

Attending the J/Fest Southwest Regatta for the fifth year in a row was J/Boat co-founder Rodney Johnstone from the northeast. He presented the trophies to the winners on Sun. afternoon. In the J/105 fleet, Lakewood racers John Barnett on "Vici" placed 3rd while Uzi Ozeri came in 2nd on "Infinity". Lakewood racers swept the J/109 fleet with Dave Christensen, 2nd place, on "Airborne" ; Al Goethe, 1st place on "Hamburg". Lakewood racer J.D. Hill placed 2nd on J/PHRF Spinnaker Asymmetrical on "Second Star".

On Line B, Marek Valesek of Lakewood placed 2nd for the J/22 fleet while Casey Lambert claimed 1st. In the J/70 fleet, Lakewood racers Chris Lewis came in 3rd whereas Taylor Lutz placed 1st.

Making the weekend memorable were numerous sponsors including the City of Seabrook which was the title sponsor. Seabrook Mayor Glenn Royal greeted and congratulated the racers. Afterwards, Goethe awarded Five Year Anniversary Trophies to 11 racers and participants through the years. "This was our most successful J/Fest yet and we look forward to the 6th year in 2015," concluded Goethe.

Lakewood Yacht Club racer Al Goethe, chairman of the 5th Annual J/Fest Southwest Regatta, earned the first place trophy in the J/109 fleet on "Hamburg". He is pictured at the

Bay Access: Youth, Adult & Amateur Sailing Programs

This unique program is overseen by Bay Access, a 501(c)3, which promotes youth, adult and amateur sailing. The sailing programs promoted by this group are held at Lakewood Yacht Club throughout the year, with events held in January, October, March, April, May, July, August and September. Several of these events draw national attention; in fact the event held in January 2013 was a National Team Racing event.

Amount Requested FY 2015/16	Amount Allocated FY 2014/2015
$25,000	$25,000
Races held October 2015 to September 2016 – *Application Attached*	
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Increases Tourism	Yes
Puts Heads in Beds	Yes
Increase, cut or remain the same	Remain the same
Additional Comments	None provided
Staff Input	
Police Department	Lakewood Yacht Club works well with the PD
City Secretary's Office	No permitting has been needed in the past
Communications Department	Works well with staff to ensure the Seabrook logo is properly used for promotional material. Prompt and timely response to email inquires.
Public Works	N/A

Application Notes

2015/2016 Application

- Completed application and returned on time
- Marketing plan included
- Advertising and website examples included
- Budget included

Committee Remarks

Recommend funding to remain at $25,000

Seabrook is a boating community and Bay Access reaches a large boating audience throughout the US. The application gave a detailed outline of how funds will be spent plus included a good marketing plan for review. We do suggest that all funds be used for advertising and promotion of Seabrook as outlined with the HOT Guidelines.

Hotel Occupancy Tax Funding Request for Events

Application Packet for 2015-2016 Fiscal Year

Application request for funding the arts, historical preservation and special events or programs in Seabrook that promote tourism and the convention and hotel industry.

Explanation of the Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the 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 pictures, 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**: 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, museums or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sport fields for certain municipalities.
8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
    a. the commercial center of the city
    b. a convention center in the city
    c. other hotels in or near the city
    d. tourist attractions in or near the city
9. **Directional Signage**: signage directing the public to sights and attractions that are frequently visited within the municipality.

Eligibility and Priority for HOT Funds

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and the hotel industry in Seabrook; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds, in addition all funding must be approved by Seabrook City Council. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

All receipts of HOT funds will be required to submit a post-event form, report and analysis within <u>sixty (60) days</u> after an event or program cycle, which documents the expenditure of the

HOT funds and verifies the direct promotion of Seabrook tourism and the hotel industry. Recipients who do not submit post-event information may not be eligible for future funding.

Application Overview and Process

The City of Seabrook accepts applications from non-profits, groups and businesses whose programs or events fit into one or more of the listed categories. All applicants applying for funding must submit an official application by **February 16, 2015** to be considered for funds for the **2015-2016 Fiscal Year** (October 2015 – September 2016).

Applications will be reviewed by a committee composed of city staff who give an extensive review of the event's application to City Council during a regular or special meeting held in March. Applicants will be notified prior to the meeting and are encouraged to attend and give feedback to Council.

City Council will make a decision on the applicant's request and supplemental documentation provided. If denied funding, applicants may appeal the decision, in writing within sixty (60) days of Council's decision. ***Council may revoke or change the amount allocated at anytime until the FY2014/2015 Budget is adopted.*** The Budget process usually takes place between June and August each year.

Supplemental information and documentation is required in addition to the application form. Please review and complete entire application packet prior to application submittal.

The Post-Event Form and Report can be found online at www.seabrooktx.gov/HOT. All applicants who receive HOT Funds are REQUIRED to complete a Post Form Report within 60 days after their event is held.

Timeline for Submission

- **Application Deadline – 5:00 p.m. Monday, February 16, 2015**
- Review of applications by city staff – February 16-27, 2015
- City Council Decision – March 2015 (Second March Meeting)
- Notification of Council's – March 31, 2015
- Decision Appeals must be submitted in writing within sixty (60) days of March 31, 2015
- Disbursement of Funds – Begins after October 1, 2015. Prior to receiving the funds the city must receive an invoice from the approved organization.
- Post Event/Program Form and Report due **sixty (60) days** after event.

A group who wishes to seek funding for a *FIRST TIME* event after the deadline must do so 90 days prior to said event or program. This only applies to first time events or programs. All others must meet deadline requirements for the 2015-2016 Fiscal Year.

If you have any questions about the application process, please contact the city's Communication Director, LeaAnn Dearman, at (281) 291.5777 or by email at ldearman@seabrooktx.gov.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: Bay Access LYC Race Series

Address: P.O.Box221

City: Seabrook State: Texas Zip: 77586

Contact Name: Andrea Todaro Contact Phone: (281) 658-3610

Contact Email: atodaro@sbcglobal.net

Website Address for Event or Organization: HarvestMoonRegatta.com; LakewoodYachtClub.com; bay-access.org

Non-Profit or For-Profit Status: Non Profit charity FEIN#: 76-0637345

Organization's Incorporation/Creation Date: 12/29/1999

Purpose or Mission of Organization

Bay Access is an educational charity promoting youth and amateur sailing in the Clear Lake and Galveston Bay area. Additionally, our charter allows, and the volunteers hope get involved with preservation of the water environs we sail in. To that end, some of our regattas have sought and been certified "clean regattas" under the Sailors for the Sea program.

General Event /Program Information

Name of event/program to be funded: Bay Access LYC Race series, excluding J/Fest Southwest

Primary location of event/program: Lakewood Yacht Club, Seabrook, TX

Date of event/program: October 2015-Sept 2016 Expected total attendance: 2800

How many times have you held this event/program? Annually since 2000 in partnership with Bay Access, Lakewood Yacht Club has held some events going back to 1987.

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2014	2300+	Registrations
2013	2300+	Registrations
2012	2300+	Registrations

Identify the HOT category for which the event/program will benefit (refer to pg 1): 2, 3 & 4

What is the primary purpose of the event/program for which this application applies?

To provide an exceptional venue for amateur sailboat racing in order to encourage continuing growth in the area's reputation for hosting first class US Sailing national level events; funds will be used to create a superior racing atmosphere and to educate participants that the Seabrook area offers not only great racing but an opportunity to combine racing with a family getaway.

Funding Request

Total Event/Program Budget: $200,000

Total Amount Requested: $25,000 for an exclusive Platinum city sponsorship

12.5 % Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used? National advertising, $8000, web presence development, $2000, and promotional materials- $4,000; Registration subsidies, participant gifts, and trophy, entertainment, and other event upgrades to attract out of town participants- $5,400; Race Committee support and

training to accommodate national events - $2000; travel expenses and accommodations for out of judges -$2000; cranes and tents to accommodate larger national level events, $1600.

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

___X___Newspaper _____Radio __X____TV

___X__Internet ___X___Social Media __X___Email

___X___Other direct mail, signage at yacht clubs around the country

Will you submit press releases about the event/program? ___monthly__Yes _____No

If so, list the number of releases plus targeted media outlets? see attached Marketing Plan for specifics

What geographic area does your advertising and promotion reach?

International for the Harvest Moon Regatta, national or regional for other events in the program

---

NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
Oct 2014-Sept 2015	$25,000	To Early to say
Oct 2013-Sept 2014	$10,000	over 100

How many people attending this event/program are expected to stay in Seabrook hotels? 150

How many nights will they stay? 2-4 depending upon the event

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels? No, not unless we receive a commitment for a national event where the qualifier occurs well in advance. Generally, the national events for 2016 have not yet been assigned, and once assigned, the qualifying races are generally not held far enough in advance for blocks of rooms to be reserved. However, because our season lasts all year long, we are often awarded races in what would be the "Off Season", an otherwise slow time for hotels. Additionally, adult racers will rent rooms on an as needed basis, and frequently won't register for races until the week's weather report comes out. Harvest Moon sailors will over night to prep boats in the weeks leading up to the race, but again rarely plan ahead.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

Contact with local hotels including Springhill Suites and Hampton; review of participant numbers from outside the local Houston Metro area.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

OJ's Marine, Blackburn Marine, Little Yacht Sales, Alliant Insurance, True North Marine, The Yacht Sales Company, The Yacht Service Company, Quantum Sails, RejeX.com, Banks Sails, Bacardi, and Serralles. In the past we received support from the City of Nassau Bay and the City of Port Aransas but we no longer seek or accept support from those cities, as we prefer to promote our own home town of Seabrook and have committed to an exclusive relationship with Seabrook.

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.

- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Andrea Todaro
Authorized Signature

Feb 16, 2015
Date

Andrea Todaro
Print Name

Race Sponsorship Committee Chair
Lakewood Yacht Club
Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

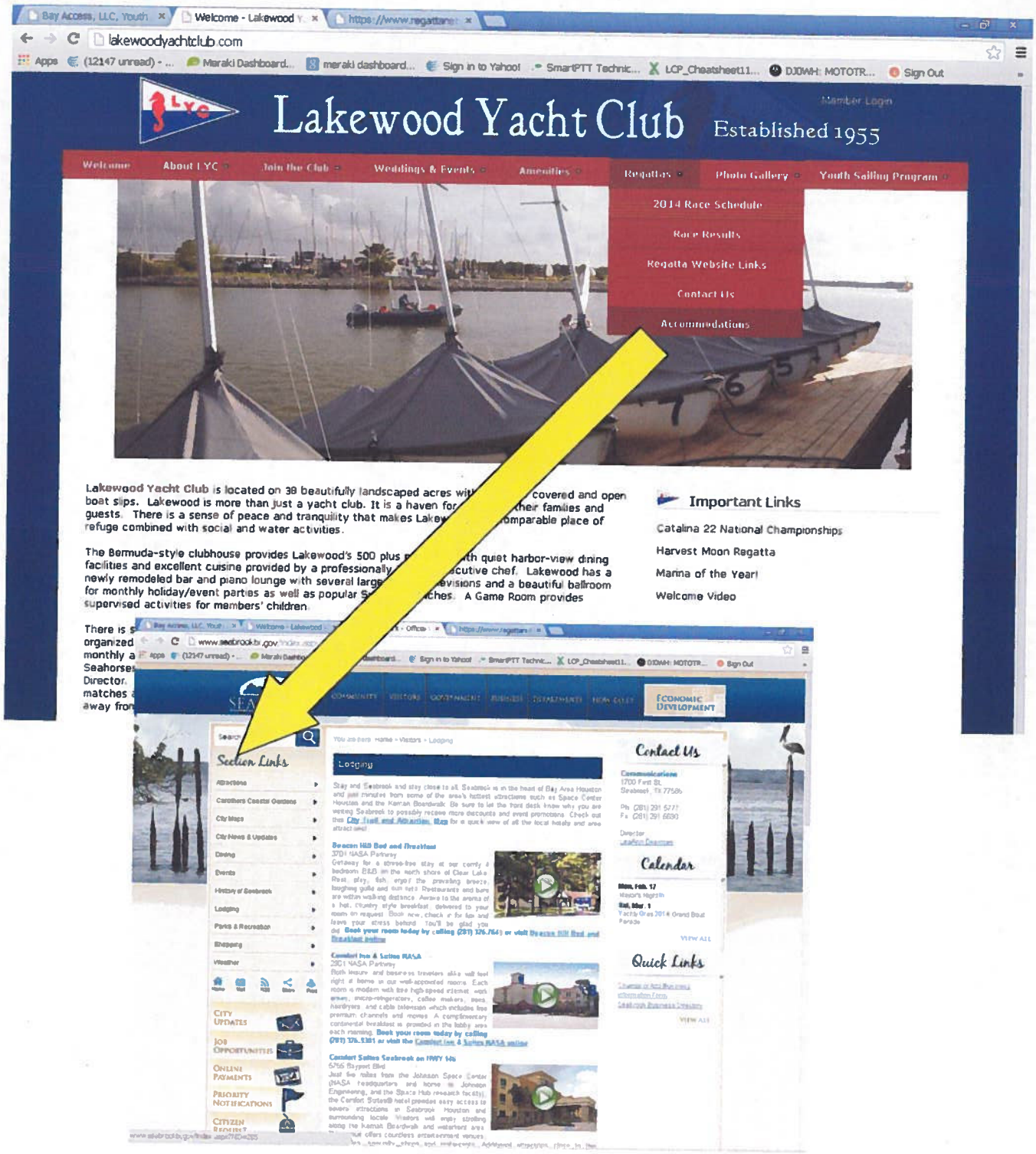
Submit by mail, in person or via email.

This application is not a Special Event Permit Application. *You must contact the City Secretary's Office and complete a Special Event Permit Application at least* ***45 days prior to your event****. You may call (281) 291.5663 for more details.*

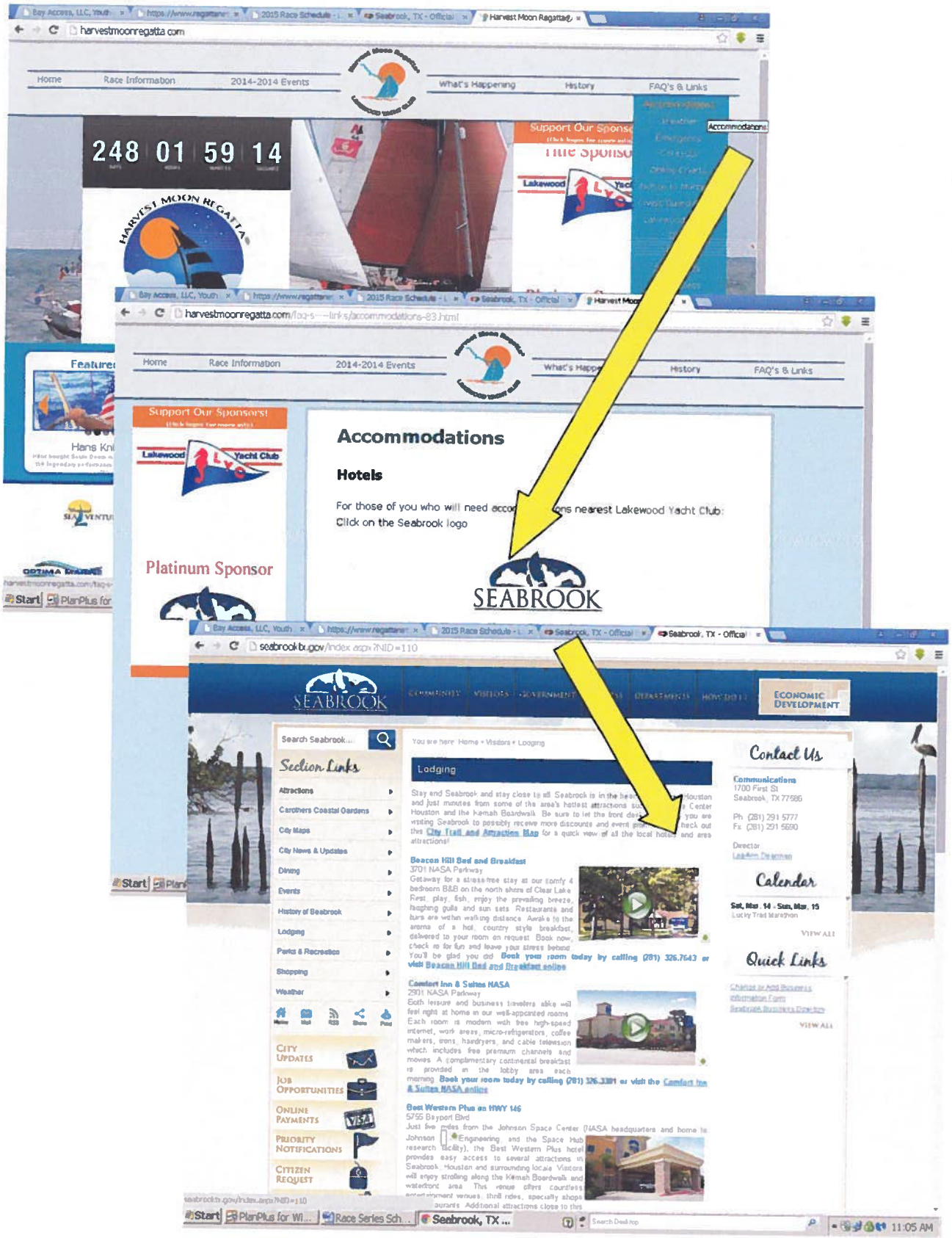
The Annual Adult Race Series Schedule is found on Bay-Access.org and on Lakewood Yacht Club.com once dates are set for the upcoming year.

The Bay Access website links to Sponsor pages with clickable links

The Lakewood Yacht Club regatta menu links to Seabrook Hotels



The Harvest Moon website has its own schedule of events



The HMR Live Tracking website: Random selection of three banner ads. On average every third impression is a clickable Seabrook link

	One year's budget based on 12 months of racing	Explanation of HOT Funds Potential
Revenue	200,795.56	Registration Fees, Food and Merchandise Sales, Sponsor donations
race advertising	3,707.50	
Artwork	-	
Posters / mailers	3,793.00	
website	1,000.00	
Printing-posters (not race documents)	103.11	Advertising builds the event and promotes the area beyond local racers
sponsor yard Signs and Seabrook banner	222.73	
BA Co-Sponsorship fees	2,504.28	
Bank fees	813.30	
USODA partiipation fees	940.00	
Class rep espenses	324.61	
PRO expenses	671.00	
Credit card fees	264.38	
shipping fee for USODA materials	-	
Umpire and chief judge expenses	-	
HMR Trademark license	-	
License fee	5,000.00	
Network Regatta fees	4,820.02	
Race management fee	6,250.00	Fees are costs of doing business which need to be passed on the the participants. **To encourage more attendance, we could seek assistance from benefitted sponsors to lower registrations costs passed on to attendees.**
Sales percentages	11,799.90	
Sales percentages - LYC	12,369.32	
TSA fees	300.00	
Coke setup	722.76	
Dinner	29,735.26	

Attachment 3: LYC Bay Assess Race Series Budget

Neptune subs - lunches	2,613.27	Routine food and beverage expenses can be recovered from those directly benefited
Wristbands	685.76	
Included meals-breakfast	1,500.00	
Included meals-lunch	1,500.00	
Extra meal packages sold	-	
Included meals-host dinner	-	
Merchandise	22,616.29	costs recovered upon sale
Sponsor supported expense-waterbottles	-	
Sales tax collected	2,479.07	
Tee shirts-biennial off shore race	1,848.00	costs recovered upon sale
Miscellaneous	511.79	misc.
Tracking set up fees	1,562.00	Offshore race expenses, unless involving local meetings with over night hotel use potential must be excluded from consideration for HOT funds
Committee Room Supplies	264.01	
Flags-HMR start groups	2,500.00	
Gasoline	630.13	
Hotel	1,711.90	
Kattack Tracking (non-reimbursed-Set up fees)	250.00	
Race supplies	-	
Labor-HMR helper for Terry	800.00	A great race party makes the event more attractive to and memorable to outsiders who then advertise for us in their own locales and among their class hierarchy but with limited out of town visitors to our town EXCLUDE OUT OF TOWN PARTY EXPENSES
Decorations	812.81	
tent rental	2,185.00	
Entertainment out of town	3,800.00	
Keg beer + setup	970.88	
Bacardi Early entry Party or Kick off party	3,084.79	
Skippers bags	150.00	
Awards food	207.97	
Entertainment	2,550.00	
Mt. Gay Rum	385.00	
Safety Day food/drinks	1,176.88	

Attachment 3: LYC Bay Assess Race Series Budget

sponsor meals	147.00	Safety days, skippers meetings and Early entry parties held locally have potential for over night guests.
Skippers meeting	2,402.74	
Bag stuffing party expenses	88.59	
Boat fuel	1,420.81	
Boat provisioning (LYC)	2,843.39	
Boat provisioning (Neptune subs)	-	
bow numbers	652.64	
Color copies -race documents	842.42	
Local committee room supplies	289.42	
Flags	3,736.75	
Gasoline	200.00	
Hotel-local	180.00	
Kattack (non-reimbursed-Set up fees)	-	Local RC support is needed to keep volunteers in order to promote a bigger and better race program to attract outside racers, **HMR out of town RC support is excluded from HOT funds consideration**
judges airfare	302.30	
volunteer appreciation party	764.52	
fuel for judges	-	
FJ Rental to BA	200.00	
Spot rentals	4,403.00	
Bus charter	1,562.50	
Postage	12.05	
Sales tax collected	-	reimbursable expenses are paid by the party directly benefited
Crane Rental	1,639.00	
Dance floor rental	-	local rentals to accommodate larger out of town groups
Trophies	20,040.45	bigger race, more trophies, out of towners should pick up their own costs or **get from sponsors benefited by tourism**
Participant free tshirts	2,749.75	
Expenses	186,614.05	
		check sum
profit (loss)	**14,181.51**	14,181.51

Attachment 3: LYC Bay Assess Race Series Budget

Expenses that could use HOT funds	HOT funds request amount
$8,826.34	$8,000.00

Attachment 3: LYC Bay Assess Race Series Budget

Attachment 3: LYC Bay Assess Race Series Budget

Total HOT Funds Eligible	HOT Funds Request
$10,104.38	$5,000.00
$11,320.84	$6,000.00
$1,639.00	$1,600.00
$14,282.15	$4,400.00
$47,222.71	$25,000.00

Attachment 3: LYC Bay Assess Race Series Budget

MARKETING PLAN FOR
Oct. 2015-Sept. 2016 LYC Bay Access Race Series

Primary Contact for Marketing: Marcy Fryday
Lakewood Yacht Club Marketing Director

Print Media Advertising and/or Coverage:

Telltales Magazine
The Citizen (Houston Community Newspapers)
Galveston Daily News
Houston Chronicle
Cruising World Magazine
Sailing World Magazine
Sail Magazine

Magazine articles

Encourage skippers to submit articles to national magazines. Offer free HMR registration or Race East Registration to any skipper who gets article published

Press Releases:

Marcy Fryday (or her replacement after her planned retirement in January 2016) will submit Press Releases for each event. She will send it to her sources around the state of Texas and the local media as well as national media. She will also send a "save the date" message to yacht clubs around the Gulf Coast.

Target audience South east region big boat racers, national cruising sailors, national sailors of trailer capable sport boats, potential visitors to Bay Area/Houston, residents of the Bay Area/Houston, yacht clubs throughout the Gulf Coast, national class organizations who select venues for future national and world events, families of racers who will visit NASA and Moody Gardens and other area attractions while a family member races or attends safety roundtables or classes.

Press Release Schedule:

- October 15
  - Announcement of next year' s HMR dates, recognition of this year's HMR and race chairs, recognition of HMR sponsors
  - November publication date
- November 15
  - recognition of Harvest Moon winners, recognition of race committee positions for the coming calendar year and the new fleet captain

    - December 1 publication
- December 15
    - Save the dates announcement for next year's race related events
    - Focus on coming to the bay to watch, shop, and/or participate
    - January 1 publication
- January 15
    - Bay Cup I registration announcement
    - February 1 publication
- February 15
    - Bay Cup I spectator reminder and annual sponsor intro
    - March 1 publication
- March 15
    - Heald Bank Regatta announcement including TORC championship guidelines and sponsor recognition;
    - Race East Safety Round Table public invitation
    - April 1 publication
- April 15
    - Caliche Rum Shoe Regatta announcement and identification of any other major sponsors and of spectator boats available for visiting family and friends
    - May 1 Publication
- May 15
    - press release announcement for Harvest Moon Regatta® (HMR) and Sail-a-thon for Ovarian Cancer Awareness opening of registration on July 1;
    - June 1 publication date
- June 15
    - Bay Cup II registration announcement
    - July 1 publication date
- July 15
    - announcement of HMR Safety Round Table, intro of any new major regatta sponsor(s), Bay Cup II spectator reminder
    - August 1 publication
- August 15
    - Wrap up of Bay Cup Series with on the water photos and trophy presentations photos
    - Public invitation to HMR Safety Roundtable with agenda and speakers, Bay Access charitable raffle teaser and sponsor recognition
    - September 1 publication date
- September 15
    - announcement of HMR Skippers' meeting and agenda of activities, Reminder of HMR entry deadline, update on celebrity participants, sponsors and activities
    - October 1 publication date

Poster and Flyers

Assign this to a volunteer or volunteers for schedule and location for putting up, taking down, and for storing. Consider an art contest to attract graphic artists nationwide and give a visual element to social media pages while promoting art. Maybe "Sailing Seabrook Style." Consider displaying submissions at a special event which could include a reverse raffle and announcement of winner. See if local hotel might allow display of submissions or use of one of their meeting rooms as a public forum for people to view art over a weekend.

Direct Mail

Harvest Moon Save the date postcard with poster artwork on glossy postcard with schedule and sponsors

Tracking Website banner ad

Work with Race Sponsorship Committee (RSC) and GPS tracking Committee to determine which sponsors will receive the three alternating advertisements (about 40,000 international hits over 3 days, then additional views through the year as racers review their tracks). RSC will coordinate with individual sponsors regarding proper art and links.

Television

Coordinate with HMR founder John Broderick regarding Good Day Houston promo for HMR.

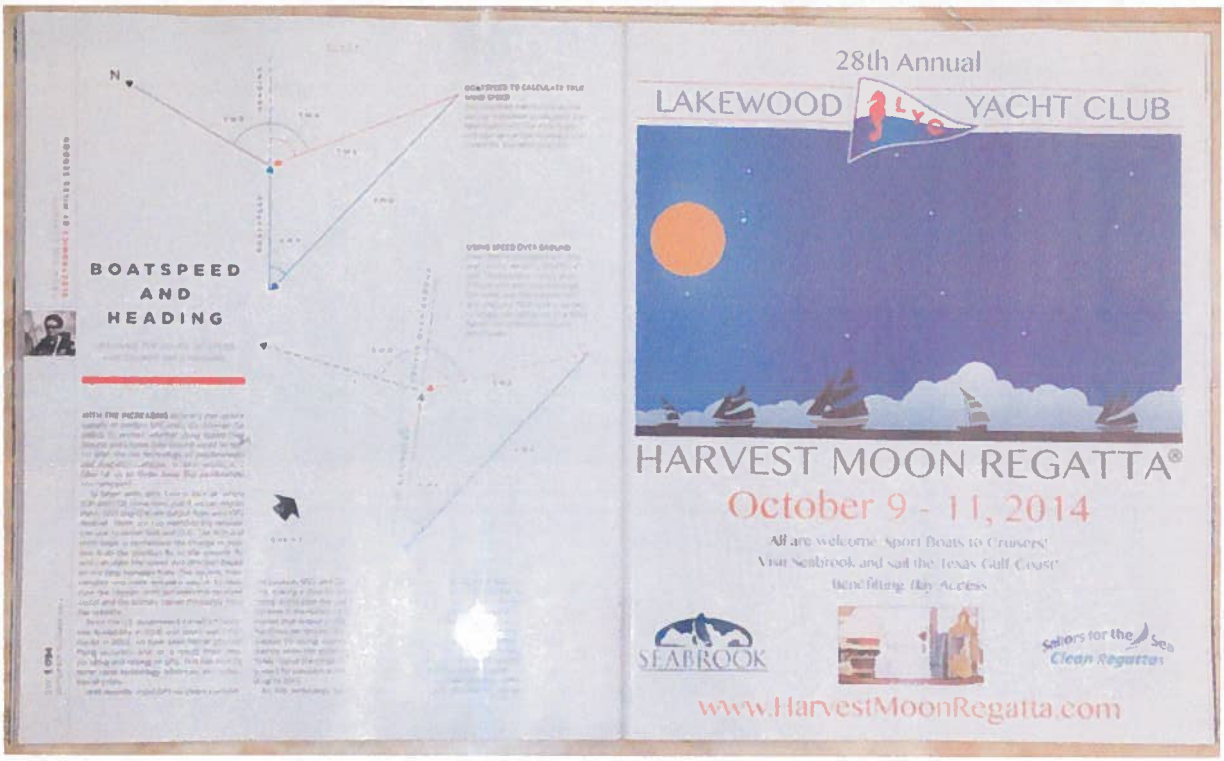
Websites and Social Media

- Coordinate with HMR and RSC and club staff on HMR website
- Coordinate with Marek on Bay Access website, Seahorse website and Bay Access Facebook page and related events pages
- Coordinate with RSC, staff, and each race chair regarding monthly e-blasts to the full race list for open entry adult races
- Coordinate with the individual race chair regarding e-blasts for One design races and championships and for GBCA discussion posts
- RSC will coordinate with individual sponsors regarding proper art and links for websites.

Typical race flyer published in TellTales magazine and distributed around the Gulf Coast

National youth racing advertising on line and posters

T-Shirts sold to competitors visiting the Emerald Coast and given to staff of the Pensacola Yacht Club



Full page National advertising

Quarter page national advertising in 3 months' issues

28th ANNUAL

HARVEST MOON REGATTA®

LAKEWOOD YACHT CLUB

SAVE THE DATES

Discount Entry Available
Through July 2014

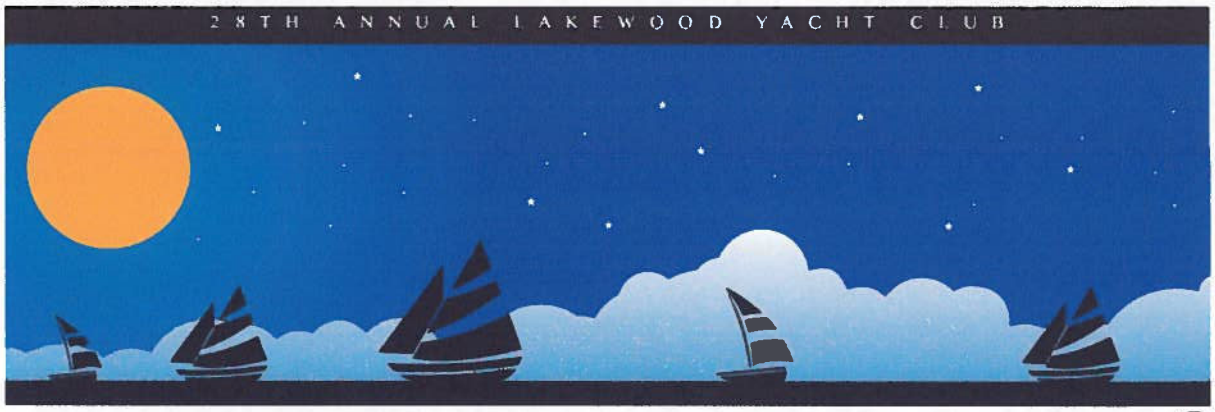
SAFETY ROUNDTABLE
September 13, 2014

SKIPPERS MEETING
October 3, 2014

RACE START
October 9, 2014
(Galveston)

AWARDS PARTY
October 11, 2014
(Port Aransas)

HarvestMoonRegatta.com



HARVEST MOON REGATTA®

October 9 - 11, 2014

BACARDÍ · NAUTIC · Hays · LYC · Little Yacht Sales · West Marine · SEABROOK · VOLVO PENTA · QJ's MARINE · Bay Access · Banks Sails · SEA LAKE

www.HarvestMoonRegatta.com

$25,000 in Hot funds were requested. $10,000 was awarded due to limited funds. About $40,000 of our expenses could have qualified for HOT Funds. See break out on third page. For the upcoming year, $25,000 was awarded qualifying the city as a platinum sponsor, so we have been able to purchase more national advertising to continue to promote this region for off season sailing and race events

J Fest
EXCLUDED

11/02/13
EXCLUDED

Revenue	
Entry fees	5,810.00
Retail sales	633.85
Wristband sales	846.27
Lunches	1,269.75
Kattack rentals	-
Spectator Boat	300.00
Sales tax collected	94.89
City of Seabrook Sponsorship	15,000.00
Parkway Chevrolet Sponsorship	-
North Sails Sponsorship	500.00
Houston Sailmakers Sponsorship	-
Hayes Rigging Sponsorship	400.00
Gulf Coast Composite Sponsorship	500.00
Patriot Bank	-
UK Houston Sailmakers	250.00
Torqeedo	1,000.00
	26,604.76

Expenses	
Entertainment	600.00
Advertising/signs	233.02
Trophies	1,814.95
Dinner	3,900.00
Restaurant $15 off coupons	592.65
Crane rental	1,624.00
Tee shirts/Hats	1,639.80
Kattack rentals	714.36
Boat provisioning - lunches/drinks/ice	582.04
Neptune Subs - lunches	1,046.50
Breakfast trays	-
Labor	85.00
Boat fuel	196.39
Supplies	80.05
Color copies/labels	571.44
Skippers mtg food	404.10
Awards party food	114.73
Keg Beer	400.00
Regatta Network fees	382.38
Sales tax collected	94.89
BA Co-Sponsorship fees	1,331.74
Sales percentages	1,066.78
Race management fee	750.00
Bank fees-cc machine rentals	200.00
	18,424.82

Harvest Moon

10/17/13

Revenue	
Entry fees	25,805.00
Wristbands	23,008.59
Merchandise/poster	46,154.40
Bus rides	1,715.00
Raffle	2,375.00
Postage	72.00
West Marine	2,000.00
Sysco- for Coca Cola	-
American Sails (Bank Sails)	500.00
Spot Rentals	4,125.00
Sail-a-thon	40.00
Nautic	1,350.00
TX Coast Yachts	250.00
Sales tax collected	2,479.07
Little Yacht Sales- Sponsorship & Catalina Trophy	1,000.00
JK3 Nautical Enterprises	800.00
True North Marine	400.00
Mauri Pro Sailing	300.00
Tx Mariners Cruising Assoc-trophy sponsorship	-
Higgins,Smythe & Hood-manufacturers trophy	-
Sea Lake Yacht Sales-Luna,Beneteau,Catalina,S	2,800.00
Gulf Coast Island Packet Assoc-Manufactures Tr	250.00
Mantus Anchors-Greg Kutsen	220.00
Hays Companies	2,550.00
OJ's Marine	600.00
Sail with Scott	200.00
Jack Seitzinger	250.00
Argonauta Energy Services	2,000.00
KO Sailing	-
Boatpix.com	500.00
Bahama Rigging	300.00
Larry Smith - Sound Financial Solutions	1,200.00
Tom Frankum-tent sponsorship	375.00
Don Mitchell-tent sponsorship	375.00
Paul Dunphey-tent sponsorship	750.00
Doug O'Brien-tent sponsorship	750.00
Franz Gillebaard	200.00
Total Revenue	**125,694.06**

Expenses	
Advertising	847.50
Merchandise	22,616.29
Waterbottles	1,380.14
Entertainment	3,000.00
Posters/mailers/printing	3,767.02

Bay Cup I

Revenue	
Entry fees	
Retail Sales	
Wristbands	
Little Yacht Sales Sponsorship	

Expenses	
Advertising	
Printing	
Entertainment	
Trophies	
Breakfast/lunches	
Dinner	
Boat provisioning	
Boat fuel	
Skippers meeting	
Network Regatta fees	
BA Co-Sponsorship fees	
Sales percentages	
Race management fee	

Profit / (Loss)

		Flags	2,020.25
Profit / (Loss)	**8,179.94**	Signs / banners	611.62
		Trophies	8,508.05
		Cost of food	13,417.81
		Bus charter	1,562.50
		Keg beer + setup	720.88
		Coke setup/ice	722.76
		Spot Rentals	5,930.00
		Bacardi party	1,709.79
		Capts Roundtable	726.88
		Skippers meeting	608.70
		Bag stuffing	88.59
		Labor	800.00
		P.A. Room rentals	1,711.90
		Committee Room Supplies	264.01
		Decorations	812.81
		P.A. Tent/Pavillion rental	2,185.00
		Appreciation party food/cleanup	764.52
		Port A Council/PR Party	-
		Skippers bags	-
		Race supplies	-
		Wristbands	685.76
		PA Pavilion & tent rental	-
		Elissa Officers Dinner	-
		Complimentary	-
		Regatta Network fees	2,178.33
		BA Co-Sponsorship fees	-
		Sales percentages - BA	6,248.84
		Sales percentages - LYC	12,369.32
		License fee	5,000.00
		Race management fee	1,500.00
		Miscellaneous	511.79
		HMR Trademark license	-
		Gasoline/meals	630.13
		HMR website	1,000.00
		Bank fees	813.30
		Sales tax collected	2,479.07
			108,193.56
		Profit / (Loss)	**17,500.50**

03/01/14	J-105	03/07/14	Heald Bank
	Revenue		**Revenue**
3,240.00	Entry fees	4,400.00	Entry fees
-	Retail Sales	-	Wristbands
882.00	Wristbands	160.00	Little Yacht Sales sponsorship
-	Lunches	268.75	-
	Kevin Hayes-Hayes Rigging	-	
4,122.00		4,828.75	
	Expenses		**Expenses**
565.00	Crane rental	1,639.00	Entertainment
441.35	Neptune subs - lunches	364.00	Advertising
450.00	Bow Numbers	-	Signs
1,130.00	Entertainment	700.00	Trophies
158.24	Trophies	330.16	Color copies
1,854.00	Copies	120.80	Dinner
54.09	Dinner	2,566.07	Boat fuel
-	Boat provisioning	82.12	Keg beer + setup
110.16	Boat Fuel	267.08	Skippers meeting
236.60	Kattack rentals	-	Regatta Network fees
206.10	Keg beer + setup	-	BA Co-Sponsorship fees
591.84	Skippers meeting/awards food	373.14	Sales percentages
1,000.00	Network Regatta fees	322.60	Race management fee
	BA Co-Sponsorship fees	261.44	
	Sales percentages	552.00	
	Race management fee	250.00	
6,797.38		7,828.41	
(2,675.38)	**Profit / (Loss)**	**(2,999.66)**	**Profit / (Loss)**

04/26/14	Shoe	05/17/14	Emerald Coast
	Revenue		**Revenue**
1,875.00	Entry fees	3,635.00	Entry fees
-	Retail sales	-	Retail sales
-	Wristband sales	736.00	Wristband sales
-	Lunches	202.50	Spot rentals
	OJ Young Sponsorship	-	Sponsorship - HSH Yacht Sales
1,875.00	Keith Spalding Sponsorship	-	Sponsorship - Baker & Hostetler
	Serralles Sponsorship	2,500.00	Sponsorship - Jim Winton
	Nautic Sponsorship	-	
	Sail with Scott	-	
-	Sea Lake Yachts	-	
-	John Brent donation	-	**Expenses**
-	Little Yacht Sales	-	Entertainment
480.00	Hayes Rigging	-	Trophies/gift cards
272.10	Steve Rhyne Sponsorship	-	Tee shirts
223.90		7,073.50	Copies
-			Permit
-			Signage/posters
-	**Expenses**		Spot rentals
132 25	Entertainment	550.00	Kick off party food
93.75	Trophies/gift cards	5,600.00	Dinner
281.25	Mt. Gay Rum	-	Safety Day food/drinks
500.00	Signage/posters	30.31	Boat provisioning
	Color copies	320.33	Boat fuel
	Lunches (Neptune subs)	318.50	Hotel
	Dinner	1,360.00	Skippers meeting
1,983.25	Sponsorship dinner	-	Advertising
	Boat provisioning (LYC)	704.56	Regatta Network Fees
	Boat fuel & cleaning	254.97	BA Co-Sponsorship fees
(108.25)	Keg beer + setup	-	Sales percentages
	Skippers meeting food	125.18	Race management fee
	Awards food	-	
	Advertising	-	
	Regatta Network Fees	210.73	
	BA Co-Sponsorship fees	353.68	**Profit / (Loss)**
	Sales percentages	633.57	
	Race management fee	1,000.00	
		11,461.83	
	Profit / (Loss)	**(4,388.33)**	

05/23/14	Baker Cup	05/24/14	Catalina 22
	Revenue		**Revenue**
3,345.00	Entry fees	7800	Entry fees
2,190.87	Extra shirts sold	259	Wristbands
1,350.00	Extra food sold	200	Sponsorship funds
-			Lunches
1,000.00			
1,500.00			
1,500.00			
10,885.87		8259	
	Expenses		**Expenses**
1,250.00	Chair rentals	234.53	Badges
1,115.00	Boat numbers	103.68	Tshirts
2,670.11	Copies/labels	60.04	Trophies
77.30	Signs	193.07	Oil Painting
70.00	Tee shirts	2920	Lunches
99.59	Trophies	0	Boat provisioning food & drinks
-	Dinner	1455	Boat numbers
180.01	Boat provisioning+drinks	460.78	Boat fuel
-	Boat fuel	399.99	Copies
432.16	KO Sailing rentals	885.6	Dinner
-	Keg beer + setup	0	Regatta Network fees
-	Skippers meeting	0	BA Co-Sponsorship fees
-	BA Co-Sponsorship fees	412.95	Sales percentages
-	Sales percentages	1224.96	Race management fee
-	Race management fee	1000	
346.95			
490.54			
917.65			
250.00			
7,899.31		9350.6	
2,986.56	**Profit / (Loss)**	**(1,091.60)**	**Profit / (Loss)**

06/23/14

6185
1460
0
910
8555
151.53
400
905.1
150
1107
371.34
350
526.19
205.49
2720
430.79
427.75
1212.15
1000
9957.34
(1,402.34)

Bay Cup II

08/02/14

Revenue	
Entry fees	2,515.00
Retail sales	-
Wristband sales	1,060.00
Lunch	-
Little Yacht Sales Sponsorship	-
Drink Donations	-
	3,575.00
Expenses	
Entertainment	550.00
Advertising	-
Trophies	1,470.65
Dinner	1,980.00
Signs	-
Copies/labels	418.17
Boat provisioning/lunches	140.69
Boat fuel	100.00
Boat cleaning	75.60
Skippers meeting	276.54
Regatta Network fees	182.30
BA Co-Sponsorship fees	178.75
Sales percentages	504.45
Race management fee	1,000.00
	6,877.15
Profit / (Loss)	**(3,302.15)**

Harvest Moon

10/09/14

Revenue	
Entry fees	27,200.00
Wristbands	21,300.82
Merchandise/poster	42,587.03
Bus rides	1,529.33
Raffle	4,320.00
Postage	-
West Marine	2,000.00
Sysco- for Coca Cola	1,800.00
American Sails (Bank Sails)	-
Spot Rentals	3,190.00
Sail-a-thon	83.30
Nautic	3,000.00
TX Coast Yachts	550.00
Sales tax collected	3,293.37
Little Yacht Sales- Catalina Trophy sponsor	250.00
JK3 Nautical Enterprises	-
True North Marine	1,200.00
Mauri Pro Sailing	-
Tx Manners Cruising Assoc-trophy sponsorship	-
Higgins,Smythe & Hood-manufacturers trophy	-
Sea Lake Yacht Sales-Luna,Beneteau,Catalina,S	2,000.00
Gulf Coast Island Packet Assoc-Manufactures Tr	250.00
Mantus Anchors-Greg Kutsen	300.00
Hays Companies	-
OJ's Marine - Tervis Tumbler gifts	1,000.00
Richard Mitchell - Tervis Tumbler gifts	1,000.00
Sail with Scott	-
Jack Seitzinger	300.00
Argonauta Energy Services	-
Windward Sea Ventures - Greg Standard	1,200.00
DeLorme	300.00
Rejex.com/Southwest Sports Media Group	1,000.00
Texas Creative	750.00
Superior Marine Services	300.00
Boatpix.com - Thomas McDermott	500.00
Bahama Rigging	-
Larry Smith - Sound Financial Solutions- Tervis T	2,000.00
Faron Daigle - Tervis Tumbler gifts	1,300.00
Fishbone Safety Solutions - Tervis Tumbler Gifts	2,000.00
Optima Marine - Daniel Knierien	535.00
Tom Frankum-tent sponsorship	-
Don Mitchell-tent sponsorship	-
Paul Dunphey-tent sponsorship	-
Doug O'Brien-tent sponsorship	-
Franz Gillebaard	-
Total Revenue	**127,038.85**

Expenses	
Advertising	5,860.00
Merchandise	23,054.03
Waterbottles	-
Sponsor tumblers for crew & thank you party	11,631.96
Lapel pins	1,400.00
Entertainment	2,000.00
Posters/mailers/printing/framing	4,442.17
Flags	597.70
Signs / banners	592.62
Trophies	9,960.97
Cost of food	13,020.00
Bus charter	1,625.00
Keg beer + setup	720.88
Coke setup/ice	707.06
Spot Rentals	5,060.00
Bacardi party	-
Capts Roundtable	559.77
Skippers meeting	572.89
Bag stuffing	105.51
Labor	760.00
P.A. Room rentals	1,836.90
Committee Room Supplies	335.39
Decorations	-
P.A. Tent/Pavilion rental	2,550.00
Appreciation party food/cleanup/band	846.57
Port A Council/PR Party	-
Skippers bags	-
Race supplies	79.48
Wristbands	897.96
PA Pavilion & tent rental	-
Elissa Officers Dinner	-
Complimentary	-
Regatta Network fees	2,461.04
BA Co-Sponsorship fees	-
Sales percentages - BA	6,238.84
Sales percentages - LYC	12,179.42
License fee	5,000.00
Race management fee	2,000.00
Miscellaneous & POD/Uhaul	909.92
HMR Trademark license	-
Gasoline/meals	398.98
Port A permit fee	35.00
HMR website	-
Bank fees	985.19
Sales tax collected	3,273.40
	122,698.65
Profit / (Loss)	**4,340.20**

Bay Area Houston Ballet and Theater

Founded in 1976, the Bay Area Houston Ballet and Theater strives to be a destination for artists and audiences seeking a highly unique and evolutionary performance experience which combines the rich heritage of the classics with the excitement and limitless possibilities of contemporary dance, theater and performance art. A variety of programs have been developed over the years to enhance the community's awareness of cultural arts through performing arts.

Amount Requested FY 2015/16	Amount Allocated FY 2014/2015
$6,750	N/A
	Events held throughout the year – *Application Attached*
**Hotelier Input Data Included with Agenda Attachments*	
Springhill Suites	
Should Seabrook fund this event?	No
Additional Comments	None provided
Staff Input	
Police Department	N/A
City Secretary's Office	N/A
Communications Department	Returned application and supplemental materials on time and complete.
Public Works	N/A
Application Notes	

2015/2016 Application

- Completed application and returned on time
- Pg. At this time the BAHBT does not block rooms but states they will list Seabrook hotels on their website
- Marketing calendar included
- Advertising and website examples included
- Budget included

Committee Remarks

Recommend funding at $5,000

The Ballet Area Houston Ballet and Theater will help promote the Arts throughout the region. While Seabrook does not have a community theater several family members and friends visit the area to watch the ballet and theater throughout the year.

Application for City of Seabrook HOT Funds for FY 2015 - 2016

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization /Group Information

Organization/Group Name: **Bay Area Houston Ballet & Theatre**

Mailing Address: PO Box 580466 , Houston, TX 77258

Physical/Rehearsal Address: 17170 Mill Forest Rd., Webster, TX 77598

Contact Name: Judy Harper, BAHBT office manager Contact Phone: 281-480-1617

Contact Email: office@bahbt.org Website Address for Event or Organization: www.bahbt.org

Non-Profit TIN#: 74-2058421

Organization's Incorporation/Creation Date/ Purpose or Mission of Organization

Founded in 1976, Bay Area Houston Ballet & Theatre (BAHBT) strives to be a destination for artists and audiences seeking a highly unique and evolutionary performance experience which combines the rich heritage of the classics with the excitement and limitless possibilities of contemporary dance, theatre, and performance art. A variety of programs have been developed over the years to enhance the community's awareness of cultural arts through performing arts.

General Event /Program Information

Name of event/ program to be funded:

2015-2016 Season
"OVATION"
40th Anniversary Ruby Season

Season Kick-off at Space Center Houston
Oct 22, 2015

"Nutcracker" at UHCL- Bayou Theatre
Dec 4-6, 11-13 2015

"Gala"* at UHCL- Bayou Theatre
Feb 26-28 2016
Act I: Emphasis on Art: Degas, Picasso, Kahlo, Pollock
Act II: Focus on a classical ballet composition: Paquita
Potential to also add the Children's Ballet: "Snow White"
**Performance is subject to minor changes*

"Beauty and the Beast" at UHCL Bayou Theatre
Apr 15-17 2016

Primary location of event/program: **University of Houston – Clear Lake (UHCL) Bayou Theatre**

Date of event/program: ___**please see dates above**___Expected total attendance: ___**13,000+**_____

How many times have you held this event/program? ___**40 years**_____

For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Year Held	Number of Attendees	Methodology
2014-2015	UHCL capacity is 500 18 total performances **85% SOLD OUT** *(includes Classical Ballet, The Nutcracker (plus School Performances/Community Outreach) and a Musical.*	Using current online ticketing service & have 2 part-time office workers that track attendance/volunteers.
Year Held	Number of Attendees	Methodology
2013-2014	UHCL capacity is 500 18 total performances *(includes Classical Ballet, The Nutcracker (plus School Performances/Community Outreach) and a Musical.*	Using current online ticketing service & have 2 part-time office workers that track attendance/volunteers.
Year Held	Number of Attendees	Methodology
2013-2012	UHCL capacity is 500 18 total performances *(includes Classical Ballet, The Nutcracker (plus School Performances/Community Outreach) and a Musical.*	Using current online ticketing service & have 2 part-time office workers that track attendance/volunteers.

Identify the HOT category for which the event/program will benefit (refer to pg 1): ____**#4**_____

What is the primary purpose of the event/program for which this application applies?

Bay Area Houston Ballet & Theatre's mission is to enhance cultural awareness through performing arts and develop aspiring performers with diversified performing skills, as well as stimulate public participation, regional involvement and tourism to the Bay Area.

Funding Request

Total Event/Program Budget: approx $450,000 (see attached from current/last season)

Total Amount Requested: **$6,750**

1.5% Percentage of total event or program cost to be covered by the requested HOT funds.

How will the funds be used?

Season tickets account for only 25% of the income needed to produce 3 to 4 major performances a year, while maintaining a professional ballet company. We need volunteers, sponsors and partners that share our vision of bringing high quality entertainment and cultural enrichment to our community.

Advertising and Promotional Activities

Please check all the promotional efforts your organization is coordinating:

___X___Newspaper _____Radio __X____TV

___X___Internet ___X___Social Media __X____Email

__X____Other __**Word of mouth & Hardcopy 30,000 Rack Flier Distributed**

Will you submit press releases about the event/program? __X___Yes _____No

If so, list the number of releases plus targeted media outlets? **Press releases are sent out monthly and media contact list is 1000+ from all mediums of advertising.**

What geographic area does your advertising and promotion reach?

Galveston County, Brazoria County, Fort Bend County, Harris County

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NOTE: All promotional materials (including event sponsor signage) using HOT funds are required to include the approved City of Seabrook logo. Please contact the City of Seabrook Marketing Office for the correct logo at (281) 291.5777.

Note: BAHBT Junior Patrons rented Seabrook Community House Oct 2014. (100 girls age 7-13)

Projected Promotions and Tourism Benefits

Over the last three (3) times your event/program was held, how much HOT funds assistance did your organization receive and how many hotel rooms were occupied as a result?

CITIES

City of League City in kind promotion on KTRK ABC TV valued at $3k (first time last year)
Directly linked to Breakfast with the Sugar Plum Fairy (500 patrons, 41 hotel rooms)

BAHBT estimates from online tickets sale entry system that approximately 5% of audience members are from out of town communities. Although not directly tracked by city, BAHBT estimates 200+ guests.

City of Webster - $10,000 each of the past 3 years
City of Nassau Bay - $1,500 each of past 3 years
City of Kemah – Tourism partner - hosts BAHBT Vignettes on the Boardwalk

Statistically speaking, "**Arts and Culture Tourists** stay longer, bring more people, and spend more than the average tourist." **(Sourced: txculturaltrust.org/investinthearts)**

TEXAS ARTS AND CULTURE TOURIST STATISTICS [vii]

Tourist Topic	Texas Tourist Average	Arts and Culture Tourist
Average Travel Party Size	1.78	1.96
Average Stay Length	2.03	3.59
Average Daily Spending	$131.60	$147.00

How many people attending this event/program are expected to stay in Seabrook hotels?
Upon receipt of funding, BAHBT will promote tourism for Seabrook at one or more of the Season Performances and coordinate with managers and/or concierges of Seabrook hotels.

How many nights will they stay? 1-2 nights

Will you reserve a room block for this event/program at Seabrook hotels and if so, for how many rooms and at which hotels?
BAHBT will gladly recognize the City of Seabrook a supporter and promote tourism in Seabrook. BAHBT would prefer to offer patrons a list of 'preferred hotels' and allow patrons to choose.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, etc).

BAHBT Ticket entry system (ServiceU) captures relevant data regarding cultural arts patrons.

Please list other organizations, government entities and grants that have offered financial support to your event/program.

- Houston Arts Alliance (HAA) - $39k
- Hamman Foundation - $20k
- Lunar Rendezvous - $3k
- Private Donors, Patrons, Sponsors & Matching Funds Contributions - $35k

REQUIRED Supplemental

Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.

Please sign below acknowledging that the information provided in this application is true and correct.

Olea M. Johnson — 2/16/15

Authorized Signature — Date

Olea M. Johnson

Print Name

Board Member, BAHBT

Title and Organization

Application Deadline for 2014-2015 Fiscal Year is 5:00 p.m. on January 31, 2013

City of Seabrook
Attn: LeaAnn Dearman
1700 First Street
Seabrook, TX 77586

Email: ldearman@seabrooktx.gov

Submit by mail, in person or via email.

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
(As of 08/01/14)

Budget Summary

Net Income/(Loss) by Class/Event:	Approved Budget 2014-2015	Forecast	Budget Variance Explanation Highlights	*Variance* Budget to Curr. Year Actuals
10 - Patron, Corporate & Grant Contribution	66,700	89,666		(22,966)
12 - Jete Society (Banquet Year)	5,400	5,400		-
22 - Fall Production - Sleeping Beauty	8,450	2,947		5,503
25 - Sugar Plum Fairy Breakfast	25,150	20,826		4,324
30 - Nutcracker	80,935	91,747		(10,812)
40 - Mixed Rep	-	-	No Mixed Rep scheduled in 2014. Lenny tribute instead	-
45 - Musical Production - Modern Mille	(8,100)	(7,158)		(942)
50 - RDA/SW & Adjudication	(900)	(900)		-
52 - Company Expenses	(146,750)	(124,222)		(22,528)
54 - Boutique	15,000	15,000		
55 - Scholarship/Endowment*	-	-		-
60 - Ball	37,725	-		37,725
80 - Misc Income Excluding 81, 83	2,500	2,500		-
81 - IndepenDANCE Day	2,155	2,155		-
83 - Valentines Dinner	-	-	No Event in 2014. Replace with Lenny tribute	
99 - Overhead & Administrative	(91,855)	(91,855)		0
NET Income/(Loss)	**(3,590)**	**6,105**		**(9,695)**

Please see end of this section for detailed listing of vendors owed.

Income and Expense by Event:

Consolidated			NOTES / QUESTIONS	
10 - Patron, Corporate & Grant Contribution				
Income	83,500	102,005		
Expense	16,800	12,339		
NET Income/(Loss)	66,700	89,666		
12 - Jete Society (Banquet Year)				
Income	16,000	16,000		
Expense - Variable	10,600	10,600		
NET Income/(Loss)	5,400	5,400		
22 - Fall Production - Sleeping Beauty				
Income	30,200	24,746		
Expense	21,750	21,799		
NET Income/(Loss)	8,450	2,947		
25 - Sugar Plum Fairy Breakfast				
Income	46,500	41,232		
Expense	21,350	20,406		
NET Income/(Loss)	25,150	20,826		
30 - Nutcracker				
Income	126,760	134,314		

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
(As of 08/01/14)

Budget Summary				
Expense	45,825	42,567		
NET Income/(Loss)	80,935	91,747		
40 - Mixed Rep				
Income	-	-		
Expense	-	-		
NET Income/(Loss)	-	-		
45 - Musical Production - Modern Mille				
Income	37,900	38,494		
Expense	46,000	45,652		
NET Income/(Loss)	(8,100)	(7,158)		
50 - RDA/SW & Adjudication				
Income	20,800	20,800		
Expense	21,700	21,700		
NET Income/(Loss)	(900)	(900)		
52 - Company Expenses				
Income	2,000	2,000		
Expense	148,750	126,222		
NET Income/(Loss)	(146,750)	(124,222)		
54 - Boutique				
Income	25,000	25,000		
Expense	10,000	10,000		
NET Income/(Loss)	15,000	15,000		
55 - Scholarship/Endowment*				
Income	6,950	7,940		
Expense	3,750	3,750		
NET Income/(Loss)	3,200	4,190		
Less available funds earmarked for endowment	(3,200)	(4,190)		
NET Funds Available	-	-		
60 - Ball				
Income	62,500	-		
Expense	24,775	-		
NET Income/(Loss)	37,725	-		
80 - Misc Income Excluding 81, 83				
Income	5,000	5,000		
Expense	2,500	2,500		
NET Income/(Loss)	2,500	2,500		
81 - IndepenDANCE Day				
Income	3,750	3,750		
Expense	1,595	1,595		
NET Income/(Loss)	2,155	2,155		
83 - Valentines Dinner				

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Budget Summary			
Income	-	-	
Expense	-	-	
NET Income/(Loss)	-	-	
99 - Overhead & Administrative			
Income	-	-	
Expense	91,855	91,855	
NET Income/(Loss)	(91,855)	(91,855)	
CONSOLIDATED TOTALS			
INCOME	466,860	421,281	
EXPENSE	467,250	410,985	
NET Income/(Loss)	(3,590)	6,105	
Estimated Net Income	(3,590)		
Priority Debts:			
J Pamela	(450)	2012 -2013 Season Poster	
J Pamela	(140)	2012 -2013 Replacement 8 x 10's	
Ann Witson	(141)	Supplies 2012 July 4th event	
Candis Cannon	(524)	Cinderella Costumes	
Jill and Dan Reason	(1,281)	Grease Exp.	
Todd Zerecheck	(4,359)	RDA 2010, Microphones, etc.	
J Pamela bills	(4,462)	Feb '11 Head shots, Feb-Jul '11 Brochure Design	
Dick Gregg	(7,500)	For UHCL bill payment	
RAFA	(2,737)	For UHCL bill payment	
RAFA	(750)	Mar 2010 P/R Luis	
RAFA	(8,101)	For last year's RDA fees/hotel/misc	
RAFA	(10,000)	For Nutcracker 2012 Dancers-Bal. from $30K	
Subtotal - Priority Debts	(40,444)		
Net Income after Priority Debts	(44,034)		
Other Remaining Debts:			
BAHBT Scholarship	(2,500)		
Lynette Mason & Dick Gregg	(3,278)	Various-Sasha legal fees, etc.	
Lynette Mason Gregg	(1,700)	Paid Kevin Cahoon for Grease Balance	
RAFA	(237,669)	Most is rent but there is other.	
UHCL Balance	-	Reduced by $10K last year	
Notes Payable: Loan from Dick Gregg (2008)	(6,343)	Original loan was $11,342.59	
Notes Payable: Dick Gregg - Bush Loan (2004)	(25,000)		
Total Other Remaining Debts	(276,490)		

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10 - Patron, Corporate & Grant Contribution	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
Media Sponsor Season Brochure	5,000	-	Not yet collected
Individual-Contributions	10,000	13,670	
Corporate Contributions/Grants			
Misc.	-	-	
Crowder Funeral Home	-	-	
Exxon Mobil Foundation	-	-	
J Pamela Photography	-		
Law Office of Judith Blanchard	-		
Lunar Rendezvous	1,500	3,000	Jill Reason verified
Royal Academy of Fine Arts - LMG	-	-	
Statoil Gulf Services	-	-	
Target Grant	-	-	
United Space Alliance	-	-	
University of Houston	-	-	
USA Grantor Trust	-	-	
Misc Other	-	-	
Grants-Public -CACHH, Cities			
City of Galveston	-	-	
City of Kemah	-	-	
City of Nassau Bay	1,500	1,500	
City of Pasadena	-	-	
City of Seabrook	-	-	
City of LaPorte	-	-	
City of League City	3,000	-	
City of Webster	10,000	10,000	
Houston Arts Alliance	25,000	39,000	
Grants-Private Foundations			
Hamman Foundation	20,000	20,000	
The Community Foundation	-	-	
Roz Perez Memory	-	100	
LMG Memory	-	2,970	
Ambassador Program	4,500	5,500	
Corp Matching (Exxon)	-	3,325	

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10 - Patron, Corporate & Grant Contribution	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
Junior Patrons	3,000	2,940	
TOTAL INCOME	83,500	102,005	
EXPENSE			
Advertising			
Billboard for Season	-	-	
Season Brochure Mailing Services	-	-	
Junior Patron Expense	1,500	1,500	Junior patron events
Office Supplies	750	750	
Patron Plaques	500	500	
Postage			
Kickoff Invitations Postage	700	500	
Printed Material			
Kickoff Invitations & Season Brochure	9,600	5,154	
Misc. Printed materials for Kickoff	250	-	
Receptions			
Season Kickoff	3,500	3,935	
TOTAL EXPENSE	16,800	12,339	
NET INCOME/(EXPENSE)	66,700	89,666	

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12 - Jete Award Dinner *Alternate Years*	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4035 · Miscellaneous Contributions	2,500	2,500	
4355 · Raffle/Silent Auction	5,000	5,000	
4300 FUNDRAISER EVENTS INCOME			
4320 FR Ticket Sales	-	-	
4322 FR General Ticket Sales	8,500	8,500	
4324 FR Preferred Ticket Sales	-	-	
TOTAL INCOME	16,000	16,000	
EXPENSE			
5100 PRODUCTION EXPENSE			
5185 Travel/Lodging-Artists	-	-	
xxxx Curriculum Development	1,000	1,000	
5182 Airfare - Guest Artists	1,000	1,000	
5183 Car Rental - Guest Artists	250	250	
5184 Food Allow (per diem) - Guest Artists	500	500	
5185 Mileage, Fuel - Guest Artists	-	-	
5300 FUNDRAISER EVENTS EXPENSE			
5310 Decorations Expense	500	500	
5315 Centerpieces Expense	500	500	
5326 Food/Drink Expense	6,000	6,000	
5327 Room Rental Expense	-	-	
5331 Invitations & Brochures Expense	300	300	
5334 Program Expense	250	250	
5335 Other Printing Expense	-	-	
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5958 Plaque/Award Expense	300	300	
TOTAL EXPENSE	**10,600**	**10,600**	
NET INCOME/(EXPENSE)	**5,400**	**5,400**	

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22 - Fall Production Sleeping Beauty	Approved Budget 2014-2015	Actuals to Date	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4057 Media Sponsor	2,000	-	Not yet Collected
xxxx Sponsorship for new drops	-	-	
4100 EARNED INCOME			
4121 Ticket Sales-General	15,000	18,342	Assumes 150 seats per show @ $25 each
4122 Group Sales	4,000	-	Assumes 50 seats per show @ $20 each
4126 Sr & Student Ticket Sales	4,000	-	Assumes 50 seats per show @ $20 each
4127 Ticket Sales-School Performance		-	
4128 Season Tickets	2,500	2,890	Assumes 120 season tickets (allocation)
4130 Cast Party Income		915	
4150 Program Ads	1,500	1,627	Allocation
4100 MISCELLANEOUS INCOME			
4440 Ornament/Poster Sales		-	
4410 Misc. Income - Parking Passes	500	-	
4411 Benefits/Concessions		372	
4420 Backstage Flower Sales		-	
4430 Shirt Sales	700	600	
4450 Boutique Sales	-	-	
4455 Meals Income - Snacks	-	-	
4470 Misc Performance Income	-	-	
TOTAL INCOME	30,200	24,746	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected	-	-	
5137 Miscellaneous (Prod. Flowers etc.)	-	-	
5105 AdvertisingPublicity/Promotion:			
5104 Advertising Printing Expense	500	373	
5106 Advertising - Billboard	-	-	
5106 Advertising - Email marketing (Emma)	1,500	50	
5110 Auditorium Rental	8,500	9,401	
5116 Choreography & Staging		-	
5118 Cast Party Expense		566	
5120 Costumes	1,500	798	
5123 Director Expense		-	
5130 Lighting	2,500	2,500	
5135 Makeup		-	
5138 Musicians Expense		-	

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22 - Fall Production Sleeping Beauty	Approved Budget 2014-2015	Actuals to Date	NOTES / QUESTIONS
5140 Program Expense			
5142 Insert Printing Expense	400	300	
5141 Program Printing	1,500	1,152	Allocation
5145 Performers/Artists Expense	-	-	
5150 Royalties Expense		-	
5152 Sound Expense		-	
5155 Stage Production Expense			
5156 Prop Expense	500	600	
5157 Sets/Drops Purchased		-	
5157 Sets/Drops Expense	2,500	3,156	
5159 Tech Supplies / Equipment Expense	500	388	Dry Ice
5162 Ticket Expense (printing)	200	163	
5165 Transportation-Truck Rental	350	216	Truck Rental for load-in load-out
5185 Travel/Lodging-Artists		-	
5182 Airfare - Guest Artists	-	1,656	
5183 Car Rental - Guest Artists	-		
5184 Food Allow (per diem) - Guest Artists	-	-	
5185 Mileage, Fuel - Guest Artists	-	-	
5400 MISCELLANEOUS EXPENSE			
5411 Benefits/Concession Expense	-	-	
5431 Ornament Expense	-	-	
5420 Backstage Flowers Expense	100	-	
5430 Shirt Sales Expense	600	480	
5440 Misc. Boutique Expenses		-	
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5910 Charge Card/Bank fees		-	
5947 Photography & Video		-	
5953 Parking Expense	600	-	
5960 Postage Expense		-	
5962 Printing-Newsletter	-	-	
5990 Transportation/Car Expense	-	-	
TOTAL EXPENSE	**21,750**	**21,799**	
NET INCOME/(EXPENSE)	**8,450**	**2,947**	

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25 - Sugar Plum Fairy Breakfast	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4300 FUNDRAISER EVENTS INCOME			
4035 Misc Contributions		-	
4310 Centerpiece Income	4,000	1,500	
4320 FR Ticket Sales			
4322 FR General Ticket Sales	19,500	13,190	
4324 FR Preferred Ticket Sales	12,500	20,600	
4321 Cookie Sales Profit	-	272	
4330 Photo Income	500	200	Estimate
4355 Silent/Live Auction	7,500	2,720	
4354 Raffle	2,500	2,750	
4400 MISCELLANEOUS INCOME			
4440 Ornament/Poster Sales		-	
4410 Misc. Fundraiser		-	
4430 Shirt Sales		-	
4450 Boutique Sales	-	-	
TOTAL INCOME	46,500	41,232	
EXPENSE			
5100 PRODUCTION EXPENSE			
5120 Costumes		-	
5135 Makeup		-	
5159 Tech Supplies	100	135	Flooring and Paint
5165 Transportation-Truck Rental	500	500	Estimate
5300 FUNDRAISER EVENTS EXPENSE			
5310 Decorations Expense			
5315 Centerpieces Expense	2,500	1,112	
5316 Table Favors Expense	1,000	2,111	
5310 Decorations Expense (Other)	5,000	4,168	Event Company
5320 Entertainment Expense	500	427	Lighting and kid chair rental
5325 Facility & Catering Expense			
5326 Food/Drink Expense	9,500	9,551	
5327 Room Rental Expense	250	-	
5328 Misc. Facility Expense	250	363	
5330 Fundraising Printing Expense			
5331 Invitations & Brochures Expense	1,000	501	
5334 Program Expense	500	257	
5335 Other Printing Expense		750	Space City and CCISD Publications
5330 Raffle Expense		479	
5400 MISCELLANEOUS EXPENSE			
5440 Misc. Boutique Expenses	-	-	
5410 Miscellaneous Fundraiser Expense		52	Place Cards
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5997 Web Page Updates			
5910 Charge Card/Bank fees		-	
5960 Postage Expense	250	-	
TOTAL EXPENSE	21,350	20,406	
NET INCOME/(EXPENSE)	25,150	20,826	

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30 - *The Nutcracker* Production	Approved Budget 2014-2015	Actuals	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4057 Media Sponsor	3,000	-	In kind
xxxx Sponsorship for new drops	-	-	
4100 EARNED INCOME			
4121 Ticket Sales-General	46,000	80,158	230 seats/show @ $25 for 8 shows
4122 Group Sales	9,600	-	60 seats/show @ $20 for 8 shows
4126 Sr & Student Ticket Sales	20,000	-	125 seats/show @ $20 for 8 shows
4127 Ticket Sales-School Performance	18,000	19,793	
4128 Season Tickets	3,000	3,468	Allocation
4130 Cast Party Income	3,500	3,840	
4150 Program Ads	3,500	3,796	Allocation
4400 MISCELLANEOUS INCOME			
4440 Ornament/Poster Sales	1,500	1,445	365 poster 1080 ornament
4410 Misc. Income - Parking Passes	1,100	-	
4411 Benefits/Concessions	-	533	
4420 Backstage Flower Sales	460	-	
4430 Shirt Sales	4,800	6,893	
4450 Boutique Sales	-	-	
4455 Meals Income - Snacks	300	388	Profit
4470 Misc Performance Income	12,000	14,000	12000 performance and 2000 rider for performers
TOTAL INCOME	126,760	134,314	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected	-	-	
5137 Miscellaneous (Prod. Flowers etc.)	250	250	
5105 AdvertisingPublicity/Promotion:			
5104 Advertising Printing Expense	1,700	650	Bookmarks / Posters
5105 Advertising - Advertising	1,500	475	Ads
5106 Advertising - Email marketing (Emma)	-	-	
5110 Auditorium Rental	16,500	18,203	Includes Custodian/University police
5118 Cast Party Expense	3,500	2,468	
5120 Costumes	2,000	1,900	1500 Costume and 400 Estimated Dry Cleaning
5123 Director Expense			
5130 Lighting	2,500	2,500	
5135 Makeup	250	250	
5138 Musicians Expense	-	-	
5140 Program Expense			

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30 - *The Nutcracker* Production	Approved Budget 2014-2015	Actuals	NOTES / QUESTIONS
5142 Insert Printing Expense	3,000	2,830	
5141 Program Printing	4,000	3,072	Allocation
5145 Performers/Artists Expense	-		separate account now
5150 Royalties Expense			
5152 Sound Expense			
5155 Stage Production Expense			
5156 Prop Expense	500	500	Estimate
5157 Sets/Drops Purchased	-		
5157 Sets/Drops	500	500	Estimate
5159 Tech Supplies / Equipment Expense	2,500	2,500	Etimate for Dry ICE
5162 Ticket Expense (printing)	300	300	
5165 Transportation-Truck Rental	275	275	Truck Rental
5185 Travel/Lodging-Artists			
5182 Airfare - Guest Artists	-	-	
5183 Car Rental - Guest Artists	-	-	
5184 Food Allow (per diem) - Guest Artists	-	-	
5185 Mileage, Fuel - Guest Artists	-	-	
5400 MISCELLANEOUS EXPENSE			
5411 Benefits/Concession Expense	-	-	
5431 Ornament Expense	650	515	
5420 Backstage Flowers Expense	250	-	
5430 Shirt Sales Expense	4,000	5,029	
5440 Misc. Boutique Expenses	-	-	separate account now
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5910 Charge Card/Bank fees	350	350	Estimate
5940 Misc Expense		-	
5953 Parking Expense	1,100	-	
5960 Postage Expense	-	-	
5962 Printing-Newsletter	200	-	
5990 Transportation/Car Expense	-	-	
TOTAL EXPENSE	**45,825**	**42,567**	
NET INCOME/(EXPENSE)	**80,935**	**91,747**	

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40 - Mixed Rep Abbey Road	Approved Budget 2014-2015	Actual 2013-2014	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4057 Media Sponsor	-	-	Applied to production
xxxx Production Sponsor	-		
4100 EARNED INCOME			
4121 Ticket Sales-General	-	-	70 seat @ $25 for 4 shows
4122 Group Sales	-	-	
4126 Sr & Student Ticket Sales	-	-	30 seats @$20 for 4 shows
4127 Ticket Sales-School Performance	-	-	
4128 Season Tickets	-	-	Allocation
4130 Cast Party Income	-	-	
4131 Opening Night Dinner Theater	-	-	Separate account
4150 Program Ads	-	-	Allocation
4400 MISCELLANEOUS INCOME			
4440 Ornament/Poster Sales	-	-	
4410 Misc. Income - Parking Passes	-	-	
4411 Benefits/Concessions	-	-	
4420 Backstage Flower Sales	-	-	
4430 Shirt Sales	-	-	
4450 Boutique Sales	-	-	
4455 Meals Income - Snacks	-	-	
4470 Misc Performance Income	-	-	
TOTAL INCOME	-	-	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected	-	-	
5137 Miscellaneous (Prod. Flowers etc.)	-	-	Flowers for performers
5105 AdvertisingPublicity/Promotion:			
5104 Advertising Printing Expense	-	-	Bookmarks / Posters
5105 Advertising - Promotion Expense	-	-	Misc.Promotoion Expense
5106 Advertising - Email marketing (Emma)	-	-	
5107 Advertising Printing		-	
5110 Auditorium Rental	-	-	
5116 Choreography & Staging	-	-	*revised to include choreographers fees*
5118 Cast Party Expense	-	-	
5119 Dinner Theater related Expense	-	-	
5120 Costumes	-	-	This includes dry cleaning & rental
5123 Director Expense	-	-	
5130 Lighting Expense			
5130 Lighting Design	-		
5130 Lighting Supplies	-	-	
5135 Makeup	-	-	

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40 - Mixed Rep Abbey Road	Approved Budget 2014-2015	Actual 2013-2014	NOTES / QUESTIONS
5138 Musicians Expense	-	-	
5140 Program Expense			
5142 Insert Printing Expense	-	-	
5141 Program Printing	-	-	Allocation
5145 Performers/Artists Expense	-	-	
5150 Royalties Expense	-	-	
5152 Sound Expense	-	-	
5155 Stage Production Expense			
5156 Prop Expense	-	-	
5157 Sets/Drops Purchased	-	-	
5157 Sets/Drops	-	-	
5159 Tech Supplies / Equipment Expense	-	-	
5162 Ticket Expense (printing)	-	-	
5165 Transportation-Truck Rental	-	-	Truck Rental
5185 Travel/Lodging-Artists	-	-	
5182 Airfare - Guest Artists	-	-	
5183 Car Rental - Guest Artists	-	-	
5184 Food Allow (per diem) - Guest Artists	-	-	
5185 Mileage, Fuel - Guest Artists	-	-	
5400 MISCELLANEOUS EXPENSE			
5411 Benefits/Concession Expense	-	-	
5431 Ornament Expense	-	-	
5420 Backstage Flowers Expense	-	-	
5430 Shirt Sales Expense	-	-	
5440 Misc. Boutique Expenses	-	-	
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5997 Web Page Updates	-	-	
5910 Charge Card/Bank fees	-	-	
5947 Photography & Video	-	-	
5953 Parking Expense	-	-	
5958 Plaque/Award Expense	-	-	
5960 Postage Expense	-	-	
5962 Printing-Newsletter	-	-	
5990 Transportation/Car Expense	-	-	
TOTAL EXPENSE	-	-	
NET INCOME/(EXPENSE)	-	-	

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45 - Musical Production Modern Millie	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4057 Media Sponsor	3,000	3,000	Applied to production
4014 Individual Contributions	-	-	(for guest artist fees)
4065 In Kind Contribution		-	
4100 EARNED INCOME			
4121 Ticket Sales-General	21,000	21,000	Assumes 210 tickets per show @ $25 each
4122 Group Sales	4,000	4,000	Assumes 50 tickets per show @ $20 each
4126 Sr & Student Ticket Sales	4,000	4,000	Assumes 50 tickets per show @ $20 each
4127 Ticket Sales-School Performance	-	-	
4128 Season Tickets	3,000	3,468	Allocation
4130 Cast Party Income		-	
4150 Program Ads	1,500	1,626	Allocation
4400 MISCELLANEOUS INCOME			
4440 Ornament/Poster Sales	-	-	
4410 Misc. Income - Parking Passes	400	400	
4411 Benefits/Concessions	-	-	
4420 Backstage Flower Sales	-	-	
4430 Shirt Sales	1,000	1,000	
4450 Boutique Sales	-	-	
4455 Meals Income - Snacks	-	-	
4470 Misc Performance Income	-	-	
TOTAL INCOME	37,900	38,494	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected	-	-	
5137 Miscellaneous (Prod. Flowers etc.)	100	100	
5105 AdvertisingPublicity/Promotion:			
5104 Advertising Printing Expense	500	500	Bookmarks / Posters
5106 Advertising - Billboard	-	-	Billboard Sign - two sided
5106 Advertising - Email marketing (Emma)	250	250	
5110 Auditorium Rental	11,000	11,000	Includes Custodian/University police
5116 Choreography & Staging	2,000	2,000	*change to add choreographer fee*
5118 Cast Party Expense	-	-	
5120 Costumes	3,000	3,000	This includes dry cleaning & rental
5123 Director Expense	-	-	moved to artistic in 2013
5125 Wardrobe Manager	500	500	
5130 Lighting			
5130 Lighting Design	2,500	2,500	
5130 Lighting Supplies	500	500	
5135 Makeup	-	-	

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45 - Musical Production Modern Millie	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
5138 Musicians Expense	2,500	2,500	
5140 Program Expense			
5142 Insert Printing Expense	1,000	1,000	
5141 Program Printing	1,500	1,152	Allocation
5145 Performers/Artists Expense	-	-	
5150 Royalties Expense	6,500	6,500	
5152 Sound Expense (mic rental)	3,500	3,500	addresses sound quality problem from 2012
5155 Stage Production Expense			
5156 Prop Expense	1,000	1,000	
5157 Sets/Drops Purchased	-	-	
5157 Sets/Drops	3,500	3,500	
5159 Tech Supplies / Equipment Expense	500	500	
5162 Ticket Expense (printing)	150	150	
5165 Transportation-Truck Rental	500	500	Truck Rental
5185 Travel/Lodging-Artists	-	-	
5182 Airfare - Guest Artists	1,500	1,500	
5183 Car Rental - Guest Artists	2,100	2,100	
5184 Food Allow (per diem) - Guest Artists	-	-	
5185 Mileage, Fuel - Guest Artists	-	-	
5400 MISCELLANEOUS EXPENSE			
5411 Benefits/Concession Expense	-	-	
5431 Ornament Expense	-	-	
5420 Backstage Flowers Expense	-	-	
5430 Shirt Sales Expense	750	750	
5440 Misc. Boutique Expenses	-	-	
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5997 Web Page Updates	-	-	
5910 Charge Card/Bank fees	150	150	
5947 Photography & Video	-	-	
5953 Parking Expense	300	300	Parking Passes for UHCL
5960 Postage Expense	-	-	
5962 Printing-Newsletter	200	200	
5990 Transportation/Car Expense	-		
TOTAL EXPENSE	**46,000**	**45,652**	
NET INCOME/(EXPENSE)	**(8,100)**	**(7,158)**	

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50 - Regional Dance America/SW Adjudication	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4100 EARNED INCOME			
4625 RDA Kit Fee Income	9,000	9,000	Assume 30 paid attendees @ $300
4626 RDA RDA Festival - Ticket Income	-		
4650 RDA Travel & Lodging Income	11,800	11,800	Assume 20 paid attendees; 4 nights @ $40/night (3 or 4 to a room) plus $300 ea for charter bus
TOTAL INCOME	20,800	20,800	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected			
5137 Miscellaneous (Prod. Flowers etc.)			
5105 AdvertisingPublicity/Promotion:	100	100	Festival ad
5104 Advertising Printing Expense			
5110 Auditorium Rental	-		
5118 Cast Party Expense			
5120 Costumes	150	150	Includes rental
5123 Director Expense			
5130 Lighting Expense	-		
5135 Makeup			
5138 Musicians Expense			
5140 Program Expense			
5142 Insert Printing Expense	125	125	
5141 Program Printing			
5610 RDA Adjudicator Expense	200	200	
5630 RDA Kit Fees Expense	7,500	7,500	Assume 30 attendees requirig kits @ $250 each
5680 RDA Travel & Lodging-Festival	12,400	12,400	Assume 14 rooms 4 nights @ $150/night plus $4K charter bus.
5683 RDA Travel & Lodging Director Meetings	800	800	
5684 RDA Dancers Party	-		
5686 RDA Dues / Membership Fees	425	425	RDA Dues
TOTAL EXPENSE	21,700	21,700	
NET INCOME/(EXPENSE)	(900)	(900)	

Bay Area Houston Ballet and Theatre
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52 - Company Expenses	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
Ticket Sales - Banquet			
Silent Auction/Raffle at Banquet			
Performance income			
Sweatsuit sales	2,000	2,000	New design for sweatsuits in 2010-2011
TOTAL INCOME	2,000	2,000	
EXPENSE			
Meals Expense - Banquet			
Plaque/Award Expense	150	150	
Transportaion Expense - Banquet			Truck Rental
Sweatsuit expense	1,500	1,500	
Costumes (Community outreach performances)		-	
Company Photography (Headshots)	1,400	1,400	
Instructor for BAHBT auditions			
Instructors to sub for Ballet Master			
Artistic Staff - Resident	145,700	123,172	
Printed Material			
Postage expense			
Social events/ corps building			
TOTAL EXPENSE	148,750	126,222	
NET INCOME/(EXPENSE)	(146,750)	(124,222)	NET INCOME/(EXPENSE)

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54 - Boutique	Approved Budget 2014-2015	Forecast	Budget Notes
INCOME			
4000 · CONTRIBUTED INCOME			
4450 · Boutique Sales	25,000	25,000	
	-	-	
TOTAL INCOME	25,000	25,000	
EXPENSE			
5440 · Boutique Purchases	10,000	10,000	
	-	-	
	-	-	
		-	
TOTAL EXPENSE	10,000	10,000	
NET INCOME/(EXPENSE)	15,000	15,000	

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55 - Scholarship / Endowment Council	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4036 Misc. Contributions	-	990	LMG Memory
4400 MISCELLANEOUS INCOME			
4482 Dividend Income	1,200	1,200	
4416 Calendar Sales	250	250	
4700 SCHOLARSHIP INCOME			
4713 Scholarship Misc.Income	-	-	
4712 Scholarship Earned Income	2,500	2,500	
4700 Scholarship Income OTHER	3,000	3,000	
TOTAL INCOME	6,950	7,940	
EXPENSE			
5100 PRODUCTION EXPENSE			
5719 Calendar Expense	2,000	2,000	
5721 Lasagna Dinner Expense	500	500	
5100 PRODUCTION EXPENSE Other	1,000	1,000	
5400 MISCELLANEOUS EXPENSE			
5440 Misc. Boutique Expenses			
5410 Miscellaneous Fundraiser Expense			
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5997 Web Page Updates			
5910 Charge Card/Bank fees	250	250	
5960 Postage Expense			
TOTAL EXPENSE	3,750	3,750	
NET INCOME/(EXPENSE)	3,200	4,190	
Funds earmarked for Endowment	3,200	4,190	
NET Funds Available for Other Operations	-	-	

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60 - Ball (Lenny Tribute)	Approved Budget 2014-2015	Forecast	Notes for Current Yr
INCOME			
4000 · CONTRIBUTED INCOME			
4035 · Miscellaneous Contributions	5,000	-	General Sponsorship(s)
4300 · FUNDRAISER EVENTS INCOME			
4320 · Fundraiser Ticket Sales			
4322 · FR-General Tickets	35,000	-	350 tickets @ 100 each
4324 · FR-Preferred Tickets	7,500	-	50 tickets @ 150 each
4355 · Silent/Live Auction Income	15,000	-	
4360 · Opportunity Drawing Income			
Total Income	**62,500**	-	
EXPENSE			
5100 · PRODUCTION EXPENSE			
5140 · Program Expense	-		
5165 · Transportation Expense	-		
5100 · Production Expense OTHER	-		
5300 · FUNDRAISER EVENTS EXPENSE			
5310 · Decoration Expense	1,500	-	
5320 · Entertainment Expense	-	-	Band
5325 Facility & Catering Expense		-	
5326 · Food/Drink Expense	20,000	-	Assumes $50 per person
5327 · Room Rental Expense		-	
5328 · Miscellaneous Expense	525		Cash Bar setup
5325 · Hotel Expense Other	-		Dance Floor and Room Rental (may be waived)
5331 · Invitations Expense	1,000	-	
5334 · Program Expense	500	-	
5335 · Other Printing Expense	250	-	Save the Date cards
5900 · GENERAL & ADMINISTRATIVE			
5905 · Advertising & Publicity	500		
5910 · Charge Card & Bank Fees Expense			
5940 · Miscellaneous Expense	250	-	
5960 · Postage Expense	250	-	
Total Expense	**24,775**	-	
Net Income	**37,725**	-	

Bay Area Houston Ballet and Theatre
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80 - Misc. Fundraisers *(excluding 81, 83)*	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4400 MISCELLANEOUS INCOME			
4410 Miscellaneous Fundraisers	5,000	5,000	Yankee Candle
4430 Shirt Sales	-	-	
TOTAL INCOME	5,000	5,000	
EXPENSE			
5400 MISCELLANEOUS EXPENSE			
5410 Miscellaneous Fundraiser Expense	2,500	2,500	Yankee Candle
5430 Shirt Sales Expenses	-	-	
TOTAL EXPENSE	2,500	2,500	
NET INCOME/(EXPENSE)	2,500	2,500	

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81 - Fourth of July Fundraiser	Approved Budget 2014-2015	Forecast	Budget Notes
INCOME			
4000 · CONTRIBUTED INCOME			
4035 · Miscellaneous Contributions	-	-	
4300 · FUNDRAISER EVENTS INCOME			
4310 · Benefactor/Underwriter Income			
4320 · Fundraiser Ticket Sales			
4322 · FR-General Tickets	3,750	3,750	
TOTAL INCOME	3,750	3,750	
EXPENSE			
5320 · Entertainment Expense	-	-	
Misc Fundraiser Expense	395	395	
5438 Meal Expense	1,200	1,200	
5910 Charge Card/Bank Fees Expense		-	
TOTAL EXPENSE	1,595	1,595	
NET INCOME/(EXPENSE)	2,155	2,155	

83 - Valentine Dinner	Approved Budget 2014-2015	Forecast	Budget Notes
INCOME			
4000 · CONTRIBUTED INCOME			
4014 Indvidual Contribution	-	-	
4035 · Miscellaneous Contributions	-	-	
4300 · FUNDRAISER EVENTS INCOME		-	
4329 · Dinner Tickets	-	-	
4355 · Silent/Live Auction	-	-	
4322 · FR-General Tickets	-	-	
TOTAL INCOME	-	-	
EXPENSE			
5320 · Entertainment Expense	-	-	
5325 Facilty Catering Expense	-	-	
5326 Meal Expense	-	-	
		-	
TOTAL EXPENSE	-	-	
NET INCOME/(EXPENSE)	-	-	

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
(As of 08/01/14)

99 - Overhead & Administrative	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
INCOME			
4000 CONTRIBUTED INCOME			
4035 Misc. Contributed Income		-	
4400 MISCELLANEOUS INCOME			
4405 Rental Income		-	
4482 Dividend Income		-	
4485 Returned Check Income	-	-	
4410 Misc. Fundraisers	-	-	
4430 Shirt Sales Income	-	-	
4480 Interest Income	-	-	
TOTAL INCOME	-	-	
EXPENSE			
5100 PRODUCTION EXPENSE			
5163 Online Ticketing Fees not collected			
5137 Miscellaneous (Prod. Flowers etc.)			
5105 AdvertisingPublicity/Promotion:			
5104 Advertising Printing Expense			
5106 Advertising - Billboard		-	
5106 Advertising - Email marketing (Emma)		-	
5210 Entertainment	1,000	1,000	Community Meetings etc.
5900 GENERAL & ADMINISTRATIVE EXPENSE			
5902 Accounting Expense	3,500	3,500	
5905 Advertising & Publicity	250	250	
5910 Charge Card/Bank fees	7,000	7,000	
5921 Dues & Subscriptions	1,500	1,500	
5947 Photography & Video			
5948 Penalties	-	-	
5953 Parking Expense			
5960 Postage Expense	800	800	
5962 Printing-Newsletter			
5970 Receptions/Social Events	350	350	
5990 Transportation/Car Expense		-	

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
(As of 08/01/14)

99 - Overhead & Administrative	Approved Budget 2014-2015	Forecast	NOTES / QUESTIONS
5997 Web Page Expense	2,040	2,040	Cyberbay $70/month; Changes
5975 Staff Expense	36,400	36,400	Admin: 52 weeks 50 hrs @ $14
5913 Computer Expense	500	500	Computer related expenses
5914 Copier Expense	500	500	
5930 Insurance - Liability (errors and omissions)	2,000	2,000	Community Events, Volunteer Meetings etc.$150/month
5940 Miscellaneous Expense	300	300	
5945 Office Supplies	1,500	1,500	
5955 Payroll Tax Expense	2,785	2,785	0.0765
5980 Storage Expense	11,460	11,460	Actual rent is $955/mo
5982 Studio Rental	32,500	32,500	This is the $2500 a month that BAHBT receives in value from RAFA for studio use
5985 Telephone & Internet Expense	2,760	2,760	Comcast ~$230/mo
5969 Property Taxes	1,150	1,150	
TOTAL EXPENSE	**91,855**	**91,855**	
NET INCOME/(EXPENSE)	(91,855)	(91,855)	

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
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						2012-2013 Budget Allocations						2011-2012 Season Usage Actuals				
						0%	15%	15%	40%	15%	15%	2011-2012 Season Usage Actuals				
Name	Position	Budget Location	2014-2015 Approved Budget Amount	Forecast	Notes	Unallocated	RDA Adjudication	Edward Scissorhands	Nutcracker	Celestial Mechanics	Seussical	Season 2011-2012	Grands 2011	Nutcracker 2011	Capridous 2012	Hairspray 2012
Ballet Master	Ballet Master	Resident Artists & Artistic Staff	$ 30,400	$ 29,450	32 weeks @ $950/week	$ -	$ 4,560	$ 4,560	$ 12,160	$ 4,560	$ 4,560	$ 22,121				
Natalie Zundel	Ballet Mistress, Company Manager - Staff & Resident Artist Overhead	Resident Artists & Artistic Staff	$ 20,800	$ 17,050	32 weeks @ $650/week	$ -	$ 3,120	$ 3,120	$ 8,320	$ 3,120	$ 3,120	$ 500				
John Ruth	Drosselmeyer	Nutcracker	$ 3,500	$ 3,500		$ -	$ -	$ -	$ 3,500	$ -	$ -		$ 800	$ 3,500		
Mitchell Chrisenberry	Uncle	Nutcracker	$ 3,500	$ -		$ -	$ -	$ -	$ 3,500	$ -	$ -			$ 3,500		
	Dancer Male #1	Resident Artists & Artistic Staff	$ 23,250		31 weeks @ $750/week	$ -	$ 3,488	$ 3,488	$ 9,300	$ 3,488	$ 3,488	$ 10,478				
	Dancer Male #2	Resident Artists & Artistic Staff	$ 15,500	$ -	31 weeks @ $500/week	$ -	$ 2,325	$ 2,325	$ 6,200	$ 2,325	$ 2,325		$ 2,800			
Laura	Female Dancer #4	Resident Artists & Artistic Staff	$ 13,950	$ 11,750	25 weeks @ $450/week thru RDA	$ -	$ 2,093	$ 2,093	$ 5,580	$ 2,093	$ 2,093		$ 650			
Melissa	Dancer Female #1	Resident Artists & Artistic Staff	$ 14,450	$ 14,375	31 weeks @ $450/week plus 500 for shoes	$ -	$ 2,168	$ 2,168	$ 5,780	$ 2,168	$ 2,168					
Madison	Dancer Female #2	Resident Artists & Artistic Staff	$ 14,450	$ 14,500	31 weeks @ $450/week plus 500 for shoes	$ -	$ 2,168	$ 2,168	$ 5,780	$ 2,168	$ 2,168					
Kristen	Dancer Female #3	Resident Artists & Artistic Staff	$ 12,900	$ 12,750	31 weeks @ 400/week plus $500	$ -	$ 1,935	$ 1,935	$ 5,160	$ 1,935	$ 1,935					
Aaron	Guest SB			$ 500												
Jeiron	Guest SB			$ 500												
John Ruth	Guest SB			$ 750												
Bobby	Guest SB			$ 750												
Ivan	Guest NC			$ 1,500	(est. 500 for mileage)											
Max	Guest NC			$ 797												
Nelson	Guest NC			$ 10,000												
	Director-Musical	Seussical	$ 5,000	$ 5,000		$ -	$ -	$ -	$ -	$ -	$ 5,000					$ 5,000
			$ 157,700	$ 123,172	Totals	$ -	$ 21,855	$ 21,855	$ 65,280	$ 21,855	$ 26,855	$ 33,099	$ 4,250	$ 7,000	$ -	$ 5,000

NOTES

Bay Area Houston Ballet and Theatre
2014-2015 Approved Budget
(As of 08/01/14)

Bay Area Houston Ballet & Theatre						
Input Sheet for Allocated Items						
2013-2014 Version 1						
The following items are allocated among several classes:						
Description	**Proposed Budget**	**Last Yr Actuals 2011-2012***	**Last Yr Budget 2011-2012**	**Previous Yr 2010-2011**	**Previous Yr 2009-2010**	**Comments**
Income items:						
Season Program Ad Revenue	10,000	4,250	8,000	5,300	5,600	
Season Ticket Sales	12,000	10,350	7,500	7,495	10,140	
Expense items:						
Season Program	10,000	9,856	8,000	7,350	12,779	Benchmarked against ad revenues. Ads must pay for Season Programs.
Online Ticketing Fees						5200 tickets charged $2/each
For this budget, I've used the following allocation for revenue and expense items:						
	2013-2014 Season Ticket Alloc. %	**2012-2013 Season Ticket Blended Price**	**2011-2012 Alloc. %**		11751	
Coppelia	25%	$ 27	15%		2937.75	
Nutcracker	25%	$ 27	60%		2937.75	
Abbey Road	25%	$ 18	10%		2937.75	
Bye Bye Birdie	25%	$ 27	15%		2937.75	
	100%	$ 99	100%			
	2011-2012 Tickets Sold	**2012-2013 Alloc. % for All Other**				
Edward Scissorhands	663	13%		382.62		
Nutcracker	2,976	57%		1,530.50		
Mixed Rep	275	5%		255.08		
Suessical	1,340	26%		382.62		
	5,254	100%		2550.83		

Official Timeline

RAFA/BAHBT

2014/2015

As of 02/10/15

Legend:

Official RAFA

Official BAHBT

Preludes

Official CCISD

CONFERENCE ROOM

Marketing Calendar

As of 02/10/15

June 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Alice Sunday Show 1pmcall/2pm show	2 RAFA closed	3 Calendar Summit Prelude/BAHBT company auditions 4:30pm 12 and under; 6pm 13 & older	4	5 5-6:30pm Prelude/BAHBT company meeting/ Demi Characters	6 Pre-Pro auditions invited/open	7
8	9 Preludes Intensive 10a.m – 3pm RAFA Summer classes Begin	10 Preludes Intensive 10a.m – 3pm	11 Preludes Intensive 10a.m – 3pm	12 Preludes Intensive 10a.m – 3pm Preludes Letter of Agreement/forms due Student evals due back to RAFA	13 PRESS RELEASE Preludes Intensive 10a.m – 3pm	14 Preludes Intensive 10a.m – 12pm BAHBT Finance Committee Meeting ; CR
15 Father's Day	16	17	18	19	20	21
22	23 10am Summer Shrek Audition	24 Shrek Rehearsals in the daytime begin BOD Mtg 9-10am SugarPlum Mtg 10-11am	25	26	27 Preludes Review 10a.m – 3pm 4-5pm Rehearsal for Freeman 1st RDA payment due/Company medical & forms	28 Preludes perform at Freeman library; noon
29	30 Fall Schedules sent out					

As of 02/10/15

July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 IndependenceDa nce Day	5
6	7	8 BAHBT BOD 9am; CR	9	10	11 Preludes Review 10a.m – 3pm RAFA New Student Audition 5-7pm; CR	12 BAHBT Finance Committee Meeting; CR
13	14 Autodraft form reminder	15 PRESS RELEASE	16	17 ~~Media Blitz @ Todville~~	18 Last day of RAFA summer classes RAFA Autodraft Forms due	19 Shrek TBA
20 Shrek TBA	21 Autodraft form reminder Shrek 5-10pm Dress/Tech	22 Lunar Fashion show Shrek 5-10pm Dress/Tech	23 Shrek 5-10pm Dress/Tech	24 Shrek 7:30 performance SPF Meeting 10am;CR	25 Preludes Review 10-3pm Shrek 7:30 performance	26 Shrek Performances 2& 7:30
27 Shrek 2pm performance	28	29	30	31		

As of 02/10/15

August 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Final email for autodraft forms 4-6pm Prelude vocal auditions Shrek 7:30 perform 2nd RDA payment	2 Staff Retreat 9a.m. Shrek Performances 2& 7:30
3 Shrek 2pm performance BAHBT Leadership Launch; Place TBD; 6pm cocktails, meeting 7-9pm	4 RAFA Summer Intensive Week #1	5 RAFA Summer Intensive Week	6 RAFA Summer Intensive Week	7 RAFA Summer Intensive Week RAFA New Student Audition 6pm	8 RAFA Summer Intensive Week American Girl Movie Night 6pm	9 BAHBT Finance Committee Meeting RAFA Summer Intensive Perf & Rec Preludes/BAHBT/PrePro Season Meeting
10	11 Preludes Review 10a.m – 3pm Overture & EdPrep Orientation 6pm Apprentice	12 Preludes Review 10a.m – 3pm Graded Division Orientation 6pm BAHBT BOD Meeting	13 Preludes Review 10a.m – 3pm Pre-Professional Orientation 5pm New Student	14	15 PRESS RELEASE SEED Scholarship orientation 6:30-8pm SEED Scholarship Workshop #1 8-10pm	16 Nutcracker Auditions begin at 8am ROB Auditions 2-5pm
17	18 First day of RAFA fall classes	19 BAHBT Leadership Committee Meeting 6pm;CR	20 Lutheran South first day of school	21	22 SEED Scholarship Workshop #2 8-10pm Change Voicemail	23 Regular Preludes 8-10am Nutcracker Call-backs 2pm; teaching in C; reg. in D; Audition in A ROB rehearsal 2-5pm
24 Prelude Rehearsal 1-5pm/ Kick-off Performance & Reception 6pm	25 CCISD first day of school BAHBT AIRS begin/ Kick-off Artistic plans ready Order Skillbooks	26 BAHBT SEED Meeting 6pm;CR Order RAFA Skill Books	27 Hall of Fame Dinner	28	29 SEED Scholarship Workshop #3 8-10pm	30 Nutcracker Cast Meeting Seed Scholarship Audition 1pm Bios for Season Program due ROB 2-5pm
31						

As of 02/10/15

September 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BSW WILL REHEARSE ON SATURDAYS AND SUNDAYS	1 Labor Day – No RAFA Classes or office hours Season Program and inserts due to RDA	2 SPFB tickets on sale to season tkt holders Sleeping Beauty tkts on sale to the public	3	4	5 Company Headshots at JPam Emerging Choreographer application due	6 Company, Prelude, Demi Chracters Photos 8-10am Nutcracker rehearsals begin
7	8	9 BAHBT BOD Meeting 9am; CR SPF MTG 6PM; CR	10	11 BAHBT kick-off at Space Center Houston	12 RAFA New Student Orientation 6-7pm; CR	13 BAHBT Finance Committee Meeting; CR
14	15 PRESS RELEASE SPFB tickets on sale to the public	16 BAHBT Leadership Committee Meeting 6pm;CR	17 Junior Patron Mtg 6pm	18	19 RDA Fall Meeting; LA	20 RDA Fall Meeting; LA
21 RDA Fall Meeting; LA	22 Last day for scholarship calendar additions/ads Skill books distributed in classes	23 Skill books distributed in classes	24 Skill books distributed in classes	25 Skill books distributed in classes	26 VHG in Houston Order Prelude/Company photos ROB Dress Rehearsal Skill books distributed in classes	27 VHG in Houston for matinee only ROB Performances 2&7:30pm
28 ROB Performance 2pm	29	30 BAHBT SEED Meeting 6pm; CR				

As of 02/10/15

October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 RAFA Winterizing process (AC/Heat; Fire extinguishers)	2	3	4 Preludes St. Thomas performance
5 Junior Patrons Masquerade Ball; RAFA 6-9pm off-site	6	7 BAHBT Leadership Committee Meeting 6pm;CR	8	9	10	11 BAHBT Finance Committee Meeting; CR Kemah vignette Sleeping Beauty
12	13 Commitment to Informal Demonstration Due Columbus Day	14 BAHBT BOD Meeting 9am; CR SPF Mtg 6pm; CR	15 PRESS RELEASE Sleeping Beauty Dress Rehearsal @UHCL	16 Sleeping Beauty Dress Rehearsal @UHCL	17 Sleeping Beauty performance 7:30pm	18 No Preludes/RAFA classes Sleeping Beauty performances 2& 7:30pm
19 Sleeping Beauty performances 2pm	20 Nutcracker tickets on sale	21	22	23	24 Panhellinic Fashion Show @ South Shore RAFA New Student Orientation 6-7pm; CR	25 Preludes Gilmore Elementary performance
26	27 Student Evaluations given to staff	28 BAHBT SEED Meeting 6pm; CR	29	30 Informal Music Mtg 12pm; CR	31 Halloween	

As of 02/10/15

November 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Post Holiday Office Hours Candis – Informal measurements in RAFA classes	4 Candis – Informal measurements in RAFA classes SPF Mtg; CR	5 Candis – Informal measurements in RAFA classes	6 Candis – Informal measurements in RAFA classes	7 Candis – Informal measurements in RAFA classes	8 BAHBT Finance Committee Meeting; CR Preludes Woodlands performance 4pm
9	10 Make-up measuring week	11 Make-up measuring week Veterans Day BAHBT BOD Meeting 9am; CR	12 Make-up measuring week	13 Make-up measuring week	14 PRESS RELEASE Make-up measuring week Informal Demonstration Skirt/Headpiece orders due	15 RAFA New Student Audition 5-7pm – Students will begin in Jan.
16	17 Scholarship Mtg	18 BAHBT Leadership Committee Meeting 6pm;CR Nutcracker Rehearsal w/ Baytown Symphony	19 Last Adult Ballet Class	20	21 Breakfast with the Sugar Plum Fairy Rehearsal @ South Shore	22 Breakfast with the Sugar Plum Fairy 8-1:30 @ South Shore
23	24 Regular RAFA Classes	25 Regular RAFA Classes Hang Holiday Decorations	26 RAFA Closed	27 Thanksgiving Day RAFA Closed	28 RAFA Closed	29 RAFA Closed Nutcracker Vignette in Kemah 2pm
30 Nutcracker Mandatory Run-throughs						

As of 02/10/15

December 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 Nutcracker Dress Rehearsal @ UHCL	4 Nutcracker School performances @ UHCL Nutcracker Dress Rehearsal @ UHCL	5 Nutcracker School performances @ UHCL Nutcracker performance 7:30pm @ UHCL	6 Nutcracker performances 2& 7:30pm @ UHCL
7 Nutcracker performance 2 @ UHCL	8 Student Evaluations due from Staff to LMG Post Holiday Office Hours	9 BAHBT BOD Meeting 9am; CR	10	11 Nutcracker Pick-up Rehearsal @ UHCL	12 Nutcracker School performances @ UHCL Nutcracker performance 7:30pm @ UHCL	13 Nutcracker performances 2& 7:30pm @ UHCL
14	15 PRESS RELEASE Student Evaluations passed out in RAFA classes	16 Student Evaluations passed out in RAFA classes	17 Student Evaluations passed out in RAFA classes	18 Nutcracker Dress Rehearsal @ Lee College Student Evaluations passed out in RAFA classes	19 Nutcracker performance 7:30pm @ Lee College Student Evaluations passed out in RAFA classes	20 Nutcracker performances 7:30pm @ Lee College
21 Nutcracker performance 2 @ Lee College	22 RAFA Closed – Winter Break	23 RAFA Closed Winter Break	24 RAFA Closed Winter Break	25 RAFA Closed Winter Break Christmas Day	26 RAFA Closed Winter Break	27 RAFA Closed – Winter Break
28 RAFA Closed – Winter Break	29 RAFA Closed – Winter Break	30 RAFA Closed – Winter Break	31 RAFA Closed – Winter Break			

As of 02/10/15

~ January 2015 ~

Feb 2015 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 RAFA Closed – Winter Break	2 RAFA Closed – Winter Break Take down RAFA Holiday Decorations	3 RAFA Closed – Winter Break
4 RAFA Closed – Winter Break	5 RAFA Classes Resume 3rd RDA payment due	6 Reserve Awards Ceremony Location	7	8	9 RAFA New Student Orientation 6-7pm; CR	10 BAHBT Finance Committee Meeting; CR Pippin Audition 2-5pm Nutcracker Wrap-up Site TBD 7pm
11	12 Student Evaluations due back to RAFA	13 BAHBT BOD Meeting 9am; CR	14	15 PRESS RELEASE	16	17 Pippin 2-5pm New Student Audition 5-7pm
18	19	20 BAHBT Leadership Committee Meeting 6pm;CR	21	22 SEED Italian Dinner Fundraiser 4:30-7:30pm in CR	23	24 Pippin 2-5pm Preludes Kemah Performance 2pm
25	26	27 BAHBT SEED Meeting 6pm; CR	28	29	30	31 Pippin 2-5pm

As of 02/10/15

~ February 2015 ~

Mar 2015 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 6pm Adj. Class 7:30pm Adj. Per. 2-5pm Pippin	2	3	4	5	6	7 Millie Auditions 4pm Pippin 2-5pm SEED Valentine Dance Time 6-8pm
8 Millie Call Backs Time 1pm 2-5pm Pippin	9 Letters of Intent due to VHG	10 BAHBT BOD Meeting 9am; CR	11	12	13 PRESS RELEASE RAFA New Student Orientation 6-7pm; CR	14 Pippin 2-5pm
15 2-5pm Pippin	16 PEEK WEEK #1	17 BAHBT Leadership Committee Meeting 6pm;CR PEEK WEEK #1	18 PEEK WEEK #1	19 PEEK WEEK #1	20 RAFA Spring Packets Mailed Out BSW Load In 8pm PEEK WEEK #1	21 Pippin 2-5pm NorthPointe Elem. Performance @ 12:30pm PEEK WEEK #1
22 LMG Tribute Mandatory Run Thru 1-5pm Pippin Tech/Dress 5pm	23	24 BAHBT SEED Meeting 6pm; CR	25 Tribute Load In 3-11pm	26 Tribute Tech 4:30pm Call for 6:30pm Run	27 LMG Tribute Dress Rehearsal @ U of H CL	28 LMG Tribute Performance 2pm & 7:30pm @ U of H CL

As of 02/10/15

~ March 2015 ~

Apr 2015 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 LMG Tribute Performance 2pm @ U of H CL	2	3	4	5 Pippin Dress Rehearsal Time TBD	6 Pippin Dress Rehearsal	7 Pippin performances 2 & 7:30
8 Pippin performance 2pm	9	10 BAHBT BOD Meeting 9am; CR BAHBT Leadership Committee Meeting 6pm;CR	11	12	13 PRESS RELEASE Letters of Intent due from Staff	14 BAHBT Finance Committee Meeting; CR Pippin performances 2 & 7:30
15 Pippin performance 2pm	16 RAFA Spring Break Millie Rehearsals Millie Tickets go on sale	17 RAFA Spring Break Millie Rehearsals	18 RAFA Spring Break Millie Rehearsals	19 RAFA Spring Break Millie Rehearsals	20 RAFA Spring Break Millie Rehearsals	21 RAFA Spring Break Millie Rehearsals Jete Dinner 7pm @ Hilton
22 RAFA Spring Break Millie Rehearsals	23 RAFA Classes Resume Set RAFA schedule for Millie Tech Week	24 BAHBT SEED Meeting 6pm; CR	25 BAHBT leaves for RDA in afternoon	26 RDA in Louisiana	27 All late student evaluations due RDA in Louisiana	28 RDA in Louisiana
29 RDA return from Louisiana BAHBT AIRS seasons ends	30 Student Evaluations given to staff PEEK WEEK #2	31 PEEK WEEK #2	Notes:			

As of 02/10/15

~ April 2015 ~

May 2015 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 PEEK WEEK #2	2 PEEK WEEK #2	3 RAFA Closed Good Friday	4 RAFA Closed Easter/Passover
5 RAFA Closed Easter/Passover	6	7	8	9	10 PEEK WEEK #2	11 BAHBT Finance Committee Meeting; CR Grand Kids Festival Performance
12 Junior Patron Event at RAFA	13 Skill Book Review in RAFA classes	14 Skill Book Review in RAFA classes BAHBT BOD Meeting 9am; CR BAHBT Leadership Committee Meeting 6pm;CR	15 PRESS RELEASE Skill Book Review in RAFA classes	16 Skill Book Review in RAFA classes	17 Millie Load In @ UHCL Skill Book Review in RAFA classes TMM LOAD IN	18 Millie Mandatory run-throughs @ RAFA TMM Vignette at Baybrook Mall 2pm
19 Millie Mandatory run-throughs @ RAFA	20 Millie Dress/Tech @ UHCL Skill Book Review in RAFA classes	21 Millie Dress/Tech @ UHCL Skill Book Review in RAFA classes	22 Millie Dress/Tech @ UHCL Skill Book Review in RAFA classes	23 Millie Dress/Tech @ UHCL Skill Book Review in RAFA classes	24 Millie Performance 7:30 @ UHCL Skill Book Review in RAFA classes	25 Millie Performances 2 & 7:30 @ UHCL
26 Millie Performance 2pm @ UHCL	27 Skill Book Testing in RAFA classes	28 BAHBT SEED Meeting 6pm; CR Skill Book Testing in RAFA classes	29 Skill Book Testing in RAFA classes	30 Skill Book Testing in RAFA classes	Notes:	

As of 02/10/15

~ May 2015 ~

Jun 2015 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Skill Book Testing in RAFA classes	2 RAFA Staff Meeting 1pm
3 BAHBT SEED Tea Location TBD	4 Skill Book Testing in RAFA classes Start BAHBT/Prelude Packets	5 Skill Book Testing in RAFA classes	6 Skill Book Testing in RAFA classes	7 Skill Book Testing in RAFA classes	8 Skill Book Testing in RAFA classes Summer Schedules sent out	9 RAFA PrePro/Graded Choreography Exhibition 9am DRH Meeting #1 @ 2pm
10	11 Final Awards lists posted Student Evaluations due from Staff to LMG Informal Skirt/Headpiece distribution PEEK WEEK #3	12 BAHBT BOD Meeting 9am; CR Informal Skirt/Headpiece distribution PEEK WEEK #3	13 Informal Skirt/Headpiece distribution PEEK WEEK #3	14 Informal Skirt/Headpiece distribution PEEK WEEK #3	15 PRESS RELEASE Informal Skirt/Headpiece distribution PEEK WEEK #3	16 RAFA Awards Ceremony 6pm
17	18 Student Evaluations passed out in RAFA classes during classes Begin Fall planning/schedules	19 Student Evaluations passed out in RAFA classes BAHBT Leadership Committee Meeting 6pm;CR	20 Student Evaluations passed out in RAFA classes	21 Student Evaluations passed out in RAFA classes	22 Student Evaluations passed out in RAFA classes	23 Last day of RAFA Classes DRH Meeting #2 at 10am RAFA New Student Audition 2-4pm
24	25 Memorial Day	26 Studio Rehearsal for Saturday performance 4:30-9pm	27 Studio Rehearsal for Sunday performance 4:30-9pm	28	29 Dress Rehearsal for Saturday performance 5pm call	30 Dress Rehearsal for Sunday performance 10am call Informal Demonstration performance 5pm/6pm
31 Informal Demonstration 1pmcall/2pm	Notes:					

As of 02/10/15

~ June 2015 ~

Jul 2015 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 RAFA Closed	2 BAHBT Prelude/Company auditions 4:30 ages 12 and under; 6pm ages 13 and older	3 RAFA Program Placement Class 5pm: APP 305 6pm: Existing PP/Gr 12 yrs and younger 7pm: Existing PP/Gr 13 yrs and older	4 BAHBT Prelude/Company Meeting 5-6:30pm	5	6
7	8 Student Evaluations due back to RAFA RAFA Summer Classes Begin Preludes Intensive 10a.m – 3pm	9 Preludes Intensive 10a.m – 3pm	10 Preludes Intensive 10a.m – 3pm	11 Preludes Intensive 10a.m – 3pm	12 Preludes Intensive 10a.m – 3pm	13 Preludes Intensive Review 10a.m – 12pm
14	15 PRESS RELEASE	16	17	18	19	20
21	22	23	24	25	26	27
28	29 Summer BSW Audition 10am	30	Notes:			

CITY OF SEABROOK

AGENDA BRIEFING

Date of Meeting: March 17, 2015

Submitter/Requestor: Community Development **Date Submitted: March 9, 2015**

Presenter: Sean Landis

Description/Subject:

A request for approval of a Preliminary Planned Unit Development (PUD) to create "Chesapeake Bay Luxury Seniors Community" approximately 12 acre, 259 unit, luxury apartment complex.

Applicant:

WMF Investments (William Friedrichs)

Legal Description: Tract 1 - 0.2327 Acres, H.C.C.F. No. 20070629538, remainder of 0.2248 Acres; Tract 2A - 1.2 Acres, H.C.C.F. No. T539938, remainder of 1.16 Acre; Tract 2B - 1.2 Acres, H.C.C.F. No. T539938, remainder of 1.16 Acre; Tract 3 - 3.360 Acres H.C.C.F. No. U067284, remainder 3.244 Acres; and Tract 4 - 5.72 Acres out of 10.501 Acres, H.C.C.F. No. P969328, Repsdorph Partition, Abstract 52 in the Ritson Morris Survey, Harris County Texas

This property is located immediately east of Repsdorph and south of Brummerhop Park.

Request: The applicant is requesting the aforementioned property be granted approval of a preliminary Planned Unit Development (PUD) Overlay.

Purpose/Need: Policy Issue☑ Administrative Issue ☐

The purpose of the preliminary Planned Unit Development (PUD) is to provide a flexible approach for development, allows a more flexible response to the market, encourage innovative mixed uses and site plan design.

Background/Issue (What prompted this need?)**:**

The applicant: W.M.F. Investments is requesting the approval of a preliminary Planned Unit Development (PUD) "Chesapeake Bay Luxury Seniors Community". The project will be 55 years of age restricted, 259 unit multifamily development.

The project will be constructed on approximately a 12 acres site located immediately east of Repsdorph and south of Brummerhop Park.

Impacted Parties (Expected/Notified)**:**

Recommended Action:

Attachments:

Exhibit A. Preliminary Planned Unit Development Plan, Titled "Chesapeake Bay Luxury Seniors Community"

Fiscal Impact:

Budgeted	___ Yes	___ No	Finance Officer Review:
Budget Amendment Required	___ Yes	___ No	
Future/Ongoing Impact	___ Yes	___ No	

Budget Dept/Line Item Number N/A

Funding Comments:

N/A

Where on the agenda should this item be placed?
(i.e. Public Hearing, New Business, Old Business, Consent Agenda, Executive Session, etc.)

Joint Public Hearing & New Business

Suggested Motion:

City Manager Review:

- ○ Approved as submitted
- ○ Submitted for Council consideration without comment
- ○ Submitted for Council consideration with comments stated below:

(All items are to be reviewed and approved by the city manager, except items submitted by the mayor or any council member or routine consent agenda items such as minutes and second & third readings of ordinances.)

Sent to City Attorney for review _____ _____
(City Attorney should review all ordinances, resolutions, contracts and executive session items.)

Received and accepted by the City Secretary/Assistant _____ _____

Returned by the City Secretary/Assistant (If incomplete) _____ _____

All requests must be submitted to the City Secretary's Office no later than 5:00 p.m. on the Wednesday preceding the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

EXHIBIT B-1:

LOCATION MAP

CHESAPEAKE BAY

A Luxury Seniors Community

Developed by

WMF INVESTMENTS

MUCASEY & Associates Architects

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CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

DATE: 02-13-2015

CHESAPEAKE BAY

A Luxury Seniors Community

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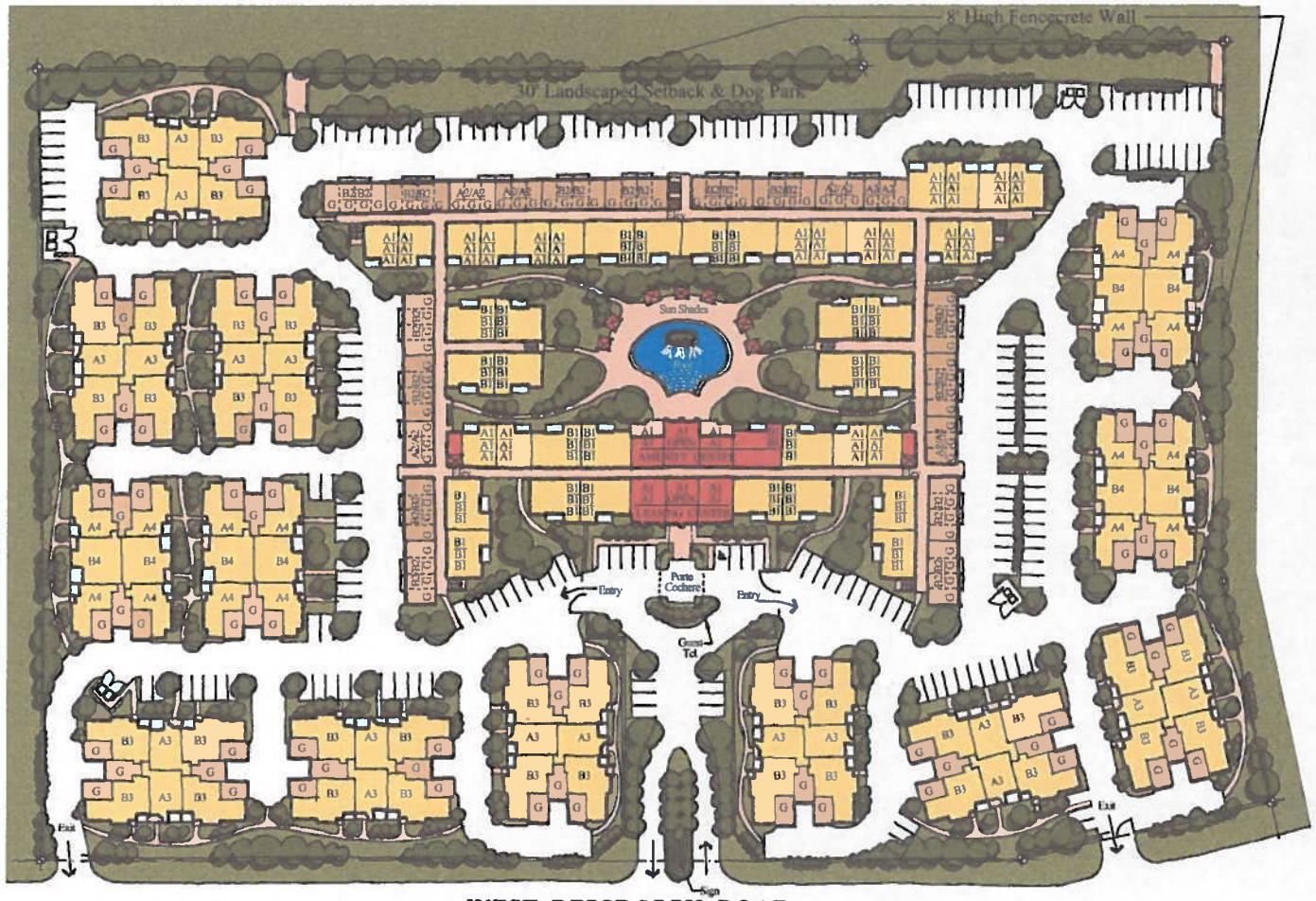
PROJECT SUMMARY:

Apartments:

Type	Description	Qty.	Area
A1	One Bedroom, 1 Bath	70	729 s.f.
A2	One Bedroom, 1 Bath	12	746 s.f.
A3	One Bedroom, 1 Bath (Garage)	18	820 s.f.
A4	One Bedroom, 1 Bath (Garage)	16	791 s.f.
Total One Bedroom Units		116 Units	
B1	Two Bedroom, 2 Bath	71	990 s.f.
B2	Two Bedroom, 2 Bath	28	1,012 s.f.
B3	Two Bedroom, 2 Bath (Garage)	36	1,098 s.f.
B4	Two Bedroom, 2 Bath (Garage)	8	1,115 s.f.
Total Two Bedroom Units		143 Units	
Apartments Total		259 Units	234,472 s.f.

Parking Provided:

Direct Attached Garages	78 cars
Breezeway Garages	74 cars
Open Parking	204 cars
Total Parking Provided	356 cars (1.37 cars/unit)



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DATE: 02-13-2015

EXHIBIT B-3:
ACCESS DETAIL

CHESAPEAKE BAY

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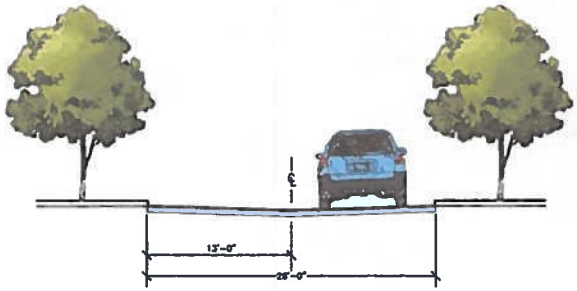
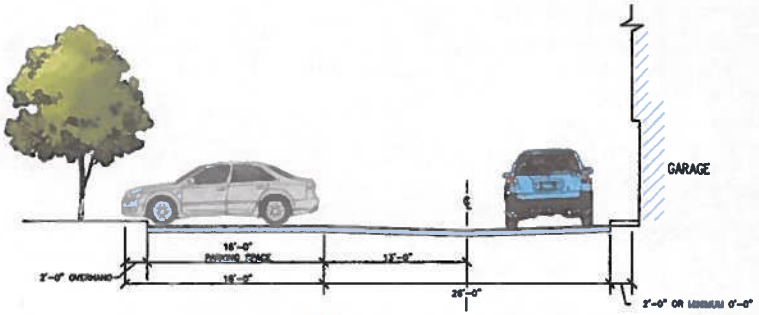
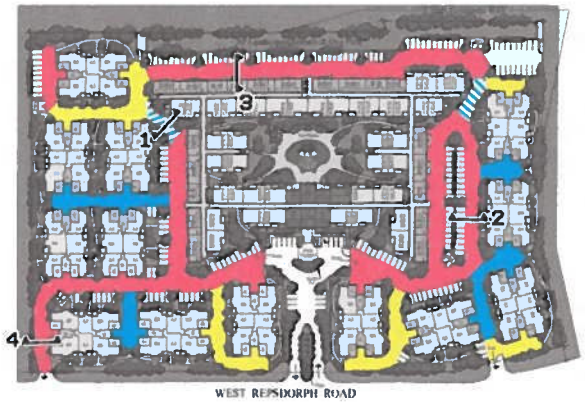
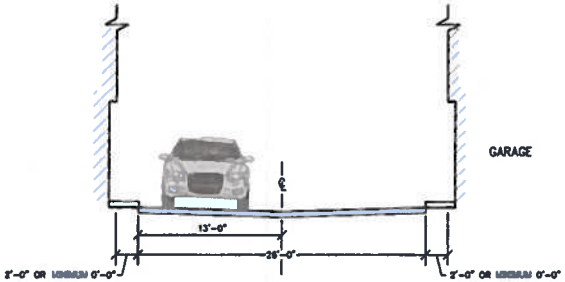


TYPICAL ACCESS DRIVE

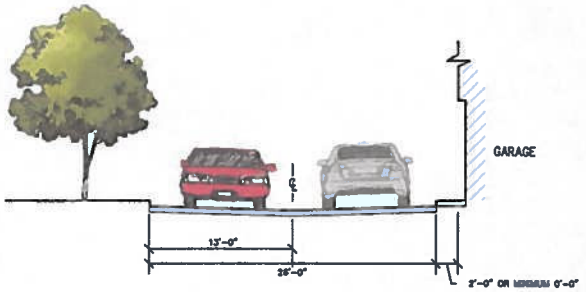


SINGLE LOAD ACCESS DRIVE
WITH PARKING





DOUBLE LOAD ACCESS DRIVE



SINGLE LOAD ACCESS DRIVE
WITHOUT PARKING

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DATE: 02-13-2015

EXHIBIT B-4:

PARKING LAYOUT

CHESAPEAKE BAY

A Luxury Seniors Community

Developed by

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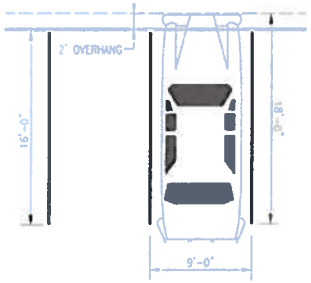
MUCASEY & Associates Architects

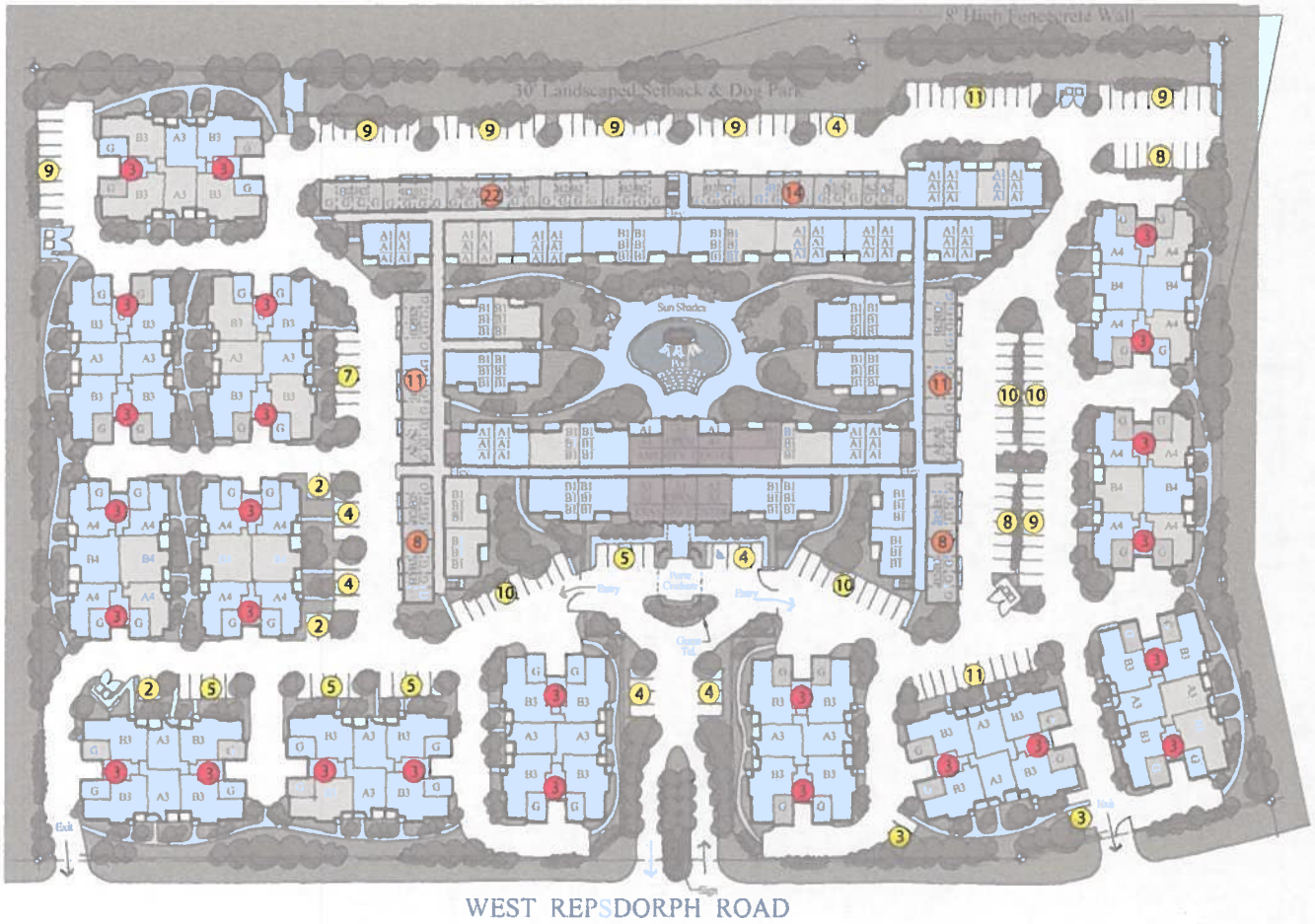
PARKING SUMMARY

Attached Garages	78
Breezeway Garages	74
Open Parking	204
Total Parking	356

Minimum 1.37 Spaces/Unit



TYP. PARKING DETAIL



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DATE: 02-13-2015

CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

EXHIBIT B-5:

OPEN SPACE

CHESAPEAKE BAY

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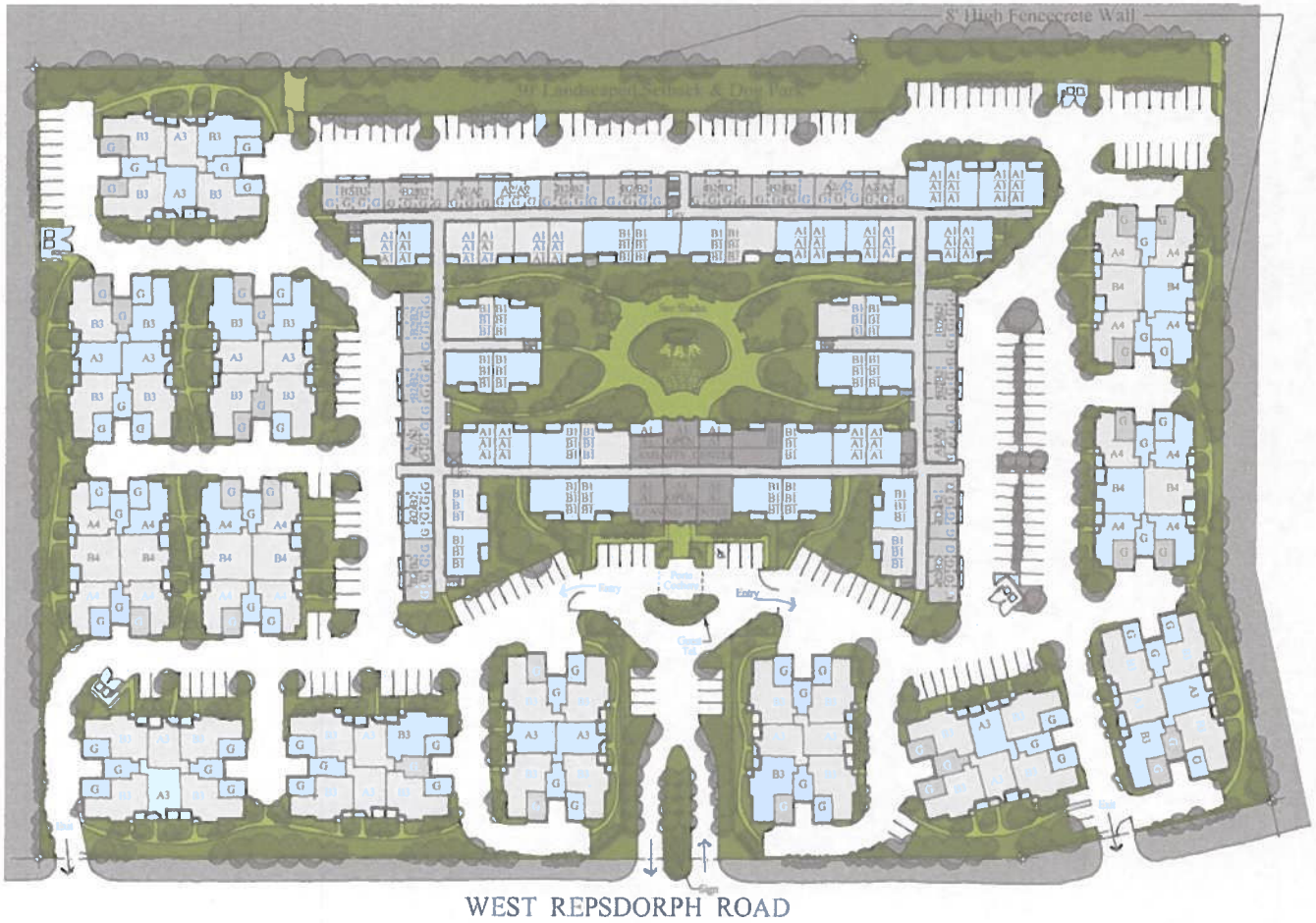

OPEN SPACE SUMMARY

INDICATES OPEN SPACE
MINIMUM 20% OPEN SPACE

151,156 SF. PROVIDED

29% OF TOTAL SITE AREA

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CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

DATE: 02-13-2015

EXHIBIT B-6:

SIGN & SOLID WASTE ENCLOSURE DETAILS

CHESAPEAKE BAY

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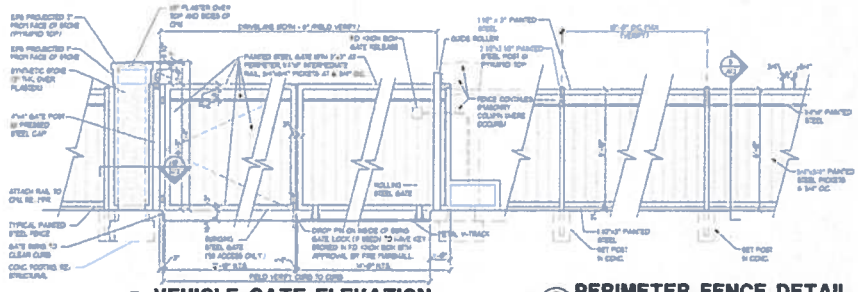
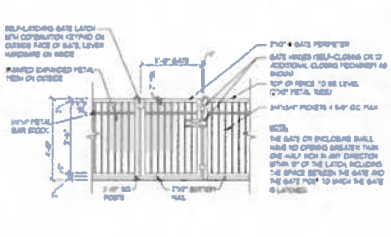
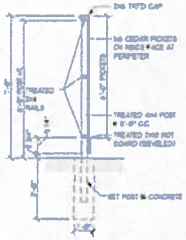


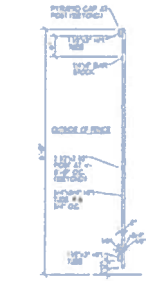
1 A12 VEHICLE GATE ELEVATION



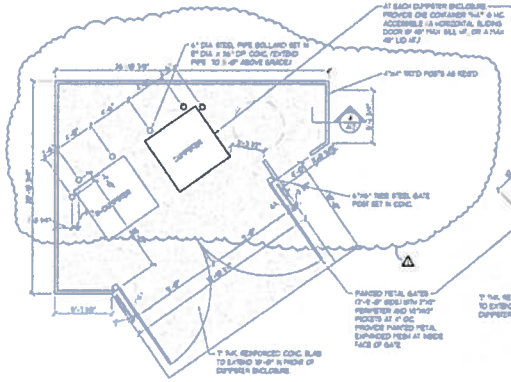
2 A12 PERIMETER FENCE DETAIL



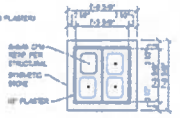
3 A12 POOL GATE DETAIL



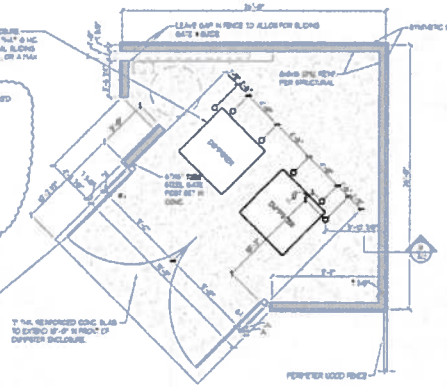
4 A12 WOOD FENCE SECTION, TYP.



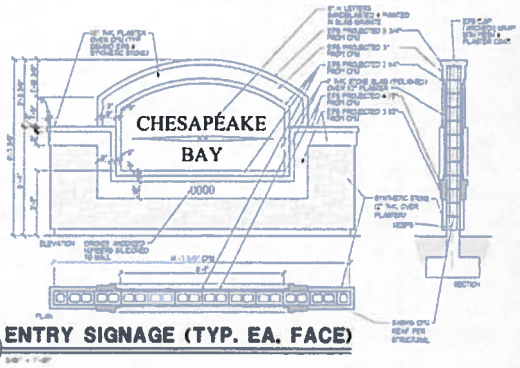
5 A12 IRON FENCE DETAIL



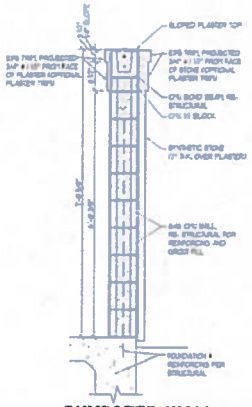
6 A12 Dumpster #1 - Plan



7 A12 Dumpster #2 - Plan



10 A12 COLUMN



11 A12 ENTRY SIGNAGE (TYP. EA. FACE)

8 A12 Dumpster #1 - Elevation

9 A12 Dumpster #2 - Elevation

9 A12 DUMPSTER WALL SECTION

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DATE: 02-13-2015

CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

EXHIBIT B-7:

EXISTING UTILITIES

CHESAPEAKE BAY

A Luxury Seniors Community

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CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

DATE: 02-13-2015

EXHIBIT B-7a:

EXISTING UTILITES

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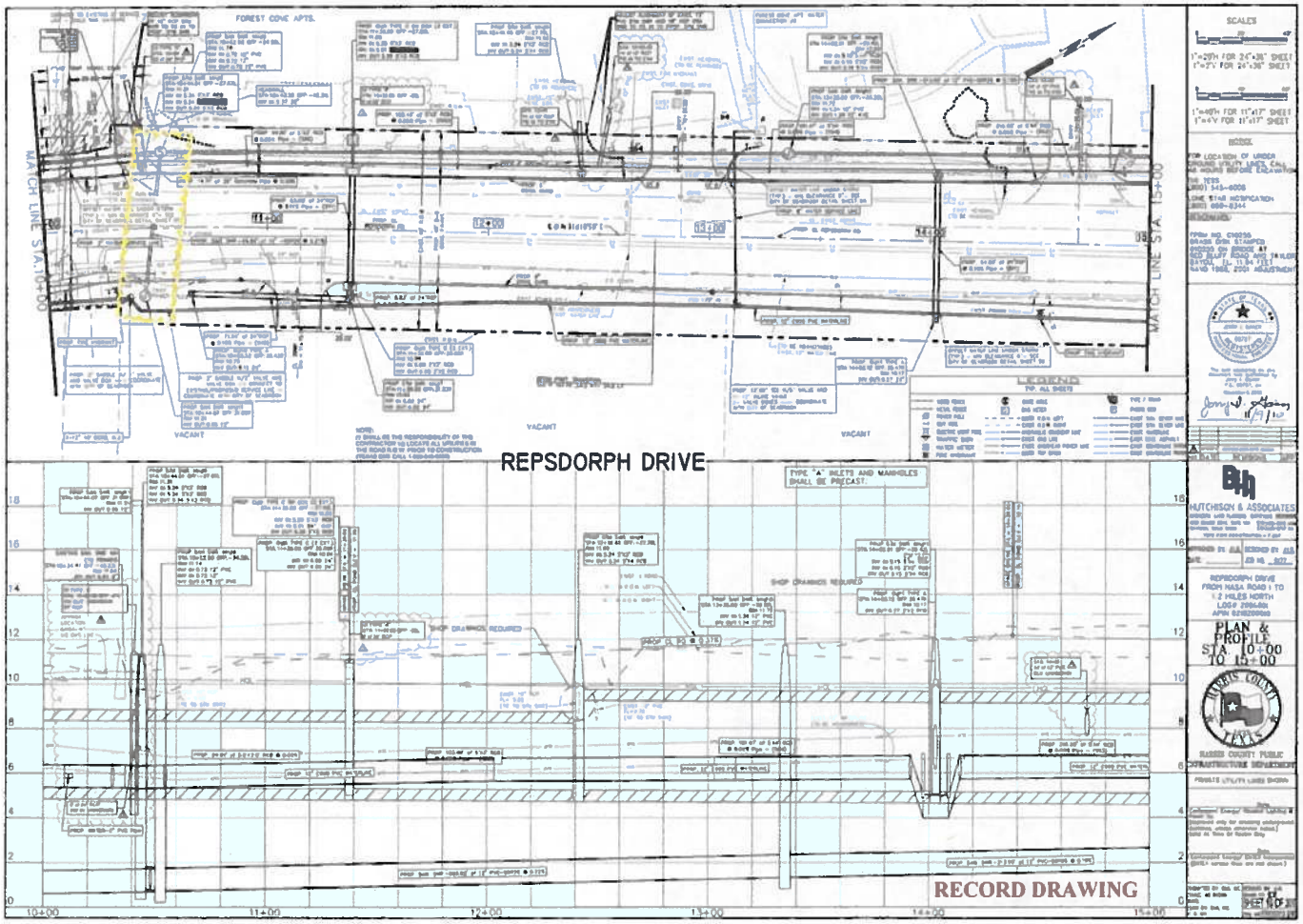

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DATE: 02-13-2015

CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

EXHIBIT B-7b:

EXISTING UTILITES

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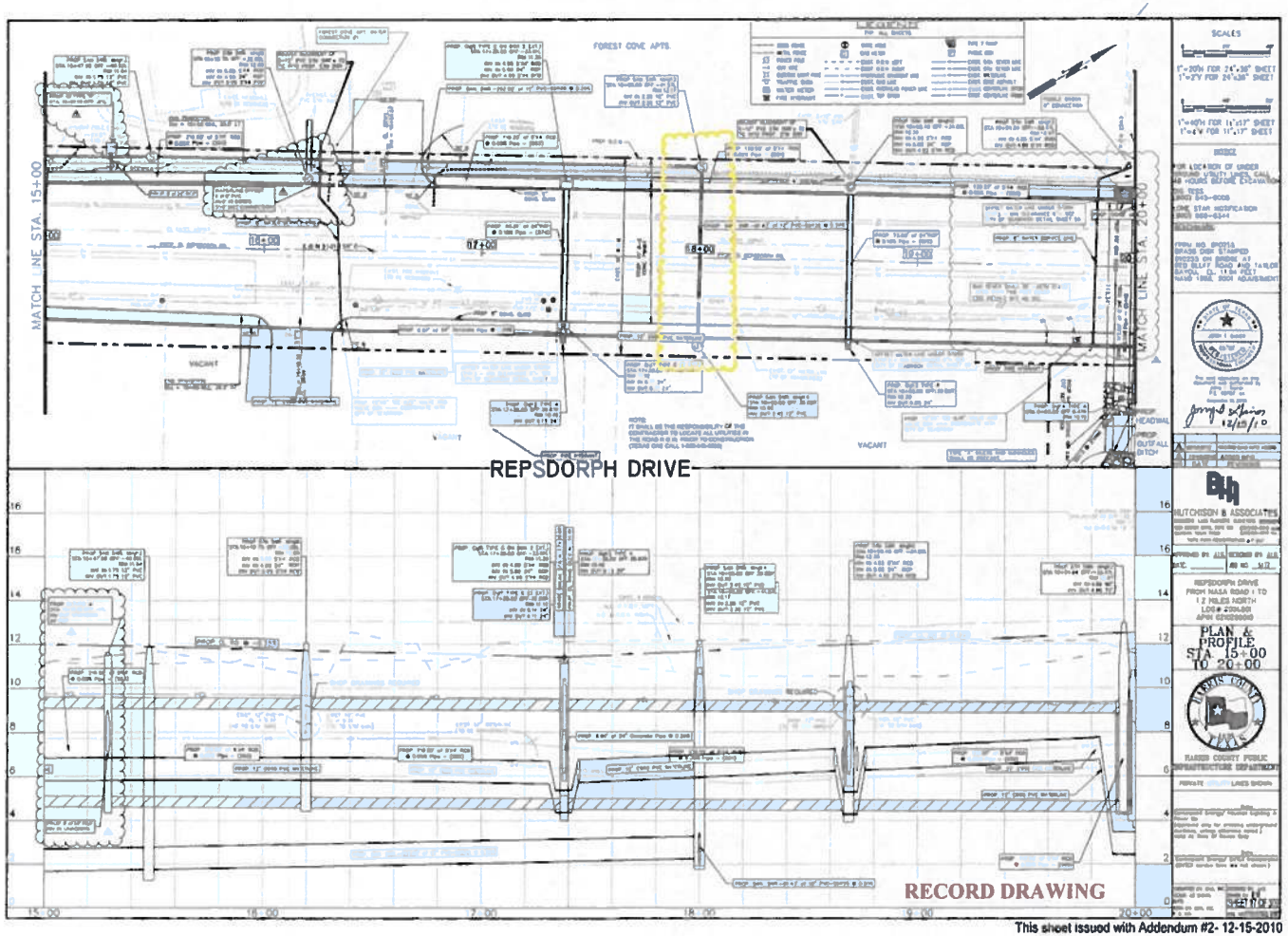

This sheet issued with Addendum #2- 12-15-2010

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CHESAPEAKE BAY - A LUXURY SENIORS COMMUNITY

DATE: 02-13-2015

CHESAPEAKE BAY

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CHESAPEAKE BAY

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Amenity Center Detail

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DATE: 02-13-2015

EXHIBIT B-10a:

TYPICAL FLOOR PLAN

CHESAPEAKE BAY

A Luxury Seniors Community

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DATE: 02-13-2015

CHESAPEAKE BAY

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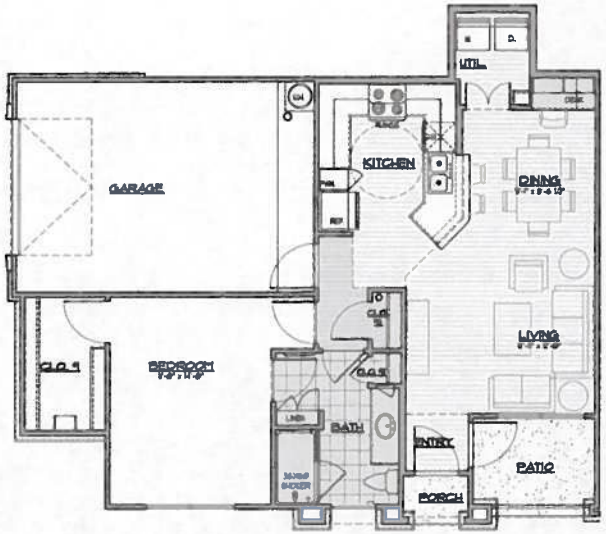
UNIT "A1" - One Bedroom, 1 Bath

UNIT "A2" - One Bedroom, 1 Bath

UNIT "A3" - One Bedroom, 1 Bath (attached garage)



UNIT "A4" - One Bedroom, 1 Bath (attached garage)

CHESAPEAKE BAY

A Luxury Seniors Community

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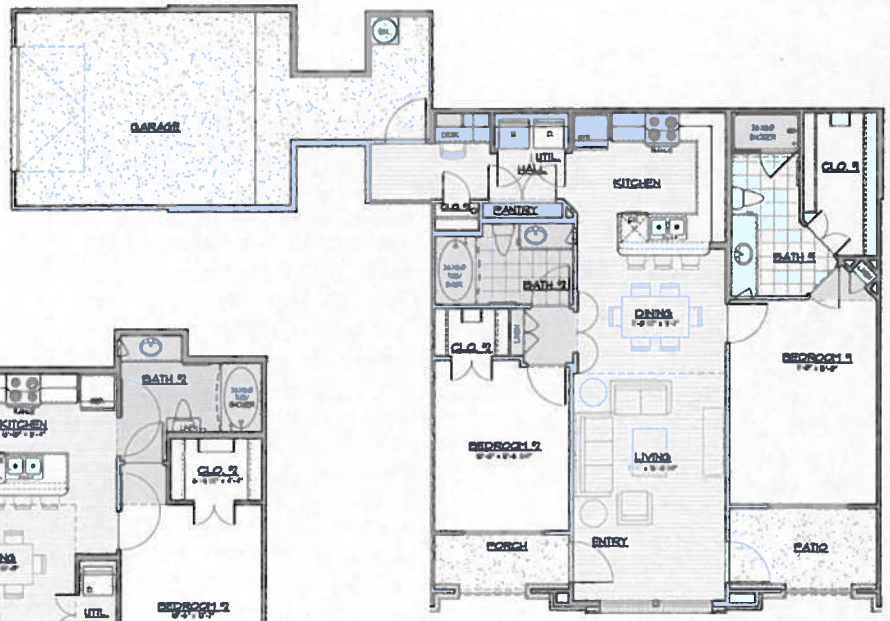
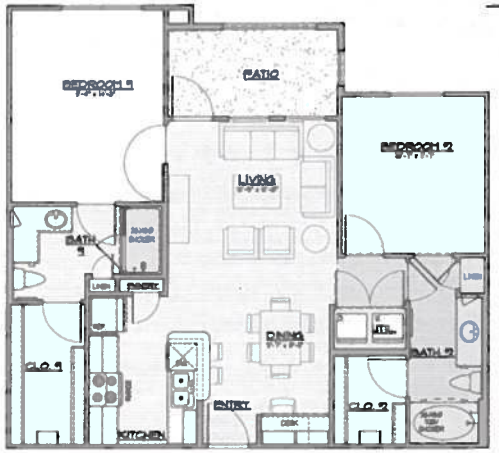
UNIT "B2" - Two Bedroom, 2 Bath

1,012 s.f.



UNIT "B4" - Two Bedroom, 2 Bath (attached garage)

1,115 s.f.



UNIT "B2" - Two Bedroom, 2 Bath

1,012 s.f.

UNIT "B3" - Two Bedroom, 2 Bath (attached garage)

1,098 s.f.

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DATE: 02-13-2015

EXHIBIT B-11
CHESAPEAKE BAY PLANNED UNIT DEVELOPMENT
PRELIMINARY DEVELOPMENT SCHEDULE

A. **Second Quarter 2015: Design and plan review and approval**

B. **Third Quarter 2015: Begin on site construction**

C. **Second Quarter 2016: Construction complete**

D. **Mid 2016: Begin occupancy.**

CHESAPEAKE BAY

A Luxury Seniors Community

Developed by

WMF INVESTMENTS

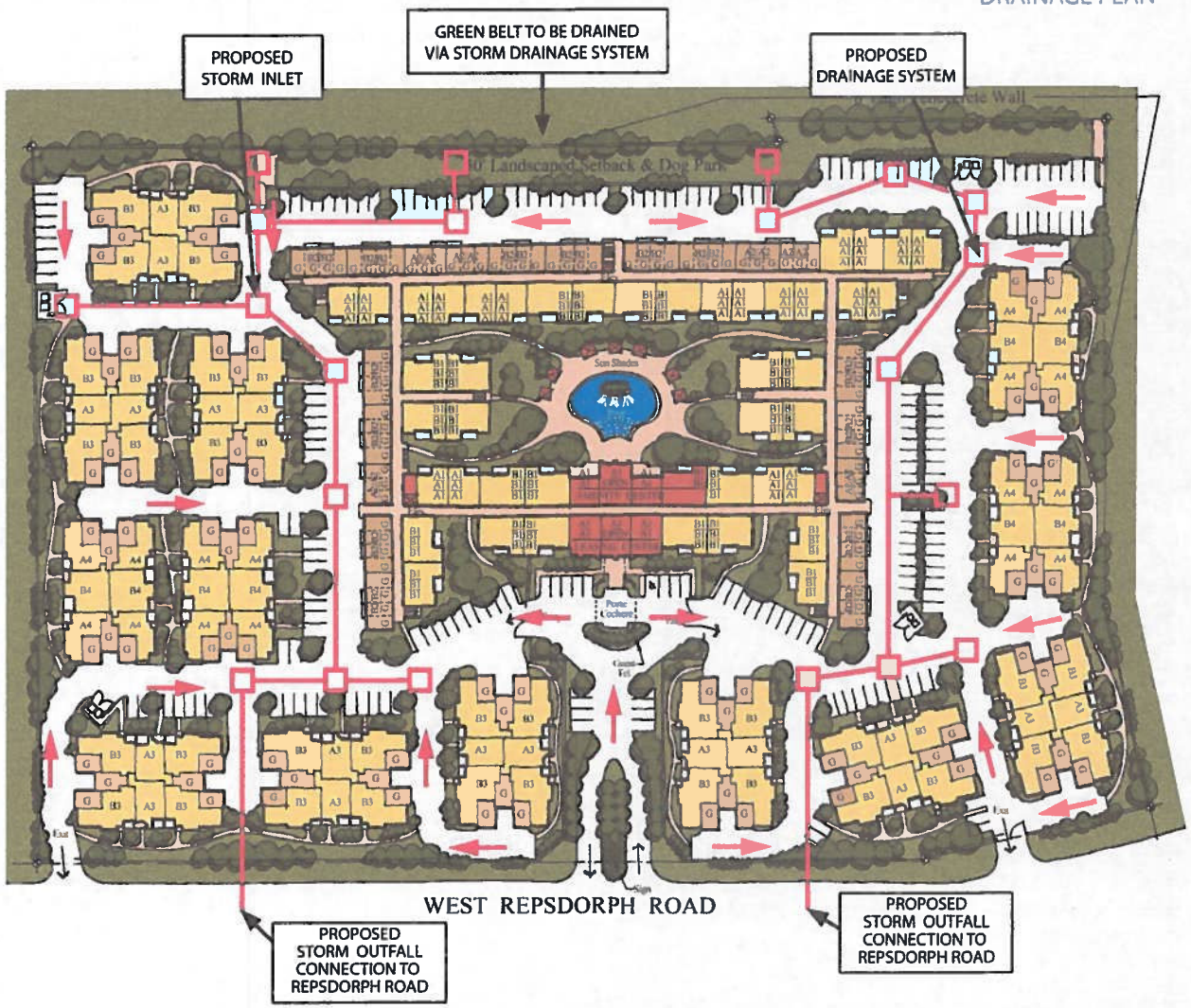
MUCASEY
&
Associates
Architects

STORM LEGEND

- STORM INLET
- STORM PIPE
- DRAINGE FLOW

PROPOSED STORM DRAINAGE

SHELMARK ENGINEERING, L.L.C.
CIVIL | MARINE | PLANNING | STRUCTURAL
TX FIRM# F 2115



JONES & CARTER, INC.
ENGINEERS • PLANNERS • SURVEYORS

DATE: 02-13-2015

Wetland Delineation Plan

WMF Investments (Developer) has engaged Enercon Services, Inc. (Enercon) to perform a waters of the U.S., including wetlands, delineation. The flow chart below list the sequence of steps the Developer anticipates undertaking in order to determine the presence and impact of jurisdictional waters on the proposed development.

Evaluate the project site for the presence of potential jurisdictional waters of the U.S., including wetlands, and other water bodies as defined in Section 404 of the Clean Water Act.

→ Identify the presence or absence of potentially jurisdictional waters of the U.S.

→ Document and delineate the presence of waters of the U.S. within the project site.

→ Submit the delineation letter to the USACE- Galveston District for an approved Jurisdictional Determination

- If the impact to the Jurisdictional Wetlands is less than ½ acre, then submit a Nationwide Permit.
- If the impact to the Jurisdictional Wetlands is greater than ½ acre, then an Individual Permit would be required. Revise proposed development plan to avoid jurisdictional wetlands.

→ Submit amendment to approved PUD and request approval from City

→ Proceed with Development

Figure 1. Screenshot of the National Wetlands Inventory Map, *Wetlands Mapper* , with the project site outlined in yellow.

Exhibit B

CHESAPEAKE BAY PLANNED UNIT DEVELOPMENT DISTRICT PLAN

A. CONTENTS

This Planned Unit Development District Plan (PUD) includes the following Sections:

- General Provisions
- Permitted Land Uses
- Development Regulations
- Building Regulations

B. GENERAL PROVISIONS

1. The PUD approved herein must be constructed, developed, and maintained in compliance with this ordinance and other applicable ordinances of the City. If any provision or regulation of any City ordinance applicable in a R-3(Medium Density) zoning district (Base Zoning) is not contained in this ordinance, all the regulations contained in the Zoning and Subdivision ordinances applicable to the R-3 zoning district in effect on the effective date of this ordinance apply to this PUD as though written herein, except to the extent the City regulation or provision conflicts with a provision of this ordinance.

2. Except as otherwise provided herein, the words used in this PUD have the meaning established by the Zoning ordinance. In this ordinance:

   Accessory building means a building subordinate to a principal building and includes detached garages.

   Open Space means the portion of all land contained within the PUD that is not covered by buildings, parking lots, driveways, improved pedestrian areas, or other impermeable material.

   PUD means the planned unit development district created by this ordinance.

   Shared/Common Driveway means a privately owned and maintained vehicular access way that provides access from a public street to residential or non-residential units.

3. The PUD shall be developed in accordance with the following exhibits that are attached to and made part of this document:

Exhibit B-1:	*Location Map*
Exhibit B-2:	*Site Plan*
Exhibit B-3:	*Access Detail*
Exhibit B-4:	*Parking Layout*
Exhibit B-5:	*Open Space*
Exhibit B-6:	*Sign and Solid Waste Enclosure Details*
Exhibit B-7 – 7a & b:	*Existing Utilities*

Exhibit B-8:	*Amenity Center*
Exhibit B-9:	*Building Elevations*
Exhibit B10a, b, & c:	*Typical Floor Plans*
Exhibit B-11:	*Development Schedule*
Exhibit B-12:	*Drainage Plan*
Exhibit B-13:	*Wetland Delineation Plan*

4. As shown on Exhibit 1, *Location Map*, the PUD encompasses approximately 11.77 acres between West Repsdorph Road to the west, Huckleberry Finn Cove to the east, Lot 1 Repsdorph Partition to the south, and Peeblebrook Drive to the north.

5. Senior Living, age restricted residential development shall substantially conform to the general layout and design concepts illustrated on Exhibit B-2, *Site Plan*.

6. Refuse containers which are to serve multi-family residential uses are not permitted within view of West Repsdorph Road. Exhibit 6, *Sign and Solid Waste Enclosure Details*

7. Signage: a Freestanding sign meeting the City's requirements established in Article 6 – Sign Standards will be constructed on-premises as shown on Exhibit 6, *Sign and Solid Waste Enclosure Details*

C PERMITTED LAND USES

1. Senior Living - Age Restricted Residential, up to 259 units are permitted as shown on Exhibit B-2, *Site Plan*, contingent on the following conditions:

    a) All residents of the facility must be 55 years of age or older, or the spouse of a resident who is 55 years of age or older.

    b) The facility shall include a common amenity area of not less than 5,000 square feet, including kitchen facilities, common use meeting rooms and gathering places, and shall substantially conform to the general layout and design concepts illustrated on Exhibit B-8, *Amenity Center*

    c) The facility shall provide physical fitness / wellness center

D DEVELOPMENT REGULATIONS

1. Maximum height of structures: 3 stories, but no more than 40 feet above ground level except as follows:

    (a) Chimneys, ornamental tower spires, cooling towers, elevator bulkheads, fire towers, stacks, roof gables, parapet walls, and mechanical equipment may extend an additional Height not to exceed 15 feet above the maximum Height allowed for the Structure to which it is affixed.

(b) Satellite Dish Antennas as permitted by the City's accessory use regulations and towers and antennas and permitted by Article VII, regulating telecommunication towers and antennas.

2. All Senior Living - Age Restricted Residential development shall conform to the (R-3) Medium Density zoning district with the following exceptions:

   (a) Density: No more than 23 units per acre.
   (b) Off-street parking:

      i. 1.3 parking spaces is required for each unit of Senior Living - Age Restricted Residential
      ii. Forty Two percent (42%) of the required parking shall be covered or garage parking.

   (c) Fencing: An 8' high opaque, concrete panel fence will be installed along the south and east boundary of the site. An open style "wrought Iron" metal fence with masonry columns will be constructed along the north and west boundary of the site.

   (d) Paving:

      i. All parking lots and vehicle use areas must be constructed of concrete.
      ii. Driveways may be constructed of concrete, or paved with interlocking, multicolored pavers supported by a 6 inch reinforced concrete tray and a sub-grade per City design standards.

3. Building Area: Not more than 50 percent of the total site area shall be covered by building mass.

E LANDSCAPE AND PEDESTRIAN CIRCULATION REGULATIONS

The PUD shall require the following regulations adjacent to any tracts developed for Senior Living –

Age Restricted Residential uses:

1. Landscape buffer (Single-family adjacency consideration):

   (a) 30-foot minimum buffer shall be provided along the eastern property boundary.

2. Lighting used to illuminate sidewalks, landscape buffers, bicycle parking areas, or other common open space shall be arranged, located, or screened to direct light away from existing single-family residential lots.

3. Sidewalks: Sidewalks are required to connect the front entrance of each unit to the paved parking areas. All sidewalks shall be paved with concrete and be a minimum of four (4) feet wide. Trails extending through landscape and natural areas may be constructed using decomposed granite or other similar material.

F BUILDING REGULATIONS

The PUD shall require the following regulations for Senior Living

Age Restricted Residential Developments:

1. Primary exterior finishes are limited to brick, stone (natural, cast, or cultured-textured), textured concrete panels, glass, and fiber cement siding, cement plaster, and shall comprise at least 70% of each façade.

2. Secondary exterior finishes shall include wood, ceramic tiles, concrete masonry units (indented, hammered, or split face concrete), and stucco, and shall comprise no more than 30% of each façade.

3. Architectural Metals may be used for canopies, parapet walls, roof systems, and miscellaneous trim work.

4. Roofing materials shall be limited to the following:

    a. Slope roof – dimensional composite shingles, metal, tile

    b. Flat roof – shall meet the requirements as required by the IBC

ORDINANCE NO. 2015-07
CANCELLATION OF THE MAY 9, 2015 GENERAL ELECTION ONLY

AN ORDINANCE CANCELLING THE SEABROOK GENERAL MUNICIPAL ELECTION SCHEDULED TO BE HELD ON MAY 9, 2015 IN ACCORDANCE WITH SECTION 2.053(A) OF THE TEXAS ELECTION CODE AS ALL CANDIDATES ARE UNOPPOSED AND RESTATING THAT THE SPECIAL CHARTER AMENDMENTS ELECTION WILL STILL BE HELD ON MAY 9, 2015

WHEREAS, the City Council of the City of Seabrook ordered that a General Election would be held for the election of Councilpersons in Positions1, 3 and 5 and a Special Election would be held to consider 20 Charter Amendments on May 9, 2015 by the passage of Ordinance No. 2015-02 on February 3, 2015; and

WHEREAS, the candidates listed below have filed for office; and

WHEREAS, the City Secretary, in accordance with Section 2.052, Texas Election Code, has certified to the City Council in writing that the subject candidates are unopposed for election to the subject offices; a copy of such Certification of Unopposed Candidates labeled Exhibit "A" which is attached hereto and made a part hereof; and

WHEREAS, no candidate's name was placed on a list of write-in candidates for any office under applicable law; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEABROOK, STATE OF TEXAS:

SECTION 1. FINDINGS OF FACT.

The City Council finds that the above statements are true and correct.

SECTION 2. CANCELLATION OF MAY 9, 2015 GENERAL ELECTION.

The City Council hereby cancels the General Municipal Election scheduled to be held on May 9, 2015 in the lobby of Seabrook City Hall, 1700 First Street, Seabrook, Texas in accordance with Section 2.053(a) of the Texas Election Code. The following candidates have been certified as unopposed and are hereby certified elected for three-year terms effective May 9, 2015 as follows:

Robert Llorente (incumbent) `	Councilperson, Position 1
Gary Johnson (incumbent)	Councilperson, Position 3
Glenna Adovasio	Councilperson, Position 5

SECTION 3. POSTING OF CANCELLATION NOTICE.

The Order of Cancellation of the General Election, labeled Exhibit "B," which is attached hereto and made a part hereof, shall be posted on Election Day at the designated polling place that would have been used in this election.

SECTION 4. OATH OF OFFICE.

The above named officers shall take the oath of office during the official canvassing period between May 12 and May 20, 2015 in accordance with the Texas Election Code.

SECTION 5. NOTICE THAT SPECIAL CHARTER AMENDMENTS ELECTION WILL BE HELD.

The Seabrook Special Election to consider twenty (20) Charter amendments will still be held on May 9, 2015 in accordance with Ordinance No. 2015-02 and the Texas Election Code.

PASSED, APPROVED AND ADOPTED ON FIRST AND FINAL READING ON THE 17TH DAY OF MARCH 2015.

_____
Glenn R. Royal, Mayor

ATTEST:

_____
Michele L. Glaser, TRMC
City Secretary

APPROVED AS TO FORM:

_____
Steven L. Weathered
City Attorney

CERTIFICATION OF UNOPPOSED CANDIDATES FOR THE CITY OF SEABROOK FOR THE MAY 9, 2015 GENERAL ELECTION

CERTIFICACIÓN DE CANDIDATOS ÚNICOS PARA UN ELECCIÓN REGULAR DE CIUDAD DE SEABROOK DEL 9 DE MAYO DE 2015

CHỨNG NHẬN CÁC ỨNG CỬ VIÊN KHÔNG CÓ ĐỐI THỦ TRANH CỬ CHO CUỘC TỔNG TUYỂN CỬ NGÀY 9 THÁNG NĂM, 2015 CỦA THÀNH PHỐ SEABROOK

TO: Mayor (Alcalde) (Thị Trưởng)

As the Authority responsible for having the official ballot prepared, I hereby certify that the following candidates are unopposed for election to office for the Seabrook General Election on May 9, 2015.

Como autoridad a cargo de la preparación de la boleta de votación oficial por la presente certifico que los siguientes candidatos son candidatos únicos para elección para un cargo en la elección que se llevaría a cabo el 9 de Mayo de 2015.

Với tư cách là Người có thẩm quyền chịu trách nhiệm chuẩn bị lá phiếu, theo đây tôi chứng nhận các ứng cử viên sau đây không có đối thủ tranh cử trong Cuộc Tổng Tuyển Cử Thành Phố Seabrook ngày 9 tháng Năm, 2015.

Councilperson, Position 1 Concejal, Posición 1 Ủy viên hội đồng, Vị Trí 1	Robert Llorente
Councilperson, Position 3 Concejal, Posición 3 Ủy viên hội đồng, Vị Trí 3	Gary Johnson
Councilperson, Position 5 Concejal, Posición 5 Ủy viên hội đồng, Vị Trí 5	Glenna Adovasio

March 10, 2015 / 10 de marzo de 2015 / Ngày 10 tháng Ba, 2015

Michele L. Glaser, City Secretary
Secretaria de la Ciudad / Thư Ký Thành Phố

THE CITY OF SEABROOK TEXAS

ORDER OF CANCELLATION OF GENERAL ELECTION ONLY

The Seabrook City Council hereby cancels the general election scheduled to be held on May 9, 2015 in accordance with Section 2.053(a) of the Texas Election Code. **The Special Charter Amendments Election also scheduled on May 9, 2015 will still be held.** The following candidates have been certified as unopposed and are hereby elected as follows:

ORDEN DE CANCELACIÓN

El Concejo municipal de Seabrook por la presente cancela la elección que, de lo contrario, se hubiera celebrado el 9 de mayo de 2015 de conformidad, con la Sección 2.053(a) del Código de Elecciones de Texas. Los siguientes candidatos han sido certificados como candidatos únicos y por la presente quedan elegidos como se haya indicado a continuación:

LỆNH HỦY BỎ

Theo đây Hội Đồng Thành Phố Seabrook hủy bỏ cuộc bầu cử được dự kiến tổ chức vào ngày 9 tháng Năm, 2015 chiếu theo Mục 2.053(a) của Bộ Luật Tuyển Cử Texas. Các ứng cử viên sau đây đã được xác nhận là không có đối thủ và theo đây được bầu chọn như sau:

Councilperson, Position 1 Concejal, Posición 1 Ủy viên hội đồng, Vị Trí 1	Robert Llorente
Councilperson, Position 3 Concejal, Posición 3 Ủy viên hội đồng, Vị Trí 3	Gary Johnson
Councilperson, Position 5 Concejal, Posición 5 Ủy viên hội đồng, Vị Trí 5	Glenna Adovasio

A copy of this order will be posted on Election Day at each polling place that would have been used in the election.

El Día de las Elecciones se exhibirá una copia de esta orden en todas las mesas electorales que se hubieran utilizado en la elección.

Một bản sao của lệnh này sẽ được niêm yết vào Ngày Bầu Cử tại mỗi địa điểm bỏ phiếu lẽ ra sẽ được sử dụng trong cuộc bầu cử.

Date of Adoption / Fecha de adopción / Ngày Thông qua:
March 17, 2015 / 17 de marzo de 2015 / Ngày 17 tháng Ba, 2015

Glenn R. Royal, Mayor Alcalde / Thị Trưởng	Michele L. Glaser, City Secretary Secretaria de la Ciudad / Thư Ký Thành Phố

ACTION ITEM CHECK LIST STATUS

#		STATUS	DATE ASSIGNED	NEXT REVIEW DATE	PROPOSED CLOSURE DATE	RESPONSIBLE ORGANIZATION	City Council RESPONSIBILITY	PLANNING OBJECTIVE #	AGENDA ITEM NUMBER	DESCRIPTION OF ACTION ITEM	STATUS AND DATE
23		OPEN/IN WORK	11/4/2014			Mayor/ City Mgr.			5.1	Provide periodic updates on TxDOT's progress to improve/widen SH 146.	
30		OPEN/IN WORK	11/18/2014			Staff			4.2	Provide periodic updates of Strategic Plan	
31		OPEN/IN WORK	12/2/2014			Staff			6.1	Mystic Village traffic issues and traffic count	Traffic plan is being considered on a staff level.
32		OPEN/IN WORK	2/17/2015			Staff			6.1	Provide periodic project updates	
33		OPEN/IN WORK	2/17/2015			Staff			6.1	Provide periodic updates on Master Plan	

March 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	*2*	*3* **Council 7 pm**	*4*	*5* **Open Space 5pm.**	*6*	*7*
8	*9*	*10*	*11*	*12* **EDC**	*13*	*14* **Lucky Trail Marathon**
15 **Lucky Trail Marathon**	*16*	*17* **Joint PZ & Council 6 p.m.** **Council 7pm**	*18*	*19* **P&Z** **HCMCA**	*20*	*21*
22	*23*	*24*	*25*	*26*	*27*	*28* **Little League Parade**
29	*30*	*31*				

April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	*2* **Open Space 5 p.m.**	*3* **City Holiday**	*4* **Easter Egg Hunt**
5 **Easter**	*6*	**7 Special Joint Meeting 6 p.m. Council 7 p.m. P&Z 7 p.m.**	*8*	*9* **EDC 7 p.m.**	*10* **Council –Staff Planning Session 8 a.m.**	*11*
12	*13*	*14*	*15*	*16* **HCMCA 6:30 P&Z 7p.m.**	*17*	*18*
19	*20*	*21* **Council 7 p.m.**	*22*	*23*	*24*	*25*
26	*27* **Early voting 7:30 a.m. to 5:00 p.m.**	*28* **Early voting 7:30 a.m. to 5:00 p.m.**	*29* **Early voting 7:30 a.m. to 5:00 p.m.**	*30* **Early voting 7:30 a.m. to 7:30 p.m.**		