



To: Seabrook City Council
 From: LeaAnn Dearman
 CC: Gayle Cook, Robin Hicks
 Date: April 5, 2016

Re: 2016-2017 Hotel Occupancy Tax Event/Program Funding Requests

Council, please review the attachments that are included within this agenda packet. This year we moved the application process to an online format so you will see that each application will be in the same format and more easily to read as it is not completed by hand. Within this packet you will find eleven (11) event/program funding requests for the 2016-2017 Fiscal Year, plus any supplemental information provided by the event holder.

2016-2017 event/program requests and summaries are as follows (in order of calendar year):

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 a big party on the Kemah Boardwalk.	
Amount Requested	\$5,000
Amount Received Last FY	\$5,000
Primary Event Location	Seabrook Channel/Kemah Boardwalk
Event Attendance/Participation	Est. Attendance 8,500 - Est. 100 Boat Participants
Utilization of Funds	Application Statement: Advertising and event promotion State of Texas HOT Guidelines: Advertising, Solicitation and Promotions AND Promotions of the Arts.
*Estimated Impact on Seabrook Hotels	Minor to No Impact

Lucky Trail Marathon	
Annual event held on the Seabrook running trails. Event has grown to a three-day event with participants traveling from across the United States to participate. The event includes two 5K runs, 2 half marathon runs plus one full marathon run with relies and challenges.	
Amount Requested	\$25,000
Amount Received Last FY	\$25,000
Primary Event Location	Seabrook Hike and Bike Trails
Event Attendance/Participation	2,000 Participants (not including event goers, family members, etc.)
Utilization of Funds	Application Statement: Advertising Seabrook Lucky Trail Marathon as the "Luckiest Marathon" in Texas. State of Texas HOT Guidelines: Advertising, Solicitation and Promotions AND Sporting Event Expense.

*Estimated Impact on Seabrook Hotels	Moderate to Major Impact
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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	\$50,000
Amount Received Last FY	\$50,000
Primary Event Location	Seabrook – Lakewood Yacht Club
Event Attendance/Participation	15,000
Utilization of Funds	Application Statement: Advertising, PR and marketing with print Ads (local and national), local radio, local TV and cable, internet, social media and national direct mail outs. State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.
*Estimated Impact on Seabrook Hotels	Major Impact

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	\$30,000
Amount Received Last FY	\$22,500
Primary Event Location	Kemah
Event Attendance/Participation	3,000 +
Utilization of Funds	Application Statement: National advertising campaign Local Texas advertising Mailing (even registration packages and invites) website advertising of Seabrook area accommodations. State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.
*Estimated Impact on Seabrook Hotels	Moderate Impact

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	\$2,500
Amount Received Last FY	\$2,500
Primary Event Location	Seabrook – Lakewood Yacht Club (event moved from Hilton)
Event Attendance/Participation	1,800 +

Utilization of Funds	<p>Application Statement: To promote the film festival and the vents and the celebrity, also publicity, advertising, program books and signage</p> <p>State of Texas HOT Guidelines: Advertising, Solicitation and Promotions AND Promotion of the Arts.</p>
*Estimated Impact on Seabrook Hotels	Minor to No Impact

Seabrook 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	\$10,000
Amount Received Last FY	\$5,000
Primary Event Location	Seabrook - Cabo
Event Attendance/Participation	225
Utilization of Funds	<p>Application Statement: Last year we incorporated a Calcutta the night before the tournament. We will use money to advertise the 2 day event more (especially the newly formed Calcutta), sending out promotional materials to other Police Department Associations from other cities (putting more heads in beds), reaching out to corporate sponsors, advertising with well established magazines that target our population and hope to make a promotional video as well for Facebook as this received a lot of attention when it was done a few years ago.</p> <p>State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.</p>
*Estimated Impact on Seabrook Hotels	Minor to No Impact

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	\$15,000
Amount Received Last FY	\$15,000
Primary Event Location	Seabrook – Lakewood Yacht Club
Event Attendance/Participation	500
Utilization of Funds	<p>Application Statement: \$5,500 Advertising (Seabrook Business Promotion, Signage, Flyers, Promotional Merchandise) \$7,500 Entertainment, Event Party \$2,000 Regatta Expenses (Crane Rental for out of town boats, Trophies (with Seabrook logo)), volunteer support.</p> <p>State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.</p>
*Estimated Impact on Seabrook Hotels	Moderate Impact

Bay Access Sailing Program	
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	\$25,000
Amount Received Last FY	\$25,000
Primary Event Location	Seabrook – Lakewood Yacht Club
Event Attendance/Participation	2,300
Utilization of Funds	<p>Application Statement: The funds will give Seabrook Exclusive Platinum Level Sponsorship (no other cities will be allowed to sponsor events). Funds will be spent on advertising, web presence development, promotional materials, registration subsidies, participation gifts, and trophy, entertainment and other event upgrades to attract out of town participants; race committee support and training required to attract national events; travel and hotel expenses for out of town umpires and judges; crane and tent rental for national level events.</p> <p>State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.</p>
*Estimated Impact on Seabrook Hotels	Moderate Impact

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	\$25,000
Amount Received Last FY	\$25,000
Primary Event Location	University of Houston Clear Lake
Event Attendance/Participation	9,500
Utilization of Funds	<p>Application Statement: General operating support.</p> <p>State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.</p>
*Estimated Impact on Seabrook Hotels	Minor to No Impact

Celebration Seabrook – Saturday, November 5 (Main Event)	
This event celebrates costal living and love for the bay with music, wine, craft veer, gourmet food trucks and more. Attendees enjoy live music, vendors, seafood cooking demonstrations and FREE kid activities.	
Amount Requested	\$40,000
Amount Received Last FY	\$35,000
Primary Event Location	Seabrook (Main Street)
Event Attendance/Participation	5,000 +
Utilization of Funds	<p>Application Statement: Funds will be directly used to buy advertising (print ads, social media ads, digital ads, billboard, etc), graphic design development (ads, signage, etc.), website development and promotion and all public relation activities associated with the event. Fund will not be used for</p>

	general event expenses. State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.
*Estimated Impact on Seabrook Hotels	Moderate Impact
Note: application completed by city staff as a City of Seabrook event.	

Celebration Seabrook – Sunday, November 6 (Day two option)	
In an effort to expand the Celebration Seabrook event, the day two option will be focused on art and will be free event. While some elements of the main event will still be in play this event will highlight both local and non-local artists and art exhibitions in a family fun and learning environment.	
Amount Requested	\$10,000
Amount Received Last FY	N/A
Primary Event Location	Seabrook (Main Street)
Event Attendance/Participation	2,000
Utilization of Funds	Application Statement: The event will encourage and promote different art applications such as but not limited to art, dance, design, painting, sculpture, photography and other arts related to presentation, performance, execution and exhibition of these major forms. Funds will to directly to the procurement of art exhibits and presentations. State of Texas HOT Guidelines: Promotion of the Arts.
*Estimated Impact on Seabrook Hotels	Moderate Impact
Note: application completed by city staff as a City of Seabrook event.	

Galveston Bay Songwriters Festival	
The goal of the festival is to bring world class songwriters to Galveston Bay. The GBSF will bring songwriters from Texas, Nashville and beyond to showcase their talents on the shores of Galveston Bay. The heart of GBSF will be dozens of free shows held at live music venues in the cities of Seabrook and Kemah.	
Amount Requested	\$20,000
Amount Received Last FY	N/A
Primary Event Location	Kemah and Seabrook
Event Attendance/Participation	10,000 (est)
Utilization of Funds	Application Statement: Funds received from the City of Seabrook will be used to compensate songwriters for their time and cover travel expenses. It may also be used to pay for sound systems, equipment rentals, and the cost of advertising the event. Funds received from the City of Seabrook used to fund portions of the festival that are held within the Seabrook city limits. State of Texas HOT Guidelines: Advertising, Solicitation and Promotions.
*Estimated Impact on Seabrook Hotels	Unknown Impact

*Estimated impact based on Event Holder’s Application, Seabrook Hotel Input and Monthly HOT figures.

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

Yachty Gras
Event Application & Supplemental Materials

Hotel Occupancy Tax Funding Request

Please select before proceeding	I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.
Organization/Group Name	Yachty Gras Foundation
Organization/Group Address	454 E. Fair Harbor Lane None, None Houston United States 🇺🇸
Organization/Group Contact Name	Maurine Howard
Contact's Email	drmaurinehoward@aol.com
Contact's Phone	713-883-4040
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/Group	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. This event attracts visitors to the Bay Area businesses and restaurants 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.
Name of event/program to be funded	Yachty Gras Grand Parade & Events
Primary location of event/program	Seabrook / Kemah Channel to Galveston Bay
Please list any additional locations that pertain to this event/program.	Clear Lake
Date of event/program	02/25/2017
Expected total attendance	8500+
How many times has this event/program been held?	17
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	2014 10000+ 2015 10000+ 2016 8500+ Crowd estimate and Traffic control

determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

Which HOT funding category does this event/program fall?

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, photograph
 6. Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.

What is the primary purpose of the event/program for which this application applies? Promotion of Tourism to the Clear Lake Bay Area during the Mardi Gras Season

Please indicate the amount of funds you are seeking from the City of Seabrook. \$5000

How will the funds be used? Advertising and event promotion

What is the total event/program budget? \$25000

Please upload your entire event/program budget.

FY2015/16 Fund Assistance Received \$5000

FY2014/15 Fund Assistance Received \$1500

FY2013/14 Fund Assistance Received \$1500

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$10000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. City of Kemah
 Seabrook Businesses/Organizations
 Businesses/Organizations Outside of Seabrook
 Other

Check all the promotional efforts your organization/group coordinates: Newspaper
 Internet
 Radio
 Facebook
 Twitter
 YouTube
 Email
 Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. Bay Area Citizen Telltales Magazine The Scene Houston Chronicle Houston Press Galveston Daily News On the Water Lifestyles

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? Houston and Bay Area region Gulf Coast

Please upload your Marketing Plan for the event/program for which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? Rooms are not blocked/ information is confidential

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? Rooms are not blocked/ information is confidential

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? Rooms are not blocked/ information is confidential

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

How many nights are they expected to stay? unknown

Will you reserve a room block at a Seabrook hotel for this event/program? Uncertain

If so, for how many rooms and at which hotels? Unknown

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, etc.) Our only way of tracking is from boater registration forms and there were no hotels reported.

Organization/Group Name Yachty Gras Foundation

Organization/Group Contact Name Maurine Howard

Title of Organization/Group Contact Director

Authorized Signature

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Yachty Gras Event Budget 2016

Income

	In-Kind	Estimated	Actual
City of Seabrook		5000	5,000
City of Kemah		5000	5,000
Cash Donations			6,984
Kemah Boardwalk - Funpacks & Raffle	2,000		
Bubba Gump - Judges Party	5,000		
Aquarium - Awards Breakfast	2,000		
Kemah Flowers & Company - Kick off Party	5,000		
Total Income	\$14,000		\$16,984

Expenses

Advertising & Promotion

Ads	2,000		5,900
Billboards			875
Promotional Products- Rack Cards, Posters, Banners			3,400
Website updates and Newsletter			1,850
Awards			785
Administration			2,000
CPA			300
Texas Accountants& Lawyers for the Arts (TALA)			250
Donations			
Sea Scouts Kickoff Party Raffle			1500
Total Expenses			16,860
Total In-Kind - Income	16,000		16,984
Cash Income less expenses			\$124

Lucky Trail Marathon
Event Application & Supplemental Materials

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name Running Alliance Sport

Organization/Group Address P.O.Box 1482
Friendswood, Texas 77549
United States 🇺🇸

Organization/Group Contact Name Robby Sabban

Contact's Email rasabban@gmail.com

Contact's Phone 832-729-9900

Website Address for Event or Organization <http://www.seabrookmarathon.org/>

Non-Profit or For-Profit Status Non-Profit

FEIN# 27-3802494

Organization's Incorporation/Creation Date October, 12, 2010

Purpose or Mission of Organization/Group Promote Healthy life style through running and sports events

Name of event/program to be funded Seabrook Lucky Trail Marathon

Primary location of event/program Seabrook Trails

Please list any additional locations that pertain to this event/program. Entire Seabrook's Trail System

Date of event/program 03/17/2017

Expected total attendance 2000

How many times has this event/program been held? 13

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).
 March 2013 1713 March 2014 1700 March 2015 1822 March 2016 not held yet

Which HOT funding category does this event/program fall?
 6. Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
 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
 9. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.

What is the primary purpose of the event/program for which this application applies?
 Promote Seabrook, and promote Seabrook Trails as a viable venue for a great sporting, and running event.

Please indicate the amount of funds you are seeking from the City of Seabrook. 25,000.00

How will the funds be used?
 Advertising Seabrook Lucky Trail Marathon as the Luckiest marathon in Texas

What is the total event/program budget? 200,000.00

Please upload your entire event/program budget.

FY2015/16 Fund Assistance Received 25,000.00

FY2014/15 Fund Assistance Received 25,000.00

FY2013/14 Fund 25,000.00
 Assistance Received

Approximately how much additional funding do you receive from other organizations, 10,000.00 government entities, sponsors or grants in support of your event/program.

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. Seabrook Businesses/Organizations Other

Check all the promotional efforts your organization/group coordinates: Newspaper Internet Facebook Twitter YouTube Email Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. three press releases before the event, one after the event to TV, Radio, CVB, and all other media sources.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? United States

Please upload your Marketing Plan for the event/program for which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? Uncertain, would guess 75 to 100

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? Uncertain, would guess between 75 to 100

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? Uncertain, would guess between 75 to 100

How many people attending this event/program are expected to stay in Seabrook hotels? Between 75 to 100

How many nights are they expected to stay? 2 nights

Will you reserve a room block at a Seabrook hotel for this event/program? Uncertain

If so, for how many rooms and at which hotels? Best Western 25 or as needed Spring Hill Suites 25 or as needed

How will you measure the impact of your event on Seabrook

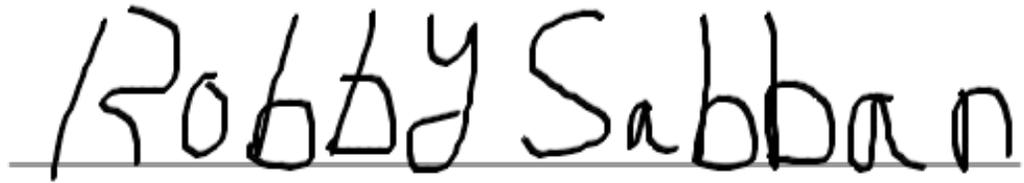
hotel activity (i.e. Both Survey of hoteliers, and survey of attendees
room block usage
information, survey of
hoteliers, survey of
attendees, etc.)

Organization/Group Name Running Allaince Sport

Organization/Group Contact Name Robby Sabban

Title of Organization/Group Contact Race Director

Authorized Signature



A handwritten signature in black ink that reads "Robby Sabban". The signature is written in a cursive, slightly slanted style. It is positioned above a horizontal line that serves as a baseline for the signature.

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Keels and Wheels
Event Application & Supplemental Materials

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name LYC Concours Corp.

Organization/Group Address PO Box 156
Seabrook, Texas 77586
United States 🇺🇸

Organization/Group Contact Name Robert Fuller

Contact's Email bfuller@4u.com

Contact's Phone 713-521-0105

Website Address for Event or Organization keels-wheels.com

Non-Profit or For-Profit Status Non-Profit

FEIN# 300147202

Organization's Incorporation/Creation Date 1996

Purpose or Mission of Organization/Group Conduct the nations largest and most prestigious classic car and vintage wooden boat event which benefits a local charity. The event draws people from the US and Europe to Seabrook.

Name of event/program to be funded Keels & Wheels Concours d'Elegance

Primary location of event/program Lakewood Yacht Club

Please list any additional locations that pertain to this event/program.

Date of event/program 05/06/2017

Expected total attendance 15,000

How many times has this event/program been held? 21 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).

2015 15,000 2014 15,000 2013 15,000 Ticket sales, registrations for all attending, questionnaires, Hotel nights

Which HOT funding category does this event/program fall?

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, photograph
 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
 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
 9. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.

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

Conduct an annual event, Keels & Wheels, attracting thousands of visitors to Seabrook. This fills area hotels, restaurants, shops and gas stations for the week.

Please indicate the amount of funds you are seeking from the City of Seabrook. \$50,000

How will the funds be used? Advertising, PR and marketing with print Ads (local & national), local radio, local TV and cable, internet, social media and national direct mail outs.

What is the total event/program budget? \$581,124

Please upload your entire event/program budget. [Advertising expense 2016.pdf](#)

FY2015/16 Fund \$50,000
Assistance Received

FY2014/15 Fund \$50,000
Assistance Received

FY2013/14 Fund \$50,000
Assistance Received

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$360,000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. City of Kemah
City of Nassau Bay
City of League City
Seabrook Businesses/Organizations
Businesses/Organizations Outside of Seabrook

Check all the promotional efforts your organization/group coordinates: Newspaper
Internet
Radio
Facebook
Twitter
YouTube
TV/Cable
Email
Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. Multiple releases from January to May to all Texas newspapers & magazines, national publications and electronic newsletters.

Do you run advertisements with or send press releases to

publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? All of the US and Canada.

Please upload your Marketing Plan for the event/program for which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? N/A not held yet

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? Filled Seabrook hotels

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? Filled Seabrook hotels

How many people attending this event/program are expected in stay in Seabrook hotels? > 1,000+

How many nights are they expected to stay? 2-4

Will you reserve a room block at a Seabrook hotel for this Yes

event/program?

If so, for how many rooms and at which hotels? All hotels

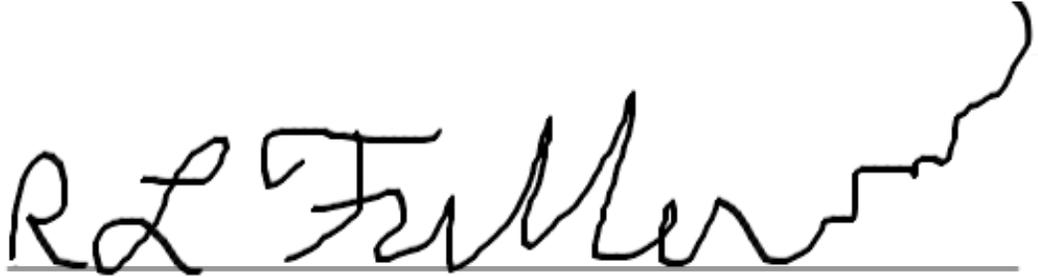
How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, etc.) All of the above

Organization/Group Name LYC Concours Corp.

Organization/Group Contact Name Robert Fuller

Title of Organization/Group Contact Chairman

Authorized Signature



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LYC Concours Corporation
Advertising/Marketing Expenses 2016

	Budget
Ordinary Income/Expense	
Advertising& Marketing Expense	
Ad Design	1,200.00
Billboard Expense	2,350.00
Marketing	9,000.00
Printed Media/Online	14,000.00
Publicist	19,000.00
Radio	31,700.00
Television	24,700.00
Total Advertising& Marketing Expense	101,950.00

TX Outlaw Challenge
Event Application & Supplemental Materials

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name Offshore Thunder Productions

Organization/Group Address Texas Outlaw Challenge
4600 Country Club Dr
Dickinson, Texas 77539
United States 🇺🇸

Organization/Group Contact Name Paul Robinson

Contact's Email paul@texasoutlawchallenge.com

Contact's Phone 281-702-8744

Website Address for Event or Organization texasoutlawchallenge.com

Non-Profit or For-Profit Status For-Profit

FEIN# 80-0162831

Organization's Incorporation/Creation Date 2008

Purpose or Mission of Organization/Group Establish an annual marine boating event in the Clear Lake area with national advertising campaigns and local community support with the goals of inviting hotel occupancy to tourists traveling to Seabrook and participating in this marine community event while supporting local charity recipients.

Name of event/program to be funded Texas Outlaw Challenge

Primary location of event/program Seabrook waterfront venues (Hotels, businesses, fuel, groceries, bars)

Please list any additional locations that pertain to this event/program. Kemah

Date of event/program 06/22/2017

Expected total

attendance 3000+ from 6/22 - 6/26

How many times has this event/program been held? This is the 9th Annual

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).

2013 - 1800 2014 - 2000 2015 - 2500 2016 - estimated 3000+ - via online registration and spectator gate admission

Which HOT funding category does this event/program fall?

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.
9. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.

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

- Generate tourism dollars for Seabrook and local Clear Lake 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.

Please indicate the amount of funds you are seeking from the City of Seabrook.

\$30,000.00

How will the funds be used?

National advertising campaign Local Texas advertising Mailing (event registration packages and invites)
Website advertising of Seabrook area and accomocations

What is the total event/program budget?

\$275,000.00 +

Please upload your entire event/program budget.

[2017 Budget Plan Estimate.doc](#)

FY2015/16 Fund Assistance Received \$22,500.00

FY2014/15 Fund Assistance Received \$20,000.00

FY2013/14 Fund Assistance Received \$12,500.00

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program.

\$30,000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program.

City of Kemah
City of Nassau Bay
Seabrook Businesses/Organizations
Businesses/Organizations Outside of Seabrook

Check all the promotional efforts your organization/group coordinates:

Newspaper
Internet
Radio
Facebook
Twitter
YouTube
TV/Cable
Email

Do you submit press releases about your event/program?

Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target.

Approximately 10-12 - Social Media - Marine Industry Websites - Email

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away?

Yes

What geographic area does your advertising and promotions reach? - International including Malaysia, Norway and Canada - International Boating Shows (Miami, Los Angeles, Toronto boat show) - National Marine Events Texas, California, Louisiana, Georgia, Florida, and Arizona - Houston and surrounding (Dallas, Austin, San Antonio) boating communities

Please upload your

Marketing Plan for the [2017 Marketing Plan.doc](#)
event/program for
which funds are being
requested.

Please upload
examples of
advertisements, press
releases, promotions, [Seabrook REQUEST FOR EVENT MEDIA.doc](#)
signage, and any other
materials.

How many Seabrook
hotel rooms were
occupied for your
FY2015/16
event/program? They all reported being full with event participants.

How many Seabrook
hotel rooms were
occupied for your
FY2014/15
event/program? They all reported being full with event participants.

How many Seabrook
hotel rooms were
occupied for your
FY2013/14
event/program? They all reported being fill with event participants.

How many people
attending this
event/program are
expected in stay in
Seabrook hotels? As many as there are hotel rooms available...this event fills all available rooms in the area

How many nights are
they expected to stay? 3-4

Will you reserve a
room block at a
Seabrook hotel for this
event/program? Yes

If so, for how many
rooms and at which
hotels? All Seabrook, Kemah, and Nassau Bay hotels. The event always blocks the maximum room count that each hotel allows.

How will you measure
the impact of your
event on Seabrook
hotel activity (i.e. Texas Outlaw Challenge has always provided a detailed post event report. This report provides advertising and event dollars spent, The report also provides total registered guest count including room counts and

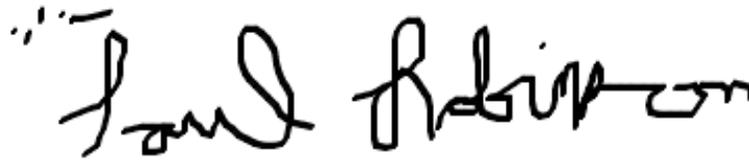
room block usage location of rooms that registered guest chose to provide to the event via the registration form. This data is information, survey of incomplete, as many registration forms leave this hotel information blank due to confidential concerns. The hoteliers, survey of attendees, etc.) Texas Outlaw Challenge can only report data that has been entered, unless this data is estimated.

Organization/Group Name Offshore Thunder Productions

Organization/Group Contact Name Paul Robinson

Title of Organization/Group Contact Producer

Authorized Signature



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2017 Texas Outlaw Challenge Event Budget Plan

This plan is based on the following expenditure information from the recently completed 2015 event. Additional details from the June 22-26, 2016 event, once completed, will provide additional data for the 2017 budget forecast.

2015 TEXAS OUTLAW CHALLENGE

Event Budget Summary

Event Date: June 17-21, (8th Annual)

Attendance: 205 Boat Teams & 1400 Guests & 1500 Spectators

TRANSPORTATION & Fuel

- Rental Cars (5) x \$150 = \$750
- Fuel for 15 Safety Support Boats (50 gal) = 750 gals x \$4.75 = \$3562.00
- Fuel for Generators = \$ 500

TOTAL TRANSPORTATION = \$4812

ACCOMMODATIONS

- Event is 4 night evening-stay activity
- Rooms for event staff 10 x \$150 x 4 nights = \$6000
- Rooms for Media (out of state event coverage) = 10 x \$150 x 4 nights = \$6000

TOTAL ACCOMODATIONS = \$12,000

FOOD & BEVERAGE

- Wednesday Staff Lunch = \$500
- Thursday: Event Food = \$4,000
- Friday Breakfast: 1400 x \$5.00 = \$7,000
- Friday Lunch: 1400 x \$10.00 = \$14,000
- Friday Evening: 1400 x \$15.00 = \$21,000
- Saturday Lunch : 1400 x 10.00 = \$14,000
- Dinner: 1400 x 15.00 = \$21,000.00
- Sunday Breakfast: 500 x \$10.00 = \$5,000
- Sunday Lunch: 500 x \$10.00 = \$5,000
- Weekend Volunteer Staff nutrition (lunches & grocery purchases) = \$1000

EVENT FOOD & BEVERAGE = \$92,500

LOCAL EQUIPMENT RENTALS AND SUPPORT PURCHASES

- Dining contracts and banquet accommodations = \$25,500
- Security = \$6000
- Sanitation = \$1000
- Media Helicopter and Photo Staff = \$6500

- Facility Leasing and labor prep for site locations = \$11,500
- Guest shuttles (during late evenings) = \$2500
- Local Labor and infrastructure for event production = \$5000
- Event Fencing = \$2500
- Safety Program (Ambulances, Medics, Equipments) = \$3200

TOTAL RENTALS = \$63,700.00

ADVERTISING

- Local Banner/Signage Services = \$7500
- Local Advertising Purchases = \$8000
- Local Award Purchases for Sponsors and Guests = \$9750
- Advertising Shirt Design and production = \$16,000
- Awards & Prizes = \$15,000
- Advertising Printing and Packaging Purchases = \$7500
- National Magazine Ads - \$7500
- Distribution to National Clubs and Newsletters - \$5500
- Local and National Mailing - \$3500
- Website Advertising Management - \$13,000
- Media Relations Support - \$5000
- Exposure and Audience Reach Program (Local, State, National & International) - \$15,000

TOTAL ADVERTISING = \$113,250.00

2015 Budget Summary TOTAL = \$286,262.00

(Representing the 2017 Budget Plan Estimate)



Marketing Out-Reach Plan 2017

Reach: Local, State, National and International

Marketing Exposure and Audience Reach will be accomplished 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 new opportunities present themselves each year.

Media Outlet	Posting	Type	Reach
http://texasoutlawchallenge.com/	Official Website - Key Promotional Vehicle	Official Website	National / International
Event Sponsor Co-Promotion	Via event Sponsors/Advertisers efforts to jointly advertise the event	Co Promotions with Sponsors via Websites, Social Media, Eblasts, and Promotions	National / International
Click 2 Houston	Live story on the 6 pm news with interviews, (This has been accomplished for the past 4 years and will continue in 2017)	Television - Local Prime Time	Local Television
Printed Promotional Card	Distribution via direct mail, handouts in Miami, Ft. Lauderdale and LA Boat Shows ; Inserts in all national Events. Distribution via Local retailers and sponsors	Print	10,000
Houston Press	1/4 page ad in addition to on Line press	Print - On Line	Local Newspaper
My Fox News 26	Saturday early morning interview 4 minutes with promo teaser prior (This has been accomplished for the past 4 years and will continue in 2017)	Television - Local	Local Television
Galveston Daily News	Article on a Wednesday features 1/4 page with picture	Newspaper and On Line	Local Newspaper
Houston Chron	Calendar of events with Picture (This has been accomplished for the past 4 years and will continue in 2017)	On Line	Local Newspaper
www.YourHoustonNews.com Houston Community News Paper	Calendar of Events (This has been accomplished for the past 4 years and will continue in 2017)	On Line and Print	Local Newspaper
Official Facebook Page https://www.facebook.com/	Daily Postings, reposting, likes and paid promotions - Heavy social media Coverage and	Social Media	Local, National, International

<p>om/pages/Texas-Outlaw-Challenge/177641972277329</p> <p>2ndary FB Page:</p> <p>https://www.facebook.com/pages/Texas-Outlaw-Challenge/184228101631512</p>	<p>outreach</p> <p>Facebook Reach: United States of America, Canada, Dominican Republic, Mexico, India, Brazil, Australia, Puerto Rico, Bahrain, Italy, Sweden, Hungary, Malta, Egypt, Austria, Portugal, Bulgaria, Cayman Islands, Ireland, Syria</p> <p>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</p> <p>States: Louisiana, California, Florida, Missouri, Illinois, New Jersey</p>		
<p>Culture Map</p>	<p>online article with picture and 2017 event update http://houston.culturemap.com/eventdetail/sixth-annual-texas-outlaw-challenge/</p>	<p>On Line - Social Media</p>	<p>Local with National Reach</p>
<p>Scene Magazine</p>	<p>2013 Texas Outlaw Challenge Insert - Pull Out Guide, Special Edition - 8 page http://issuu.com/thescenemag/docs/13_06_scene_frt_web100/32?e=1423433/3156205</p>	<p>Print Magazine, and Website Distribution</p>	<p>Local/ Expanded reach via Social Media Expanding to National</p>
<p>Press Releases</p>	<p>3 Press Releases to Local Media and Fringe Media Includes: Telephone campaign for additional Exposure and Promotion to all media outlets numerous times</p>	<p>Email/FB</p>	<p>75 + Individual Emails and FB messages to Reporters, Editors, Assignments</p>
<p>Eblast</p>	<p>Event update with info on the event</p>	<p>Email</p>	<p>4,500</p>
<p>KTRH 740 AM</p>	<p>Morning Mention 6/21 & 22 (This has been accomplished for the past 4 years and will continue in 2017)</p>	<p>Radio</p>	<p>Local</p>
<p>www.traveltex.com</p>	<p>Previous year event example to be continues for 2017 http://www.traveltex.com/events/texas-outlaw-challenge-annual-poker-run/</p>	<p>Website</p>	<p>Texas Travel</p>
<p>www.myfirstclass.net</p>	<p>Article and Photo Previous year event example to be continues for 2017 http://myfirstclass.net/texaschallenge/</p>	<p>Website Luxury Lifestyle Magazine</p>	<p>National</p>
<p>www.allacrosstexas.com</p>	<p>Previous year event example to be continues for 2017 http://www.allacrosstexas.com/texas-event-detail.php?name=Texas%20Outlaw%20Challenge&city=Seabrook&date=2013-06-20&type=Shows-And-Exhibitions#.Ue3c1Y2G01</p>	<p>Website</p>	<p>Texas</p>
<p>www.speedonthewater.</p>	<p>Previous year event example to be continues for</p>	<p>Website Article-</p>	<p>National</p>

com	2017 http://speedonthewater.com/in-the-news/1299-texas-outlaw-challenge-expected-to-be-bigger-and-better.html	National Industry	
www.denverpost.com	Previous year event example to be continues for 2017 http://calendar.denverpost.com/kemah_tx/events/show/326173203-texas-outlaw-challenge	website	Colorado
www.offshoreonly.com	Previous year event example to be continues for 2017 http://www.offshoreonly.com/forums/poker-runs-boating-events/274407-texas-outlaw-challenge-8.html	Industry Website National	National
www.marinetechologyinc.com	Previous year event example to be continues for 2017 http://marinetechologyinc.com/2013/06/texas-outlaw-challenge-a-great-success/ (article and photo)	Industry Website National	National
www.visitybayareahouston.com	Previous year event example to be continues for 2017 http://www.visitbayareahouston.com/pages/events_item.cfm?e_id=1182	Website - Event Calendar	Local
www.fastboats.com	Article and event update- Previous year event example to be continues for 2017 http://fastboats.com/join-us-at-the-6th-annual-texas-outlaw-challenge-gunslinger-poker-run/	Industry Website	National
You Tube - Endeavour Marina	Social Media - You Tube Posts. Previous year event example to be continues for 2017 http://www.youtube.com/watch?v=pUOxVmga3bw	Social Media	Local Focus
www.Pokerrunsamerica.com	Article and photo Previous year event example to be continues for 2017 http://www.pokerrunsamerica.com/index.php?option=com_k2&view=item&id=54:poker-runs-features-fastract-texas-outlaw-challenge	Industry Website	National
FB - Hilton Houston Nasa	https://www.facebook.com/media/set/?set=a.419962286680.190609.355543911680	Social Media	Local
www.brockwayrealty.com	Article and Promo – Blog. Previous year event example to be continues for 2107 http://www.brockwayrealty.com/blog/2013/06/15/the-bay-area-welcomes-texas-outlaw-challenge-june-20-23/	Social Media	Local
You Tube	Many event videos online already advertising	Social Media Video	National
www.austinboatforums.com	Previous year event example to be continues for 2017: http://www.austinboatforums.com/cgi-bin/yabb2/YaBB.pl?num=1369224259/2	Social Media	Austin, Texas
www.1s1tech.com	Previous year event example to be continues for 2017 http://1s1tech.com/forums/texas-members/1540130-texas-outlaw-challenge-clear-lake-powerboats.html	Social Media Forum	National
www.floridapowerboat.com	Article and photos - Previous year event example to be continues for 2017	Website	Florida

	http://www.flpowerboat.com/gallery/thumbnails.php?album=349&page=2		
www.powerboatnation.com	Previous year event example to be continued for 2017 http://www.powerboatnation.com/general-powerboat-discussion/1694-texas-outlaw-challenge-tv-print.html	Social Media Forum	National
www.bayouboaters.com	Previous year event example to be continued for 2017 http://www.bayouboaters.com/forum/showthread.php?1363-2013-Texas-Outlaw-Challenge-Poker-Run	Website Forum	Local Interest
www.lakepirates.com	Previous year event example to be continued for 2017 http://www.lakepirates.com/forums/topic/26876-awesome-day-at-texas-outlaw-challenge/	Social Media Forum	Oklahoma
http://naplesimage.wordpress.com/contact/	Previous year event example to be continued for 2017 http://www.flickr.com/photos/jay2boat/sets/72157634238333412/	Websites / Photos	Florida Market
www.boatstars.com	Article / Photo Previous year event example to be continued for 2017 http://www.boatstars.com/index.php/site-map/racing-poker-run-news/item/151-poker-runners-prepare-their-boats-for-the-exciting-2013-texas-outlaw-poker-run-this-upcoming-weekend	Industry Website	National
www.seabrooktx.gov	Previous year event example to be continued for 2017 http://www.seabrooktx.gov/calendar.aspx http://www.seabrooktx.gov/Calendar.aspx?EID=185&month=6&year=2013&day=21&calType=0	Website, Calendar of Events	Local
www.kemahtourism.com	Previous year event example to be continued for 2017 http://www.kemahtourism.com/evps/index.cfm?changeMonth=11/01/2013	Website Calendar of Events	Local
www.kemahboardwalk.com	Calendar of Events - Previous year event example to be continued for 2017 http://www.kemahboardwalk.com/events.asp#6	Website Calendar of Events	Local
NJPowerboat.com	Event Listing and Photo: Previous year event example to be continued for 2017 http://njpowerboat.com/events/texas-outlaw-challenge-poker-run-tx/	Website Industry Poker Runs	National - New Jersey
www.marinetechologyinc.com	http://marinetechologyinc.com/2013/07/one-big-bad-wolf/	Website Industry	National - Celebrity Exposure of Mario Williams
www.yachtworld.com	Previous year event example to be continued for 2017 http://www.yachtworld.com/boat-content/2013/05/texas-outlaw-challenge-expected-to-be-bigger-and-better/ (note time has expired on this listing)	Website Industry	National

www.accessatlanta.com	Previous year event example to be continued for 2017 http://entertainment.accessatlanta.com/kemah_tx/events/show/326173203-texas-outlaw-challenge	National Website	National - Atlanta, Georgia
www.fresnobee.com	Previous year event example to be continued for 2017 http://calendar.fresnobee.com/kemah_tx/events/show/326173203-texas-outlaw-challenge	Website	National
www.clearlaketoday.com	Previous year event example to be continued for 2017 http://www.clearlaketoday.com/evps/evitem.cfm?evid=10003	Website	Local
www.kentucky.com	Previous year event example to be continued for 2017 http://calendar.kentucky.com/kemah_tx/events/show/326173203-texas-outlaw-challenge?print=true	State Event Calendar	National - Kentucky
www.dcbperformanceboats.com	Previous year event example to be continued for 2017 http://dcbperformanceboats.com/dcb-begins-the-first-of-our-summer-series-of-poker-runs	Industry Website	National
www.foursquare.com	Previous year event example to be continued for 2017 https://foursquare.com/v/2013-texas-outlaw-challenge/516afb27e4b04d93cf7527f9 67 peeps	Location Website	National
www.eventsanywhere.com	Previous year event example to be continued for 2017 Sponsor Article and promotion http://eventsanywhere.com/texas-outlaw-challenge-2013/	Sponsor Website	National
www.flickr.com	Previous year event example to be continued for 2017 http://www.flickr.com/photos/jay2boat/sets/72157634238333412/page2/	Social Media Website Photos	National
www.deck-hands.com	Previous year event example to be continued for 2017 http://deck-hands.com/	Sponsor Website	Industry Promotion
Event Banners	Promotional Signage		
Other	Additional marketing plan details provided in our event summary reports from previous event years that show examples of further marketing efforts		

CITY REQUEST: Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

RESPONSE: Texas Outlaw Challenge requests a review of the provided booklet containing examples of our previous year's media activity.

Thank you.

Paul Robinson

I WILL BRING THIS BOOK TO COUNCIL - LD

**Gulf Coast Film Festival
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name Gulf Coast Film & Video Festival

Organization/Group Address PO Box 580316
Nassau Bay
PO Box 580316, Texas 77586
United States 🇺🇸

Organization/Group Contact Name Hal Wixon

Contact's Email dominotaylor@yahoo.com

Contact's Phone 832-444-2512

Website Address for Event or Organization www.gulfcoastfilmfest.com

Non-Profit or For-Profit Status Non-Profit

FEIN# 76-0597932

Organization's Incorporation/Creation Date 1999

Purpose or Mission of Organization/Group To promote the art of Independent Filmmaking and giving awards at banquet, show film screenings and promote Seabrook, heads in beds, restaurants, and attractions resulting in tourism. We also show directors area locations for film locations.

Name of event/program to be funded Gulf Coast Film & Video Festival

Primary location of event/program Seabrook

Please list any additional locations that pertain to this event/program. Lakewood Yacht Club

Date of event/program 09/29/2017

Expected total

attendance 1800+

How many times has this event/program been held? 17 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). 2015: 1800 2014: 1700 2013:1600 We use sign in sheets, registration, block rooms, film tickets sales, and table and gala sales.

Which HOT funding category does this event/program fall? 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, photograph

What is the primary purpose of the event/program for which this application applies? The promotion of arts in filmmaking.

Please indicate the amount of funds you are seeking from the City of Seabrook. \$2500.

How will the funds be used? To promote the film festival and the events and the celebrity, also publicity, advertising, program books and signage.

What is the total event/program budget? \$13,000

Please upload your entire event/program budget.

FY2015/16 Fund Assistance Received \$2500

FY2014/15 Fund Assistance Received \$2500

FY2013/14 Fund Assistance Received \$2500

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program.

\$5000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program.

City of Kemah
City of Nassau Bay
City of League City
Seabrook Businesses/Organizations

Check all the promotional efforts your organization/group coordinates:

Newspaper
Internet
Radio
Facebook
Twitter
YouTube
TV/Cable
Email
Other

Do you submit press releases about your event/program?

Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target.

5 different press releases- Bay Area Observer, Citizen, Houston Press, Houston Chronicle, Galveston Daily News, LC Connection, The Scene, Bay Area Houston, Indie Slate Magazine, The Change, C-47 Houston Film Magazine, Guidry New Service, and several art magazines. PBS.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away?

Yes

What geographic area does your advertising and promotions reach?

Houston - Galveston - NASA area - I45- Worldwide to all film commissions in other countries and US.

Please upload your

Marketing Plan for the event/program for which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? 50 approx.

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? 50 approx.

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? 50 approx.

How many people attending this event/program are expected to stay in Seabrook hotels? 100

How many nights are they expected to stay? 2

Will you reserve a room block at a Seabrook hotel for this event/program? Yes

If so, for how many rooms and at which hotels? Springhill Quality Inn We need to replace Hampton (our number one motel)

How will you measure the impact of your event on Seabrook hotel activity (i.e.

room block usage Surveys, registration and block usage
information, survey of
hoteliers, survey of
attendees, etc.)

Organization/Group Name Gulf Coast Film & Video Festival

Organization/Group Contact Name Hal Wixon

Title of Organization/Group Contact Director

Authorized Signature



Single Line Text

Created: Feb 11, 2016 05:50:35 PM, IP: 107.77.72.80, By: Public

Subject: Projected Costs 2017 Gulf Coast Film & Video Festival

Date: Friday, February 12, 2016 at 5:46:49 PM Central Standard Time

From: Hal Wixon

To: LeaAnn Dearman

Projected Costs for the 2017 Gulf Coast Film & Video Festival

REVENUE

Sources and Amounts

Film Submissions	\$3,560.00
Ticket Sales	\$5,500.00
Art, Sales/Programs	\$1,300.00
Film Commission	\$ 500.00
Hot Funds	\$?

Total Amount	\$10,860.00
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EXPENDITURES

Descriptions And Amounts

Venue Down Payments	\$1,000.00
Printing	\$1,000.00
Advertising	\$2,000.00
A/V Equipment	\$ 500.00
Office Supplies	\$ 500.00
Awards	\$ 500.00
Celebrity Expenditures/Opening Nite	\$1,000.00
Award Banquet	\$6,000.00
Judging	\$ 500.00

Total Amount	\$13,000.00
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Hal Wixon

**Seabrook Saltwater Derby
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name Seabrook Saltwater Derby

Organization/Group Address P.O. Box 1
Seabrook, TX 77586
United States 🇺🇸

Organization/Group Contact Name Melissa Botkin

Contact's Email mbotkin@seabrooktx.gov

Contact's Phone 281-635-4550

Website Address for Event or Organization www.seabrooksaltwaterderby.com

Non-Profit or For-Profit Status Non-Profit

FEIN#

Organization's Incorporation/Creation Date March of 2010

Purpose or Mission of Organization/Group The mission of the Seabrook Saltwater Derby is to capitalize on Seabrook's natural resources through an annual fishing tournament to promote tourism while supporting local youth organizations.

Name of event/program to be funded Seabrook Saltwater Derby

Primary location of event/program Cabo Clear Lake

Please list any additional locations that pertain to this event/program. N/A

Date of event/program 10/01/2016

Expected total attendance 225

How many times has this event/program been held?	6 annual 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).	2013 101 fisherman 2014 110 fisherman 2015 145 fisherman *Number of fisherman determined via registration website/mail in registration *Each year the number of spectators has grown, we changed venues last year to accommodate the tournament
Which HOT funding category does this event/program fall?	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. 6. Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
What is the primary purpose of the event/program for which this application applies?	The purpose of the Seabrook Saltwater Derby is to promote tourism (shop, dine, and stay) while supporting local youth organizations. The event engages citizens of all ages in the Bay Area to participate in an annual event which instill a sense of community pride.
Please indicate the amount of funds you are seeking from the City of Seabrook.	\$10,000.00
How will the funds be used?	Last year we incorporated a Calcutta the night before the tournament. We will use money to advertise the 2 day event more (especially the newly formed Calcutta), sending out promotional materials to other Police Department Association's from other cities (putting more heads in beds), reaching out to corporate sponsors, advertising with well established magazines that target our population and hope to make a promotional video as well for Facebook as this received a lot of attention when it was done a few years ago.
What is the total event/program budget?	Approximately \$25,000 in 2015; \$17,000 in 2014 (Fluctuates depending on sponsorship and number of fisherman each year) *See last year's budget & donations that went back to youth
Please upload your entire event/program budget.	Copy of 6th Annual revenue spreadsheet.xlsx
FY2015/16 Fund Assistance Received	\$5,000.00
FY2014/15 Fund Assistance Received	\$5,000.00

FY2013/14 Fund Assistance Received \$5,000.00 (From 2010-2014 any profit made was returned to Seabrook, as it was a city sponsored event).

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$5,000.00

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. Seabrook Businesses/Organizations
Businesses/Organizations Outside of Seabrook

Check all the promotional efforts your organization/group coordinates: Newspaper
Internet
Facebook
Twitter
Email

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. Two separate press releases went out to approximately 125 Texas newspapers. In addition, we target saltwater fishing groups such as CCA and Saltwater Angler Magazine (these ads were to expensive to run this past year as we moved locations to account for our growing number of participants / guests, raised prize money and went to a two day event in hopes of raising the number of participants and in turn, putting heads in beds for Seabrook.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? We target fisherman along the Gulf Coast of Texas and Louisiana. Our press releases primarily focus on the entire Texas Gulf Coast region with an emphasis on the Bay Area and Galveston.

Please upload your Marketing Plan for the

event/program for [2016 Seabrook Saltwater Derby Marketing Plan.docx](#)
 which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? 11

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? 8

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? 2

How many people attending this event/program are expected in stay in Seabrook hotels? 25-35 is a conservative estimate

How many nights are they expected to stay? 2 (This is now a two day event and we believe inviting other Police Departments will aid in putting heads in beds)

Will you reserve a room block at a Seabrook hotel for this event/program? Yes

If so, for how many rooms and at which hotels? Yes, we always reserve a block of rooms (special rate) at SpringHill Suites, LaQuinta, Quality Inn, Comfort Suites Seabrook, Comfort Inn & Suites NASA, and Beacon Hill Bed & Breakfast. We also list Old Parsonage Guest House as another alternative.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage)? We use hotel block information and ALWAYS survey our attendees for continuous improvement purposes (which includes if they stayed in a hotel).

information, survey of
hoteliers, survey of
attendees, etc.)

Organization/Group
Name Seabrook Saltwater Derby Committee

Organization/Group
Contact Name Melissa Botkin

Title of
Organization/Group
Contact Chairman of Seabrook Saltwater Derby

Authorized Signature



A handwritten signature in black ink that reads "Melissa Botkin". The signature is written in a cursive style and is positioned above a horizontal line.

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Incoming	
Online Registration	\$9,250.00
Cash Entry	\$1,350.00
Extra Meals	\$28.00
Raffle Ticket Sale	\$3,280.00
City Seabrook donation	\$5,000.00
Calcutta	\$3,280.00
Sponsor donations	\$5,250.00
TOTAL	\$27,438.00

Outgoing	
Liz Reagan (raffle items/misc.)	\$173.46
Melissa Botkin (raffle items/ misc.)	\$2,700.16
Waterloo Rods (10 rods- door prizes)	\$500.00
Hookspit rods (5 rods-door prizes)	\$378.88
Sponsor hotels	\$243.36
Mark Grimes (Over paid \$50 during registration)	\$50.00
Volunteer gift card	\$100.00
David Parker (Over paid during registration)	\$100.00
Signquick (shirts,Signs,Koozies)	\$2,599.78
Crown Trophy (Trophies, plaques, ticket girl shirts, Committee Shirts)	\$955.41
Cabo (Food & Keg beer)	\$1,376.13
Weigh Master	\$500.00
Winning payouts	\$8,000.00
Slam Pot	\$1,300.00
Flounder Pot	\$630.00
Calcutta Payouts	\$2,640.00
Raffle ticket girls	\$250.00
Band (Paid for by Cabo, tipped by us)	\$80.00
Golf cart rental / driver	\$100.00
food for volunteers / workers	\$250.00
Rebecca (Advertising, news release, and webpage)	\$500.00
TOTAL	\$23,427.18

Incoming	\$26,938.00
Outgoing	\$23,427.18
Total Revenue	\$3,510.82

Calcutta Total	\$3,280.00
Charity	\$640.00
Payout	\$2,640.00

Local Charity for 2015	
Shriner's	\$1,000.00
Bay Elementary	\$500.00
Cub Scouts Pack 95	\$500.00
Texas Glory Atkins-Fox College Preparatory Softball	\$500.00
Total	\$2,500.00

2016 Seabrook Saltwater Derby Marketing Plan

Facebook	Ongoing	515 likes	Basically free, Melissa pays to boost posts on the weekends leading up to the tournament
Twitter	Ongoing	Our target audience does not respond well to Twitter	Free
Nasa 1 Banner (\$1000-1500)	Reintroduce	We have had banners previously, our budget did not allow for us to purchase another banner to reflect the last Friday in Sept.	We believe we could design a banner that can be used for several years, now that we have found an annual date that works well for our target audience.
Website	Ongoing	We built our own website a couple years ago, it houses, registration and hotel info.	We pay Rebecca Collins of the <i>Bay Area Observer</i> \$500.00 to manage the website, conduct press releases, and she also runs ads in her paper for us.

<p>Press Releases</p> <p>CCA & Texas Angler Magazine</p> <p>(\$1500 - \$2000)</p>	<p>Ongoing</p> <p>Reintroduce</p>	<p>Our press releases primarily focus on the entire Texas Gulf Coast region with an emphasis on the Bay Area and Galveston</p> <p>We ran ads previously, but they were very expensive compared to the number of fisherman who signed up because of the ad</p>	<p>Press releases are included in the \$500 we pay Rebecca for managing our website</p> <p>We would like to start with one publication and then use another since it is costly.</p>
<p>Promotional video</p> <p>\$600-1000</p>	<p>Conducted in 2012, would like to reintroduce</p>	<p>This worked well in 2012, we haven't had money in the budget for it, but would like to reintroduce it.</p>	<p>LeaAnn put together a great promotional video for us a few years back when this event was linked with the city. We would like to do another video this year, as research shows Facebook users respond to video more so than text and pictures.</p>

<p>Targeting other Police Officer Associations</p> <p>\$200-\$300 advertising costs</p>	<p>New</p>	<p>We believe this will help us put heads in beds, and bring in fisherman from all over Texas</p>	<p>We spoke to the Police Officer's Association about this last year and have begun working on an information packet.</p>
<p>Targeting Industry Sponsors</p> <p>\$200-\$300 Advertising costs</p>	<p>New</p>	<p>We believe Industry Sponsors will help us attain the means to advertise on billboards, and buy full page ads for more than 1 month</p>	<p>I spoke with Officer Smith last year and he strongly believes he can help us acquire a few corporate sponsors this year to help with expenses.</p>
<p>Calcutta – Mr. Bob Fuller will be an asset to this event.</p> <p>\$200-\$300 in Advertising costs</p>	<p>New</p>	<p>We would like to advertise this more. I have spoken with Mr. Bob Fuller (Keels & Wheels) in regards to helping our group advertise this event, he is excited to help us get more bidders with disposable income to attend the Calcutta.</p>	<p>Additional ads will be placed and invitations will be sent out. We did a pilot with the Calcutta last year, auctioning off only ½ of the boats. We will auction off all boats this year.</p>

JFest Southwest
Event Application & Supplemental Materials

Hotel Occupancy Tax Funding Request

Please select before proceeding	I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.
---------------------------------	--

Organization/Group Name	Bay Access / Lakewood Yacht Club
-------------------------	----------------------------------

Organization/Group Address	2425 NASA Rd 1 Seabrook, Texas 77586 United States 🇺🇸
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Organization/Group Contact Name	Terry Chapman
---------------------------------	---------------

Contact's Email	LYC@lakewoodyachtclub.com
-----------------	---------------------------

Contact's Phone	281-474-2511
-----------------	--------------

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
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Purpose or Mission of Organization/Group	Foster & conduct amateur sports competition as a 501 (c)(3). Sponsor, conduct and participate in educational and conservation programs for boating. Promote youth boating, grant educational scholarships, promote safety at sea.
--	---

Name of event/program to be funded	J/Fest Southwest 2016
------------------------------------	-----------------------

Primary location of event/program	Seabrook, Texas and Galveston Bay
-----------------------------------	-----------------------------------

Please list any additional locations that pertain to this event/program.	None
--	------

Date of event/program	10/28/2016
-----------------------	------------

Expected total	
----------------	--

attendance 500

How many times has this event/program been held? 6 (2010-2015)

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).

2015, 392 attendees 2014, 400 attendees 2013, 380 attendees Methodology: number of participating boats, number of crew per boat, number of spectators signed up on the spectator boat (same for each year)

Which HOT funding category does this event/program fall?

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.
6. Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
9. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.

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

To conduct a National Level Sail Boat Racing Regatta on Galveston Bay. 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, Texas hospitality, excellent entertainment and support for travel logistics for competitors, families and friends.

Please indicate the amount of funds you are seeking from the City of Seabrook. \$15,000.00

How will the funds be used?

\$5,500 Advertising (Seabrook Business Promotion, Signage, Flyers, Promotional Merchandise) \$7,500 Entertainment, Event Party \$2,000 Regatta Expenses (Crane Rental for out-of-town boats, Trophies (With Seabrook City Logo), volunteer support

What is the total event/program budget? \$27,400.00

Please upload your entire event/program budget. [j Fest 2016 Budget.xls](#)

FY2015/16 Fund Assistance Received \$15,000.00

FY2014/15 Fund Assistance Received \$15,000.00

FY2013/14 Fund Assistance Received \$15,000.00

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$5,550.00 (Uncertain - waiting on commitments)

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. Seabrook Businesses/Organizations
Businesses/Organizations Outside of Seabrook

Check all the promotional efforts your organization/group coordinates: Newspaper
Internet
Facebook
Twitter
YouTube
Email
Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. See attached marketing plan for details Six press releases are planned for release in the month of: 1-March (save the date) 2-June (fall racing on Galveston Bay including J/ Fest) 3-July (announce major sponsor, celebrity racers, etc) 4-August (Skippers meeting and agenda of activities) 5-Sept. (reminder of entry deadline, updates as required) 6- November (Race Results) Note: press release dates target publication in the next month (March release = publication in April)

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? National, Southwest USA and Local

Please upload your Marketing Plan for the event/program for [JFest Southwest 2016 Marketing Plan.docx](#) which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials. [Past Press Releases and Articles for J Fest.docx](#)

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? uncertain

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? uncertain

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? uncertain

How many people attending this event/program are expected to stay in Seabrook hotels? approx 175

How many nights are they expected to stay? 2-3

Will you reserve a room block at a Seabrook hotel for this event/program? Uncertain

If so, for how many rooms and at which hotels? We may or may not reserve blocks of rooms. If we do it will be at local Seabrook hotels in close proximity to Lakewood. Our Seabrook Hotels will be promoted exclusively on the J/Fest Web site and regatta documents. Seabrook hotels offered event discounts for past J/Fests and we expect them to do the same this year

How will you measure the impact of your

event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, 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 the questionnaires and surveys do not provide comprehensive and reliable information regarding Seabrook Hotel room usage.

Organization/Group Name Lakewood Yacht Club

Organization/Group Contact Name David Christensen

Title of Organization/Group Contact J/Fest Southwest 2016 Chairman

Authorized Signature



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Revenue	2016 Budget J Fest	% of total
Entry fees	\$4,350	16%
Merchandise Sales	\$2,500	9%
City of Seabrook Sponsorship	\$15,000	55%
Local Sponsors (Cash)	\$1,350	5%
National Sponsors	<u>\$4,200</u>	<u>15%</u>
Total	\$27,400	100%

City of Seabrook Sponsorship as % of Total Revenue 55%

Expenses		
Advertising	\$5,500	20%
Trophies	\$2,500	9%
Skippers Mtg food, drink, Sat Party, Related Food, etc.	\$7,500	27%
Purchase Merchandise	\$2,000	7%
Regatta Expenses	\$4,400	16%
20% Contingency	<u>\$5,500</u>	<u>20%</u>
Total	\$27,400	100%



J/Fest Southwest Marketing Plan – 2016

In 2016, marketing for this event will consist of two specific parts;

1. Marketing of the event by *Lakewood Yacht Club* (LYC),
2. Marketing of the regatta by *J/Boats Southwest*

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 last 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.....

For 2016: Primary efforts will be focused on utilizing social media, online groups, networks, phone calls, and PR. We will maintain some traditional forms of marketing that will include Print Adds, Banners, Signs, and Online Ads. Included in this document are Lakewood's efforts that will sometimes cross-over with promoting the event itself.

Lakewood Yacht Club Marketing Efforts for J/Fest 2016 will include:

Social Media: Utilizing social media connections and relationships, we will use Direct Message communication to different networks, organizations and businesses, along with influencers in the J/Boat communities.

- Twitter:
 - J/Boats
 - J/22 Association
 - US Sailing
 - IM24CA
 - J/24District Quebec
 - Race Yachts
 - Sail Couture
 - World Sailing
 - Sailing World



Lakewood Yacht Club

- Texas Sailing
- J/80 France
- National J/80 2015
- J/70 Class Office
- Texas J24 Circuit
- J/24 Class
- J/105 Class
- J/109 NL
- J/Cruise
- Promoting through Lakewood Yacht Club page
- Facebook:
 - Same as above for connections
 - Promotions through Lakewood Yacht Club page
 - J/Community Facebook Pages – Connect and message event details and request them to promote the event
- Pinterest:
 - Add a board for J/Fest Southwest

Online Networks: Notify online networks and groups related to Sailing and J/Boats of the event:

- Save the Date – once details are made and initial press release is developed
- 3 Months Prior
- 2 Months Prior
- 1 Month Prior

Online Advertisement

- Spotlight Banner Ads for J/boat.com – Waiting on information
- Sail Magazine - Waiting on information
- Sailing Anarchy- Waiting on information
- Scuttlebutt- Waiting on information

Direct Outreach:

- Volunteers are reaching out to networks, influencers, past attendees, and targeted individuals to promote the event.

Email Campaign -

- Email to past attendees through Constant Contact
- One-time email to National Racing Email list – 4888 Emails
- List Purchase

Print Media Advertising – Cost Based on Chair Decision

- Local -
 - Telltales Magazine
 - The Citizen (Houston Community Newspapers)
 - Galveston Daily News
- National - NA

Banners across NASA Parkway –

Hoping the City of Seabrook will pay, update the date of the regatta, and will put them up for us.

Pole Banners - TBD



Lakewood Yacht Club

See the current Pole Banners on NASA Rd. We are hoping the City of Seabrook will put them up for us, just like Keels & Wheels.

Press Releases:

Press releases will be sent with appropriate photo to local and national media, television stations in Houston, northern and eastern yacht clubs, Texas lake yacht clubs, and yacht clubs of the Gulf Coast. We will target J/Boat interest groups directly to follow up.

National Publications:

- Sailing Magazine
- Sailing World
- Sail Magazine
- Cruising World
- Latitude 38
- Online: J/Boats <http://www.jboats.com/>

Schedule of press releases is the following:

- Save the Date – April publication
- All J/Boat Sailors are Invited to Bay Area This Fall – June publication
- J/Fest Southwest (Event Updates TBD)– July publication
- J/Fest Southwest (Don't Miss It - TBD)– August publication
- J/Fest Southwest Regatta Skippers' Meeting – Sept. pub.
- LOCAL PR – Promote the event in October to target locals
- J/Fest Southwest Regatta Race Results – Nov. publication

Status of Spectator and Press Boats

Troy Wise will check with Paul Dunphey on using his "Liberty Bell" again for the J/Fest Southwest Regatta. Registration for this is handled on line and special invitations are extended to the Mayor and City Council to ride on the boat.

- We will promote through Social Media

Signs/Posters -

Will have signs created to post around property and at partner businesses, locations, and organizations.

- Assign this to a volunteer or volunteers for schedule and location for putting up, taking down, and for storing.

Combine with LYC's On-Going Marketing Efforts to Spotlight the J/Fest Event:

• **Internal:**

- Monthly Member Mixer
- Weekly e-Letters
- Monthly Lakewood Log
- Special Events – Promoting to members to encourage participation
 - Posters
 - Flyers



Lakewood Yacht Club

- TV Welcome Screen
- Email
- Check Presenters
- Bulletin Boards
- Website
- Mobile App
- 4-5 Monthly Blogs Targeting boating Lifestyle
- Continuous Website updates that promote monthly events (internally and externally)
- Entry Sign - Electronic
- Committee Meetings
- Member Website - event updates, calendar, etc.
- NEW for 2016 – Lakewood Mobile App – Use as a communication tool and push notifications (spotlight events)
 - Includes spotlighting specific events
- Facebook
- Twitter
- Pinterest
- LinkedIn
- **Outreach:**
 - **PR Efforts (see above for more info)** – Targeting club events, activities, races, regattas, etc.
 - Strong relationships with all local media ensures our news and press releases are distributed in the most popular mediums in the area – Our database includes over 75 print, TV, and online mediums
 - **Traditional Print:**
 - Houston Chronicle
 - Bay Area Observer
 - Telltales Magazine
 - The Citizen (Houston Community Newspapers)
 - Galveston Daily News
 - Scene Live
 - Houstonian
 - Southwest Boating
 - Guidry News
 - **New Print:**
 - Concur



Lakewood Yacht Club

- Coast Monthly
- **Community Outreach** – Dedicated Past Marketing Manager attends all local governmental, business and development events
 - Seabrook & Clear Lake Chamber Events
 - Bay Area Houston Economic Partnership
 - New Business Openings
- **Community Events Participation** – ex. Celebration Seabrook
- **Charitable Efforts** - Lakewood donates and/or participates with a variety of charitable endeavors throughout the community to build goodwill
- **External:**
 - Website – Currently averages 17-20,000 Visits a Month
 - Continuous Updates based on event
 - Public Blog – 2-4 Blogs will be posted based on the event updates and influencers
 - PPC Campaign for the Website – Key terms that lead to our website event information - TBD
 - Online Advertising – TBD

J/Boats Southwest (Scott Spurlin, Owner) Marketing Efforts will include:

- **J/Fest Southwest dedicated regatta website**
 - Web site design and content population
 - Web site hosted by J/Boats JSouthwest
 - 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**
- **J/Boats Southwest Design work on:**
 - Regatta posters
 - Regatta t-shirts



Lakewood Yacht Club

- Regatta coffee cups
- Regatta flyers

- **Annual J/Boats 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, Colorado
 - 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

- **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

Examples of Past Press Releases and Articles for J/Fest Southwest

RECORD NUMBER OF J BOATS EXPECTED FOR J/FEST SOUTHWEST

Lakewood Yacht Club J/Fest Southwest Regatta Chair Al Goethe stated that he expects a record number of J/Boats to flood the Clear Lake area for this year's regatta on Galveston Bay on October 9 - 11. Now in its 6th year, J/Fest Southwest will also host the J/80 North American Championship, which will start a day before the J/Fest event. Lakewood hosted the J/80 NA Championship previously in 2009. The regattas and the post-race activities are open to the public.

With the City of Seabrook as the primary sponsor of J/Fest Southwest 2015, one design fleets slated to participate are J/22, J/24, J/70, J/80,

J/105, J/109, J/PHRF Sym/Asym, and J/Cruise Bay Cruising.

The overall theme of the event is to provide a venue that is all-inclusive to J/Boat owners, their families, and friends. While the racers are on Galveston Bay, spouses and family can enjoy a myriad of activities and tourist attractions in and around Bay Area Houston such as Space Center Houston, Armand Bayou, and the Kemah Boardwalk.

Dinner and a party with entertainment by LC Roots & Co. are scheduled for Saturday night, October 10. The awards ceremony will be held for both regattas on Sunday afternoon at 4 PM.

Sponsors making these events pos-



sible in addition to the City of Seabrook include: J/Boats Southwest, Torqeedo, Bay Access, Rejex, True North Marine, Quantum Sails, The Yacht Service Company, Sparcraft, Alliant Marine & Energy Insurance, Allstate, OJ's Marine, Hayes Rigging, North Sails, KO Sailing, Gulf Coast

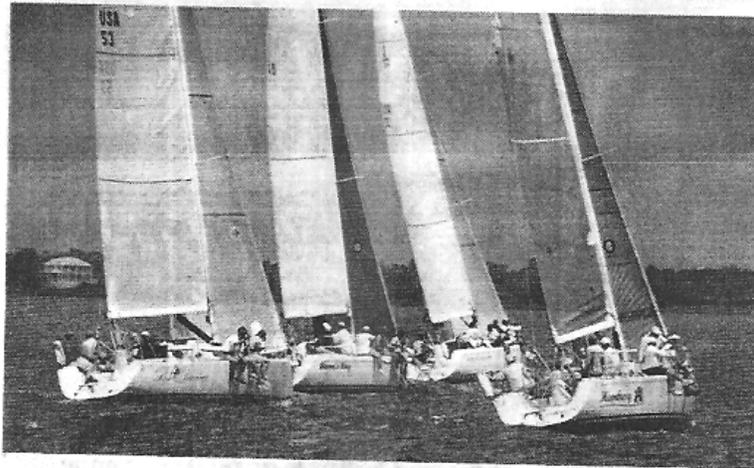
Complete Marine Services, Blackburn Marine Supply, and UK Sails.

For further information or to register for either regatta, please visit the website jfestsouthwest.com.

Marcy Fryday
Community Relations Director

ON THE WATER

5th Annual J/Fest Southwest Slated For November 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 PIIRF 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@jboats-southwest.com or Al Goethe at lyc@lake-woodyachtclub.com. For further information and to register to race, please go to the website www.JFestSouthwest.com

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Bay Area Houston

Lakewood Yacht Club

News Release
 Thursday, August 14, 2014

J/BOAT CO-FOUNDER TO ATTEND 5th Annual J/FEST SOUTHWEST REGATTA

J/Fest Southwest Regatta Chairman Al Goethe of Lakewood Yacht Club announced that Rodney Johnstone, co-founder of J/Boats, Inc., will again attend and participate in this year's regatta slated for Sat., Nov. 1, and Sun., Nov. 2, on Galveston Bay.

"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 and J/88.

The story began in 1975 when Johnstone, then an ad salesman for the sailing trade magazine Soundings, decided to build a sailboat he had been designing since the 1960's. With \$400 worth of fiberglass and wood, he built the 24' x 9' J/24 "Ragtime" in his three car garage in Stonington, Connecticut. During the summer of 1976, with an all family crew, "Ragtime" beat everything in sight. It was then that Johnstone realized that he had created something special - and the story continues today.



The J/Fest Southwest Regatta weekend begins with the Skippers' Meeting on Friday night, Oct. 31, at 6:30 pm for check-in, meeting in the club's ballroom, 2425 NASA Parkway, Seabrook, at 7:30 pm. The regatta starts at 10 am on both Sat. and Sun. Following the races on Sat. there will be a dinner with musical entertainment; following the racing on Sun. will be the Awards Ceremony at 4 pm. There will be a special Five Year Anniversary Trophy presented to any participant who has sailed their boat in all five J/Fest Southwest Regattas.

"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.



View a free,
 complete directory
 of Assisted Living
 communities

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.

Save the date for J-Fest Regatta



Lakewood hosting the race November 1-2

J-Fest Southwest Committee Chairman Al Goethe announced that Lakewood Yacht Club will be hosting its fifth annual J-Fest Southwest Regatta Saturday and Sunday, November 1-2.

"We wanted to get a *save the date* message out to racers so they will be sure to plan on participating in this great event," Goethe said. "This will be the fifth anniversary edition of the regatta and there will be a special welcome for all entrants who have participated in all five regattas." The race is open to the public and 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 being the primary sponsor of the event, the theme of the regatta is to provide a venue that is inclusive to J-boat owners, their family and friends. While the racers are on the

water, family and friends can enjoy a myriad of activities and tourist attractions in and around the Bay Area/Houston arena.

One design fleets slated for the 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-

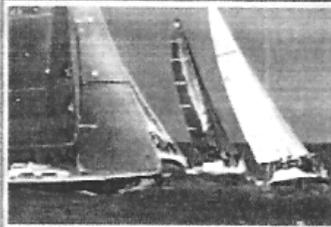
cruise boats. The event is a circuit stop for the J-24, J-70, J-80, J-105 and J-109 classes.

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, please go to www.JFestSouthwest.com.



YourTownTV.com

What's Going On in Bay Area Houston?



The 5th Annual J/Fest Southwest Regatta Skippers' Meeting is slated for Fri., Oct. 31, 7:30 pm, in the ballroom of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX. There will be many sailors from out of town and out of state.

"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."

For those who have participated all five years in the regatta and have raced the same boat, they will receive a special five year award which will be presented during the Awards Ceremony scheduled for Sun. afternoon at 4 pm.

After the races on Sat., Nov. 1, there will be a Pool Party which will feature a shrimp boil and music by local band L.C. Roots & Co. The First warning signal for all racers will be at 10 am both days. The Awards Ceremony will be held in the ballroom at 4 pm on Sun.

For those wishing to sail in the J/Fest, the entry deadline is Fri., Oct. 17 at 5 pm. The registration fee is \$95 with a \$5 discount for US Sailing members. Late registration continues until Wed., Oct. 29th, and includes a \$50 late fee. The registration includes two dinner wristbands and a regatta t-shirt.

The title sponsor for the 2014 J/Fest Southwest Regatta is the City of Seabrook. Also making this race possible due to their generosity are the following: Bay Access, Blackburn Marine, Gulf Coast Complete Marine Services, Harken, Hayes Rigging, Hays Marine, Energy and Construction Insurance, J/Boats Southwest, J/World Annapolis, North Sails, North U, OJ's Marine, Quantum Sails, Rejex, Torqeedo, UK Sails, Volvo Penta, and West Marine.

ON THE WATER

J/Fest Southwest Regatta Skippers' Meeting To Be October 31st, 2014



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Harvest Meet Octo



Lakewood Yacht Club's Harvest Moon Regatta® Chairman Jack Seitz announced that the Skippers' 28th Annual Harvest Moon Regatta will be held on Fri. night, Oct. 3, in the club's ballroom, 2425 NASA Parkway, Seabrook, TX.

"Since this is a highly anticipated event with up to several hundred people racing, we encourage all racers to come early to the Skippers' Meeting at 6:30 pm on Fri. night. Then they will have the sailing instructions before the regatta." The packets can be picked up in the Chart Room which is in the ballroom. T-shirts and wristbands can be purchased from the ballroom lobby and wristbands will come with the Sailors Rum Party on Sat., Oct. 11, which will be on sale.

"The Skippers Meeting

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

Upcoming C



Harvest Moon
Oct. 9-11 • Gulf of Mexico

TSA Youth-End of Year
Oct. 25-26 • Galveston Bay

J-Fest Regatta
Nov. 1 & 2 • Galveston Bay

LAKEWOOD YACHT CLUB
281-474-2100



Hood Regatta
Sat-Sun. Sept. 20-21

J22 Heritage Regatta
Sat-Sun. Oct. 18 & 19

HOUSTON YACHT CLUB
281-471-1100



GBCA Women's Regatta
Sat., Sept. 6 • Galveston Bay

Rum Race
Sat., Sept. 13 • Galveston Bay

Performance Cup
Sat-Sun. Sept. 27-28

Texas Challenge
Sat&Sun, Oct 25&26

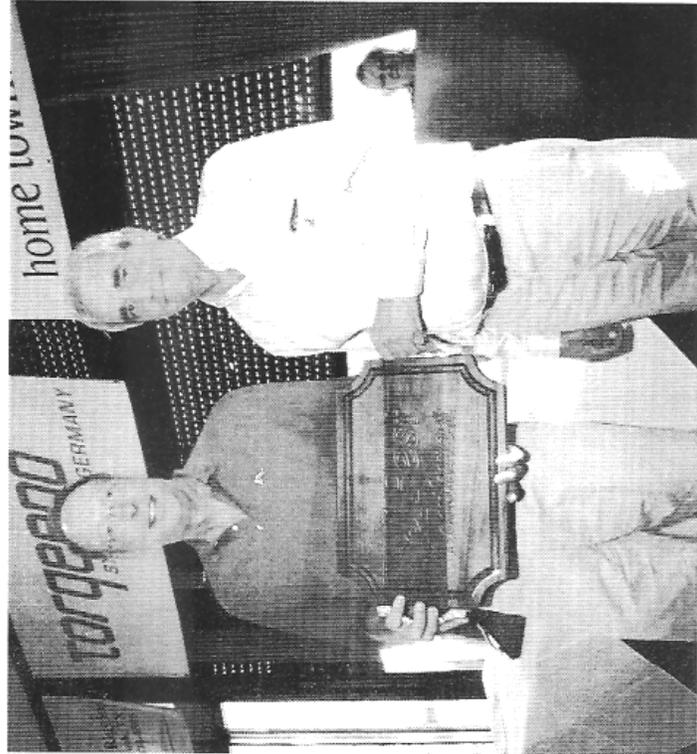
GALVESTON BAY ASSOCIATION

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 Dumphrey 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 racer John Barnett on "Vic" 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 Vatesek of Lakewood placed 2nd for the J/22 fleet while Casey Lambert claimed 1st. In the J/70 fleet, Lakewood racer 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 Sailing Programs/Events
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding	I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.
Organization/Group Name	BAY ACCESS LYC RACE SERIES
Organization/Group Address	P O BOX 221 SEABROOK, TX 77586 United States 🇺🇸
Organization/Group Contact Name	EDNA RICE
Contact's Email	ERICE@ERICE.COM
Contact's Phone	713-594-0140
Website Address for Event or Organization	HARVESTMOONREGATTA.COM,BAY-ACCESS.COM,LAKEWOODYACHTCLUB.COM
Non-Profit or For-Profit Status	Non-Profit
FEIN#	76-0637345
Organization's Incorporation/Creation Date	12/29/1999
Purpose or Mission of Organization/Group	BAY ACCESS IS AN EDUCATIONAL CHARITY PROMOTING YOUTH AND AMATEUR SAILING IN THE CLEAR LAKE AND GALVESTON BAY AREA.
Name of event/program to be funded	BAY ACCESS LYC RACE SERIES
Primary location of event/program	LAKEWOOD YACHT CLUB, SEABROOK, TX
Please list any additional locations that pertain to this event/program.	GALVESTON BAY, CLEAR LAKE, GULF OF MEXICO
Date of event/program	09/01/2017
Expected total attendance	2300
How many times has this event/program been held?	30
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,	FOR EACH OF THE LAST THREE YEARS WE HAVE HAD AT LEAST 2300 PARTICIPANTS OVER THE COURSE OF THE SERIES. MULTIPLE INVITATIONAL EVENTS ARE INCLUDED OVER THE COURSE OF THE YEAR, BRINGING VISITORS FROM ALL OVER TEXAS. ONE EVENT IN OCTOBER BRINGS VISITORS FROM

ticket sales, sign-in sheet, etc).

AROUND THE WORLD. RACE REGISTRATIONS AND WRISTBAND SALES ARE THE PRIMARY METHOD USED TO ESTIMATE ATTENDANCE

Which HOT funding category does this event/program fall?

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

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

TO PROVIDE AN EXCEPTIONAL VENUE FOR AMATEUR SAILOAT RACING IN ORDER TO ENCOURAGE CONTINUING IMPROVEMENT IN THE AREA'S REPUATION FOR HOSTING FIRST CLASS US SAILING NATIONAL LEVEL EVENTS. FUNDS ARE USED TO CREATE A SUPERIOR RACING ATMOSPHERE AND TO EDUCATE PARTICIPANTS THAT THE SEABROOK AREA OFFERS NOT ONLY GREAT SAILING BUT AN OPPORTUNITY TO COMBINE RACING WITH A FAMILY GETAWAY.

Please indicate the amount of funds you are seeking from the City of Seabrook.

25,000

How will the funds be used?

THE FUNDS WILL GIVE SEABROOK EXCLUSIVE PLATINUM LEVEL SPONSORSHIP (NO OTHER CITIES WILL BE ALLOWED TO SPONSOR EVENTS). FUNDS WILL BE SPENT ON ADVERTISING, WEB PRESENCE DEVELOPMENT, PROMOTIONAL MATERIALS, REGISTRATION SUBSITIES, PARTICIPATION GIFTS, AND TROPHY, ENTERTAINMANET AND OTHER EVENT UPGRADES TO ATTRACT OUT OF TOWN PARTICIPANTS; RACE COMMITTEE SUPPORT AND TRAINING REQUIRED TO ATTRACT NATIONAL EVENTS; TRAVEL AND HOTEL EXPENSES FOR OUT OF TOWN UMPIRES AND JUDGES; CRANE AND TENT RENTAL FOR NATIONAL LEVEL EVENTS

What is the total event/program budget?

\$200,000

Please upload your entire event/program budget.

[2016-17 Budget.xls](#)

FY2015/16 Fund Assistance Received

25,000

FY2014/15 Fund Assistance Received

25,000

FY2013/14 Fund Assistance Received

10,000

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program.

30,000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program.

Seabrook Businesses/Organizations
Businesses/Organizations Outside of Seabrook

Check all the promotional efforts your organization/group coordinates:	Newspaper Internet Facebook YouTube Email Other
Do you submit press releases about your event/program?	Yes
Please identify the number of releases you typically send out prior to your event/program and which media outlets you target.	MONTHLY RELEASES HIGHLIGHTING UPCOMING RACES AND RECOGNIZING PAST EVENTS
Do you run advertisements with or send press releases to publications or agencies further than 75 miles away?	Yes
What geographic area does your advertising and promotions reach?	NATIONALLY, PARTICULARLY THROUGH US SAILING, THE NATIONAL AUTHORITY OVERSEEING SAILING RACING IN THE US
Please upload your Marketing Plan for the event/program for which funds are being requested.	race series marketing plan 2016-17.doc
Please upload examples of advertisements, press releases, promotions, signage, and any other materials.	
How many Seabrook hotel rooms were occupied for your FY2015/16 event/program?	UNCERTAIN
How many Seabrook hotel rooms were occupied for your FY2014/15 event/program?	UNCERTAIN
How many Seabrook hotel rooms were occupied for your FY2013/14 event/program?	UNCERTAIN
How many people attending this event/program are expected in stay in Seabrook hotels?	100
How many nights are they expected to stay?	4
Will you reserve a room block at a Seabrook hotel for this event/program?	Uncertain
If so, for how many rooms and at which hotels?	MANY OF OUR EVENTS REQUIRE QUALIFYING BY PLACING IN AN EARLIER EVENT, BUT USUALLY BLOCKS OF ROOMS EXPIRE BEFORE COMPETITORS KNOW IF THEY ARE ABLE TO COMPLETE. A FEW EVENTS, LIKE TEXAS YOUTH RACE WEEK, ARE

EXCEPTIONS, SO BLOCKS MAY BE REQUESTED

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

WE CONTACT NEARBY HOTELS FOLLOWING OUR LARGER
EVENTS TO VERIFY THAT THEY DID SEE AN IMPACT FROM OUR
EVENTS

Organization/Group Name

BAY ACCESS LYC

Organization/Group Contact Name

EDNA RICE

Title of Organization/Group Contact

LYC RACE SPONSORSHIP CHAIR

Authorized Signature

Single Line Text

Created: Feb 25, 2016 07:22:32 PM, IP: 172.15.229.244, By: Public

	category	One year's budget based on 12 months of racing
	revenue	
Raffle	charity raffle	2375
Entry fees (Revenue to Bay Access subject to 1	entryfees	73380
Bus rides	expense reimbursement	1715
Postage	expense reimbursement	72
Tracker rental (Kattack or Spot)	expense reimbursement	4275
FJ Rental (from Regatta Tech)	expense reimbursement	200
Lunches	food & beverage income	1525.5
Wristbands	food & beverage income	27123.59
sales tax collected	merchandise sold	2479.07
Retail Sales	merchandise sold	48730.4
American Sails (Bank Sails)	sponsorship	3000
Gulf Coast Island Packet Assoc-Manufactures T	sponsorship	250
Hayes Rigging	sponsorship	650
Hays Companies	sponsorship	3000
Little Yacht Sales	sponsorship	5250
Nautic	sponsorship	4100
OJ's Marine	sponsorship	3600
SailwithScott	sponsorship	200
Seabrook, City of	sponsorship	10000
Sea Lake Yacht Sales-Luna,Beneteau,Catalina,	sponsorship	3600
Sponsorship - Baker & Hostetler	sponsorship	1500
Sponsorship - HSH Yacht Sales (\$100 per boat	sponsorship	800
Sponsorship - Jim Winton	sponsorship	1500
Sponsorship funds	sponsorship	20
texas coast yachts	sponsorship	250
Windward Sea Ventures	sponsorship	1200
Revenue		200,795.56
	expense	
race advertising	advertising	3,707.50
Artwork	advertising	-
Posters / mailers	advertising	3,793.00
website	advertising	1,000.00
Printing-posters (not race documents)	advertising	103.11
sponsor yard Signs and Seabrook banner	advertising	222.73
BA Co-Sponsorship fees	fees	2,504.28
Bank fees	fees	813.30

USODA partiipation fees		940.00
Class rep espenses		324.61
PRO expenses		671.00
Credit card fees		264.38
License fee	fees	5,000.00
Network Regatta fees	fees	4,820.02
Race management fee	fees	6,250.00
Sales percentages	fees	11,799.90
Sales percentages - LYC	fees	12,369.32
TSA fees	fees	300.00
Coke setup	food and beverage	722.76
Dinner	food and beverage	29,735.26
Neptune subs - lunches	food and beverage	2,613.27
Wristbands	food and beverage	685.76
Included meals-breakfast		1,500.00
Included meals-lunch		1,500.00
Extra meal packages sold		-
Included meals-host dinner		-
Merchandise	merchandise for resale	22,616.29
Sponsor supported expense-waterbottles		-
Sales tax collected		2,479.07
Tee shirts-biennial off shore race	merchandise for resale	1,848.00
Miscellaneous	misc	511.79
Tracking set up fees	Offshore RC Support	1,562.00
Committee Room Supplies	Offshore RC Support	264.01
Flags-HMR start groups	Offshore RC Support	2,500.00
Gasoline	Offshore RC Support	630.13
Hotel	Offshore RC Support	1,711.90
Kattack Tracking (non-reimbursed-Set up fees)	Offshore RC Support	250.00
Race supplies	Offshore RC Support	-
Labor-HMR helper for Terry	out of town party expense	800.00
Decorations	out of town party expense	812.81
tent rental		2,185.00
Entertainment out of town	out of town party expense	3,800.00
Keg beer + setup	out of town party expense	970.88
Bacardi Early entry Party or Kick off party	race gathering expense	3,084.79
Skippers bags	race gathering expense	150.00
Awards food	race gathering expense	207.97
Entertainment	race gathering expense	2,550.00
Mt. Gay Rum	race gathering expense	385.00

Safety Day food/drinks	race gathering expense	1,176.88
sponsor meals		147.00
Skippers meeting	race gathering expense	2,402.74
Bag stuffing party expenses	RC support	88.59
Boat fuel	RC support	1,420.81
Boat provisioning (LYC)	RC support	2,843.39
Boat provisioning (Neptune subs)	RC support	-
bow numbers	RC support	652.64
Color copies -race documents	RC support	842.42
Local committee room supplies	RC support	289.42
Flags	RC support	3,736.75
Gasoline	RC support	200.00
Hotel-local	RC support	180.00
Kattack (non-reimbursed-Set up fees)	RC support	-
judges airfare	RC support	302.30
volunteer appreciation party	RC support	764.52
fuel for judges	RC support	-
FJ Rental to BA	reimbursable expense	200.00
Spot rentals	reimbursable expense	4,403.00
Bus charter	reimbursable expense	1,562.50
Postage	reimbursable expense	12.05
Sales tax collected	reimbursable expense	-
Crane Rental	rentals local	1,639.00
Dance floor rental	rentals local	-
Trophies	trophies & givaways	20,040.45
Participant free tshirts	trophies & givaways	2,749.75
Expenses		186,614.05
profit (loss)		14,181.51

OSODA
Jan 18-20,
2014

	<u>Revenue</u>	category	
		revenue	
Raffle	<u>Revenue</u>	charity raffle	
Entry fees kept by USODA			4595
Entry fees (Revenue to	<u>Revenue</u>	entryfees	5,405.00
Bus rides	<u>Revenue</u>	expense reimbursement	
Postage	<u>Revenue</u>	expense reimbursement	
Tracker rental (Kattack	<u>Revenue</u>	expense reimbursement	
FJ Rental (from Regatt	<u>Revenue</u>	expense reimbursement	
Extra food sold	<u>Revenue</u>	food & beverage income	260
Lunches	<u>Revenue</u>	food & beverage income	
Wristbands	<u>Revenue</u>	food & beverage income	
Cooler bags sold	<u>Revenue</u>	merchandise sold	
Extra shirts sold	<u>Revenue</u>	merchandise sold	
Retail Sales	<u>Revenue</u>	merchandise sold	
American Sails (Bank	<u>Revenue</u>	sponsorship	
Gulf Coast Island Pack	<u>Revenue</u>	sponsorship	
Hayes Rigging	<u>Revenue</u>	sponsorship	
Hays Companies	<u>Revenue</u>	sponsorship	
Higgins, Smythe & Hoo	<u>Revenue</u>	sponsorship	
Keith Spalding Sponso	<u>Revenue</u>	sponsorship	
KO Sailing	<u>Revenue</u>	sponsorship	
Little Yacht Sales	<u>Revenue</u>	sponsorship	
Mantus Anchors-Greg	<u>Revenue</u>	sponsorship	
OJ's Marine	<u>Revenue</u>	sponsorship	
Sea Lake Yacht Sales-	<u>Revenue</u>	sponsorship	
Sponsorship - Baker &	<u>Revenue</u>	sponsorship	
Sponsorship - HSH Ya	<u>Revenue</u>	sponsorship	
Sponsorship - Jim Wini	<u>Revenue</u>	sponsorship	
Sponsorship funds	<u>Revenue</u>	sponsorship	
Steve Rhyne Sponsors	<u>Revenue</u>	sponsorship	
Sysco- for Coca Cola	<u>Revenue</u>	sponsorship	
Tony Wessendorff Spo	<u>Revenue</u>	sponsorship	
Trophy funds	<u>Revenue</u>	sponsorship	
Tx Mariners Cruising A	<u>Revenue</u>	sponsorship	
West Marine	<u>Revenue</u>	sponsorship	
Revenue			10,260.00

		expense	
race advertising	Expense	advertising	
Artwork	Expense	advertising	
Posters / mailers	Expense	advertising	
Printing-posters (not ra	Expense	advertising	
sponsor yard Signs	Expense	advertising	
BA Co-Sponsorship fee	Expense	fees	
Bank fees	Expense	fees	
USODA partiipation fees			800
Class rep expenses (est)			1000
PRO expenses			500
Credit card fees (est 3%)			300
shipping fee for USODA materials			65
Umpire and chief judge expenses			3000
HMR Trademark licens	Expense	fees	
License fee	Expense	fees	
Network Regatta fees	Expense	fees	
Race management fee	Expense	fees	1000
Sales percentages	Expense	fees	
Sales percentages - LY	Expense	fees	648.6
TSA fees	Expense	fees	
Coke setup	Expense	food and beverage	
Dinner	Expense	food and beverage	
Neptune subs - lunche	Expense	food and beverage	
Wristbands	Expense	food and beverage	
Included meals-breakfast			560
Included meals-lunch			560
Extra meal packages sold			260
Included meals-host dinner			960
Merchandise	Expense	merchandise for resale	
Tee shirts-gulfport	Expense	merchandise for resale	
Miscellaneous	Expense	misc	
Tracking set up fees	Expense	Offshore RC Support	
Committee Room Supp	Expense	Offshore RC Support	
Flags-HMR start group	Expense	Offshore RC Support	
Gasoline		Offshore RC Support	
Hotel	Expense	Offshore RC Support	
Kattack Tracking (non-reimbursed-Set up		Offshore RC Support	
Race supplies	Expense	Offshore RC Support	
Labor-HMR helper for	Expense	out of town party expense	
Decorations	Expense	out of town party expense	
Entertainment out of town		out of town party expense	

Keg beer + setup	Expense	out of town party expense	
Bacardi Early entry Party	Expense	race gathering expense	
Skippers bags	Expense	race gathering expense	
Awards food	Expense	race gathering expense	100
Entertainment	Expense	race gathering expense	
Mt. Gay Rum	Expense	race gathering expense	
Safety Day food/drinks	Expense	race gathering expense	
Skippers meeting	Expense	expense	
Bag stuffing party expense	Expense	RC support	
Boat fuel	Expense	RC support	1200
Boat provisioning (LYC)	Expense	RC support	300
Boat provisioning (Nep)	Expense	RC support	
bow numbers	Expense	RC support	
Color copies -race documents	Expense	RC support	
Local committee room supplies		RC support	
Flags		RC support	
Gasoline	Expense	RC support	
Hotel-local		RC support	
Kattack (non-reimbursed)	Expense	RC support	
judges airfare	Expense	RC support	
fuel for judges	Expense	RC support	
FJ Rental to BA	Expense	reimbursable expense	
Spot rentals	Expense	reimbursable expense	
Bus charter	Expense	reimbursable expense	
Postage	Expense	reimbursable expense	
Sales tax collected	Expense	expense	
Crane Rental	Expense	rentals local	
Dance floor rental	Expense	rentals local	
Tent Rental	Expense	rentals out of town	
Trophies	Expense	trophies & giveaways	800
Participant free tshirts		trophies & giveaways	1000
Expenses			13,053.60
profit (loss)			(2,793.60)

Advertising builds the event and promotes the area beyond local racers [USODA will provide some advertising]

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. [USODA encourages local sponsorship to defray entrance costs. Naming rights are limited so KO Sailing is one option. Non aligned sponsors like City of Seabrook would also be an option but KO Sailing would have to be offered opportunity to bid. Payment of a portion of registration fees is a legitimate use of Hotel Occupancy Tax funds]**

Food and beverage expenses can be recovered from those directly benefited

For USODA must be covered by registration fee

For USODA must be covered by registration fee

Voluntary food packages for coaches, parents at USODA

For USODA must be covered by registration fee

costs recovered upon sale

costs recovered upon sale

misc.

Offshore race expenses, unless involving local meetings with over night hotel use potential must be excluded from consideration for HOT funds

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

Safety day, skippers meetings and Early entry parties held locally have potential for over night guests.

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 separate**
[For USODA I am assuming \$100 per day per boat for fuel and cleaning costs]

reimbursable expenses can be paid by the party directly benefited

local rentals to accommodate larger out of town groups

This will be an expense beginning in Oct 2013 but primarily in Port Aransas

Bigger race, more trophies, out of towners should pick up their own costs or **get from sponsors benefited by tourism [USODA 1st-4th in 2 fleets plus, if desired, Tshirts**

American Sails (Bank	Revenue	sponsorship	
argonauta		sponsorship	
boatpix		sponsorship	
bahama rigging			
Sound financial Solutions		sponsorship	
Gulf Coast Island Pac	Revenue	sponsorship	
Hayes Rigging	Revenue	sponsorship	
Hays Companies	Revenue	sponsorship	
Higgins,Smythe & Hoc	Revenue	sponsorship	
jk3		sponsorship	
Keith Spalding Spons	Revenue	sponsorship	
KO Sailing	Revenue	sponsorship	
Little Yacht Sales	Revenue	sponsorship	
mauri pro		sponsorship	
Mantus Anchors-Greg	Revenue	sponsorship	
Nautic		sponsorship	
OJ's Marine	Revenue	sponsorship	
sailathon			
SailwithScott		sponsorship	
Sea Lake Yacht Sales	Revenue	sponsorship	
Seitzinger group/Shaklee		sponsorship	
Sponsorship - Baker &	Revenue	sponsorship	
Sponsorship - HSH Y&	Revenue	sponsorship	
Sponsorship - Jim Wir	Revenue	sponsorship	
Sponsorship funds	Revenue	sponsorship	-
Steve Rhyne Sponsor	Revenue	sponsorship	
Sysco- for Coca Cola	Revenue	sponsorship	
texas coast yachts		sponsorship	
Tom Frankum		sponsorship	
Don Mitchell		sponsorship	
Paul Dunphey		sponsorship	
Doug Obrien		sponsorship	
Franz Gillebaard		sponsorship	
Tony Wessendorff Spi	Revenue	sponsorship	
true nort marine		sponsorship	
Trophy funds	Revenue	sponsorship	-
Tx Mariners Cruising /	Revenue	sponsorship	
West Marine	Revenue	sponsorship	

				2012	
-				500.00	500.00
				500.00	500.00
				2000.00	2000.00
				0.00	0.00
		#####		0.00	1000.00
				0.00	0.00
				1270.00	1270.00
				2000.00	2000.00
				0.00	0.00
			500.00	-	500.00
			#####		1100.00
			500.00		500.00
-	-	-		90.00	90.00
		#####			1000.00
				900.00	900.00
			#####		1000.00
-	-	-		2750.00	2750.00
				0.00	0.00
				2000.00	2000.00
					17110.00
				12010.00	

sponsor to

17110.00

2013
500
2000
500
300
1200
250

250

400

2550
800

500

100

900

750

1000
300
220
1350
600
40
200
2800
250

1100

600

200

600

20

250
375
375
750
750
200
400

sponsor covered cost percentage

#DIV/0!

2000
19960.00

-7950.00



2016 Team Race Midwinters



[Notice Of Race](#) [Our Sponsors](#) [Contact Us](#) [Home](#)



Friday Night
Skippers'
Meeting

Saturday
Night
Poolside Party
Texas Comfort
Dinner
Music by
SOUTHBOUND

Registration
includes
1 Wristband

Sunday
Awards Party



May 16-17, 2015

Skippers' Meeting, May 15, at 7:30 PM



Benefitting Bay Access



Register at www.LakewoodYachtClub.com

29TH ANNUAL
LAKEWOOD YACHT CLUB

HARVEST MOON REGATTA®



OCTOBER 22-24
2015



www.HarvestMoonRegatta.com



Bay Access
Race Series

Heald Bank Regatta

April 25-26, 2015

Skippers' Meeting, Friday, April 24 at Lakewood Yacht Club, 7:30PM
Registration Fee, \$75 -- Register online at www.LakewoodYachtClub.com
After race "Steak & Stories" party, Monday, April 27, 2015, 6:00PM
Monday Night Grill at Lakewood Yacht Club

Awards will be presented during the Shoe Regatta
Awards Presentation, Sunday, May 17, 2015



©David Bristow



Qualifying Event for the Texas Navy Cup
and the S. Rhoads Fisher Trophy

A Texas Offshore Racing Circuit (TORC) Event

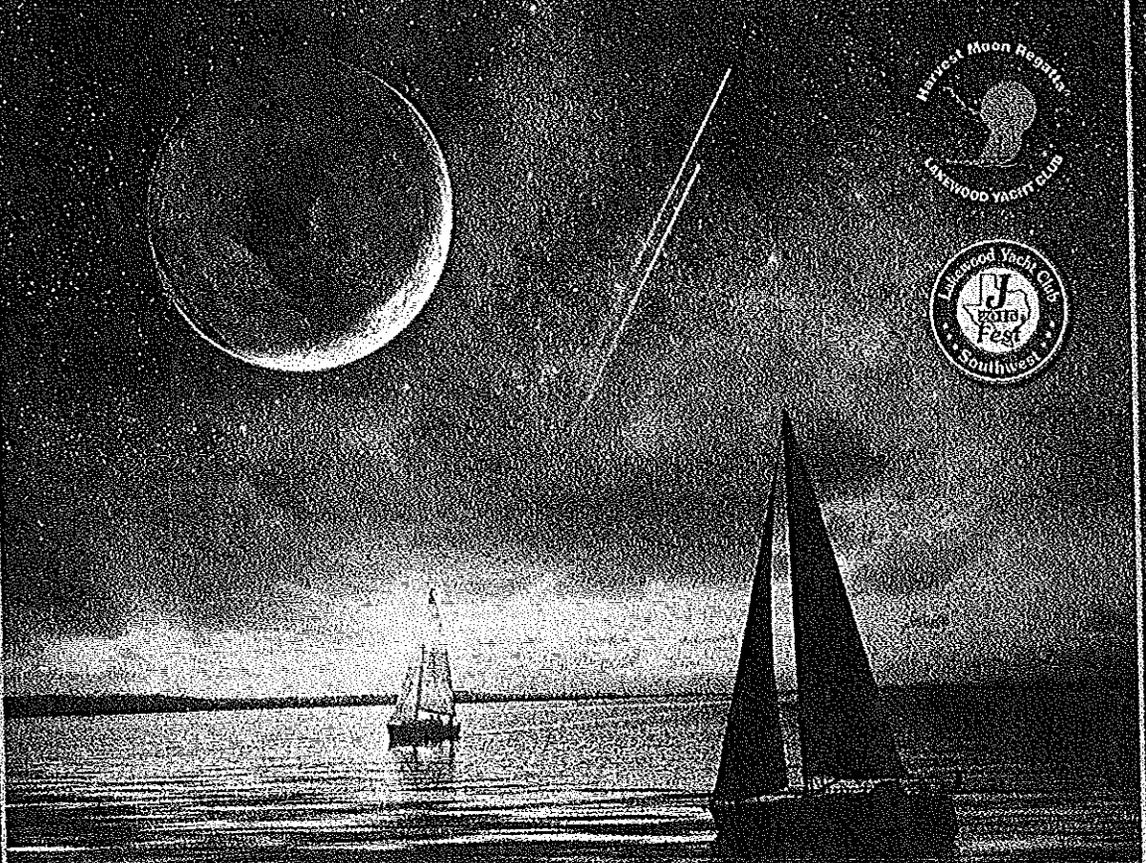




Bay Access
SAILING



2015 Regatta Calendar



Bay Cup I	March 7	Galveston & Trinity Bays
J/105 Texas Invitational	March 27-29	Galveston Bay
Heald Bank Regatta	April 24-25	Gulf of Mexico
Caliche Rum Shoe Regatta	May 16-17	Galveston Bay
Bay Cup II	August 1	Galveston & Trinity Bays
Harvest Moon Regatta	October 22-25	Galveston - Port Aransas
J/80 N. Amer. Championship	October 8-11	Galveston Bay
J/Fest Southwest	October 10-11	Galveston Bay



www.lakewoodyachtclub.com • 281.474.2511



SERRAVALLO SHOE REGATTA

Benefitting Bay Access

May 16-17, 2015

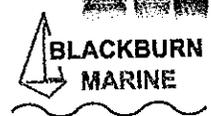
Skippers' Meeting, May 15, at 7:30 PM

Friday Night
Skippers' Meeting

Saturday Night
Poolside Party
Texas Comfort Dinner
Music by SOUTHBOUND

Registration includes
1 Wristband

Sunday Awards Party



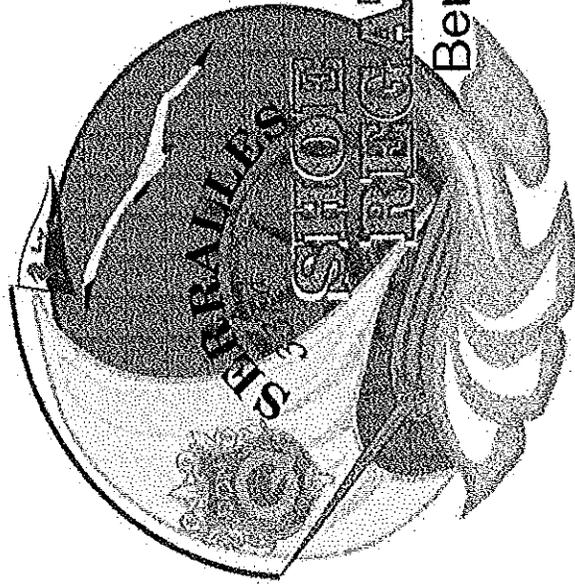
Register at LakewoodYachtClub.com

Friday Night
Skippers'
Meeting

Saturday
Night
Poolside Party
Texas Comfort
Dinner
MUSIC BY
SOUTHBOUND

Registration
includes
1 Wristband

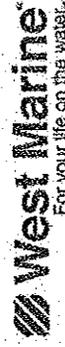
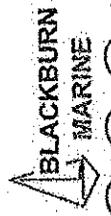
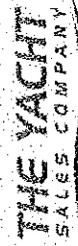
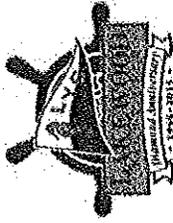
Sunday
Awards Party



Benefitting Bay Access

May 16-17, 2015

Skippers' Meeting, May 15, at 7:30 PM



Register at www.LakewoodYachtClub.com



2016
Team Race Midwinters

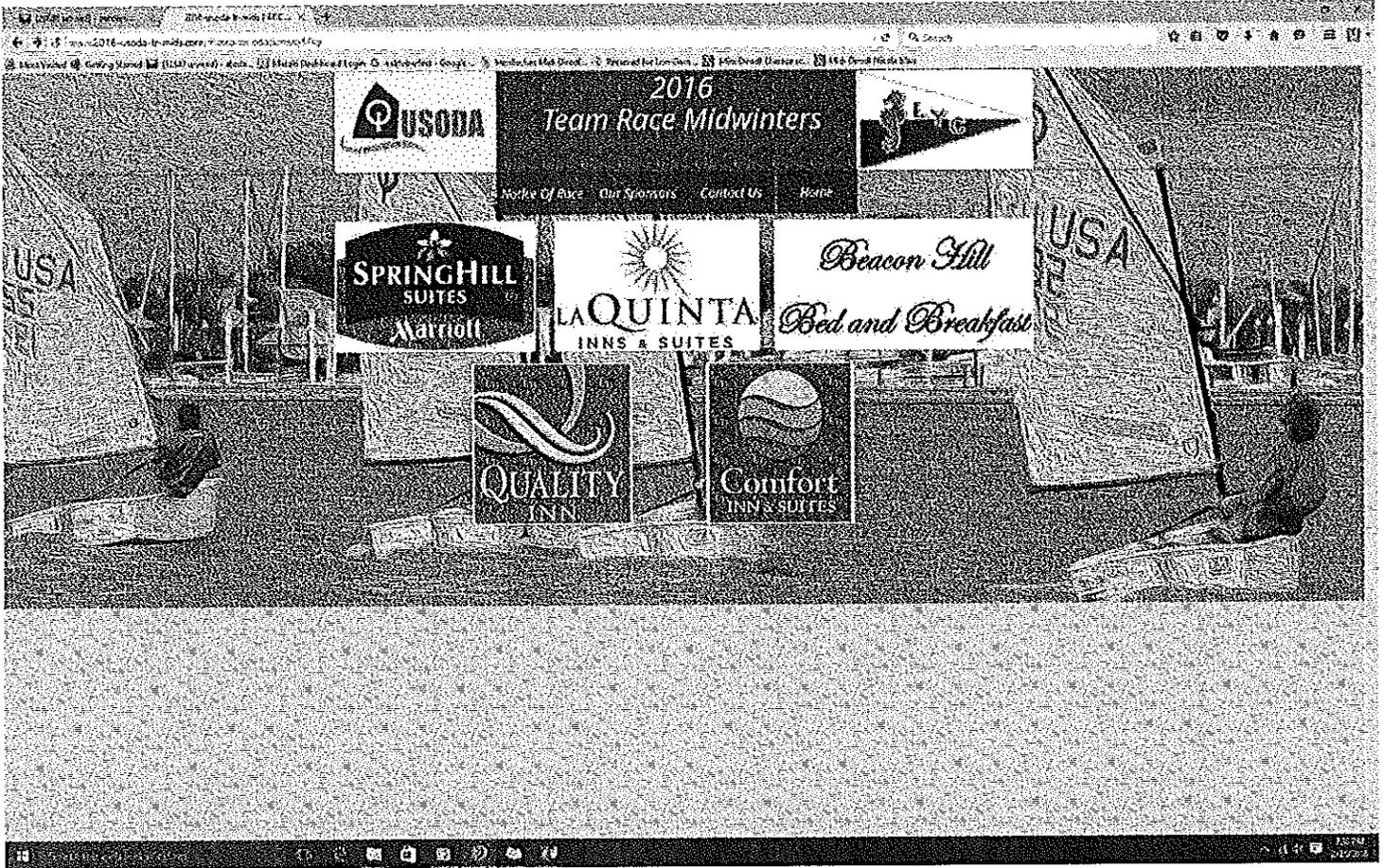


[Master Of Race](#) [Accommodations](#) [Contact Us](#) [Home](#)

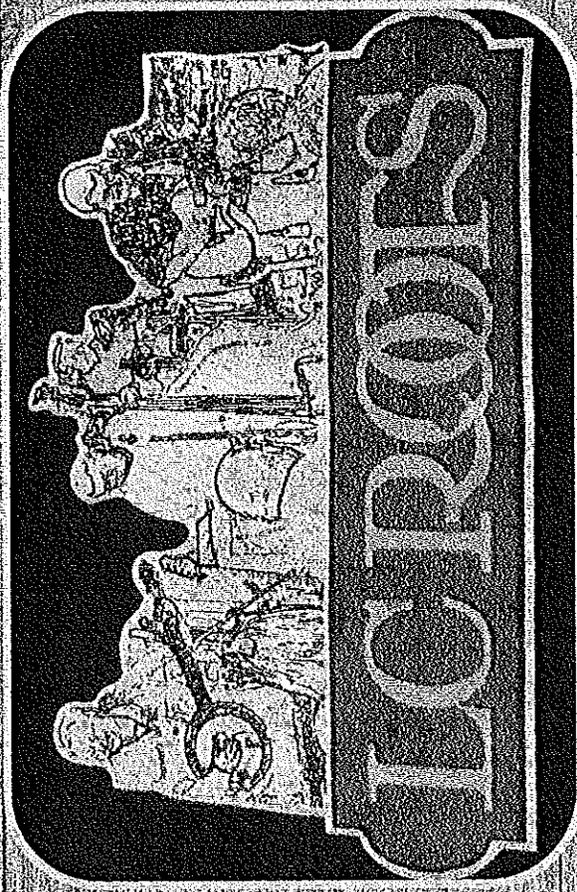


[Click Here for 50% Regatta Charter Discount](#)





Bay Cup II and Don Q Rum Present



A unique style of entertainment with great vocal harmony, a great song selection, and a lot of audience participation!

Saturday, August 1 in the EYC Lounge

6 PM—10 PM

Complimentary Event ~ Members & Guests Welcome



Lakewood Yacht Club Presents



Bay Cup I • Saturday, March 7, 2015

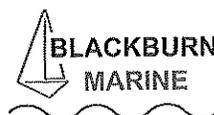
Skippers' Meeting Friday, March 6, 2015, 7:30 PM

Live Music with Kelly McGuire on Saturday Evening
Skippers: One meal and 2 drink tickets included with registration.

Register at www.lakewoodyachtclub.com • Registration fee: \$75

Plan now for Bay Cup II • August 1, 2015

Sponsored By



Register at www.lakewoodyachtclub.com





Heald Bank Regatta

April 25-26, 2015

Skipper's Meeting, Friday, April 24 at Lakewood Yacht Club, 7:30PM

Registration Fee, \$75 -- Register online at www.LakewoodYachtClub.com

After race "Steak & Stories" party, Monday, April 27, 2015, 6:00PM

Monday Night Grill at Lakewood Yacht Club

Bay Access
Race Series

Awards will be presented during the Shoe Regatta

Awards Presentation, Sunday, May 17, 2015

@DavidBristow



Qualifying Event for the Texas Navy Cup
and the S. Rhoads Fisher Trophy

A Texas Offshore Racing Circuit (TORC) Event



LITTLE
YACHT
SALES



Alliant
Marine & Energy Insurance

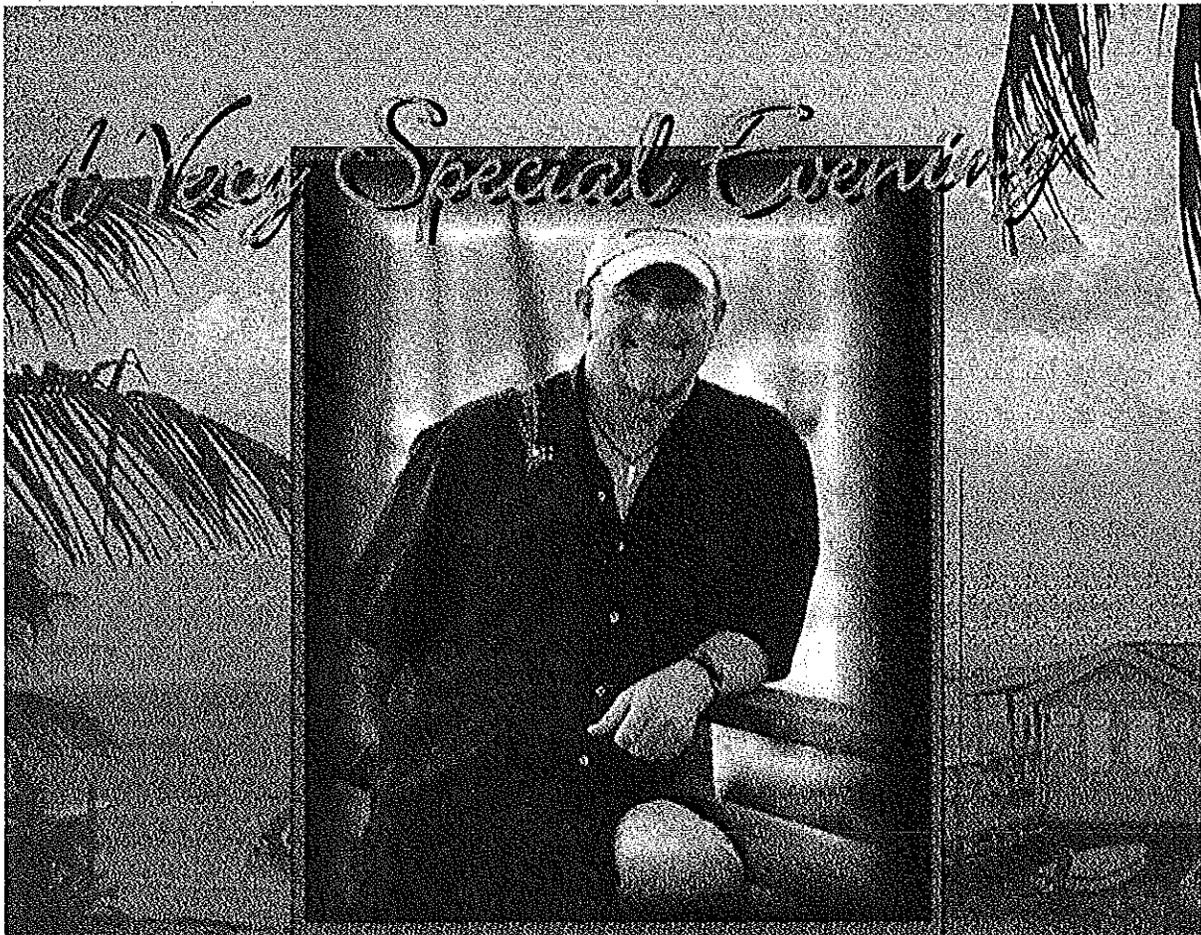


THE YACHT
SALES COMPANY



Join us on Saturday, March 7
6 PM—10 PM in the LYC Lounge

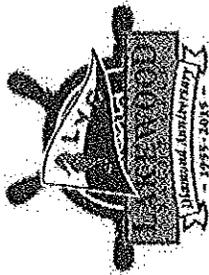
Bay Cup I and Don Q Rum
Present



with TCMA Award winning recording artist

Kelly McGuire

Sample Kelly's music at www.redfishisland.com



Lakewood Yacht Club Presents

Bay Cup 1 ■ Saturday, March 7, 2015

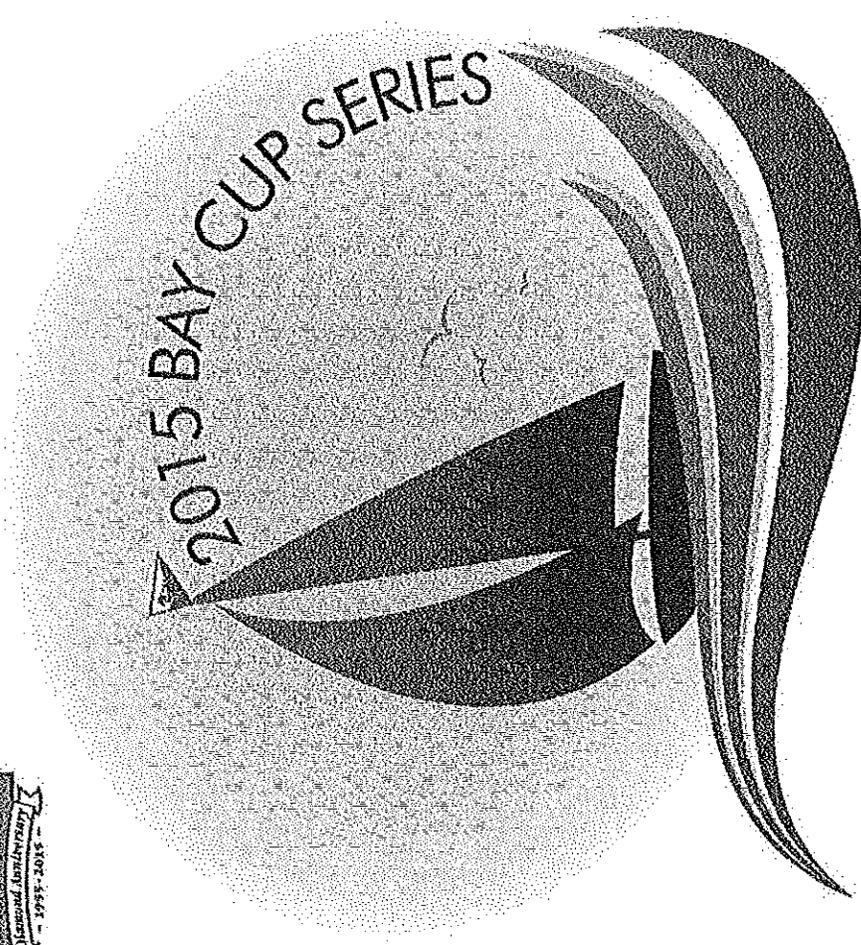
Skippers Meeting Friday, March 6, 2015, 7:30 PM

Live Music with Kelly McGuire Evening

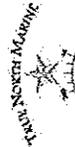
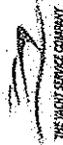
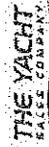
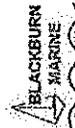
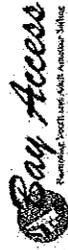
Skippers: One meal and 2 drink tickets with registration.

Register at www.LakewoodYacht.Club.com • Registration Fee \$75

Plan now for Bay Cup II • August 1, 2015



Sponsored by



CAPTAINS' ROUND TABLE

HURRICANE PREPAREDNESS

ARE YOU READY?

SATURDAY, MAY 30 AT 10 AM

LAKWOOD YACHT CLUB BALLROOM

PUBLIC WELCOME

Join us for a fun filled weekend

Friday, June 26th 7 PM

"Island Time" Poolside Social

Entertainment by: The General Lamb Experience

\$30 Inclusive per person

Saturday, June 27th

attend Sensational Seminars

Continental Breakfast included

\$25 inclusive per person

Saturday Evening

"It's Five o'clock Somewhere" Luau

and dance to the sounds of Grateful Geezers

\$45 inclusive per person



Purchase an All-Access

Weekend Pass for \$100

or enjoy each of the activities as
you please.

Be sure to visit

www.lakewoodyachtclub.com

for a full schedule of events.

All members are invited to attend

JOIN US FOR THE 2015 HATTERAS RENDEZVOUS!

We have lots of fun activities & informational meetings planned for this year. Be sure to visit www.lakewoodyachtclub.com for a full schedule of events.

ALL MEMBERS ARE INVITED TO ATTEND!

Purchase an All-Access Weekend Pass for \$100 or enjoy each of the activities as you please. If you have any questions, please do not hesitate to let us know!

Asa C. Lockhart, Chairman



Friday, June 26 ~ 7 PM "Island Time" Poolside Social

Catch up with old friends, meet new ones and join in the FUN!

The buffet includes: Jicama, Watermelon & Citrus Slaw, Mojo Pork & Pineapple Kabobs, Tortilla Crusted Chicken with Tropical Pico, Mini Crabcakes with Key Lime Crème, Garlic & Cumin Roasted Baby Reds, Lemony Green Beans and fresh baked Island Cupcakes

Live Entertainment by *The General Lamb Experience*

\$30 inclusive per person

Saturday Seminars will be sensational!

Saturday morning kicks off with Continental Breakfast and has a stellar day of informational seminars. Learn about insurance claims, keeping your vessel systems current, fire safety, marine insurance trends, refitting your Hatteras, electronics AND a Hatteras Texas team update....that's just to name a few of the topics!

\$25 inclusive per person

Saturday, June 27 ~ 7 PM in the Ballroom

"It's Five o'clock Somewhere" Luau

Chef's Luau Buffet includes: Fresh Green Salad with Citrus Vinaigrette, Tropical Fruit Salad, Coconut Shrimp with Ginger Dipping Sauce, Jerk Seasoned Tilapia, Rum Glazed Baby Back Ribs, Pineapple Fried Rice, Grilled Sweet Potatoes, Squash Medley, Curry Dusted Cauliflower, Pineapple Upside Down Cake & Banana Bread

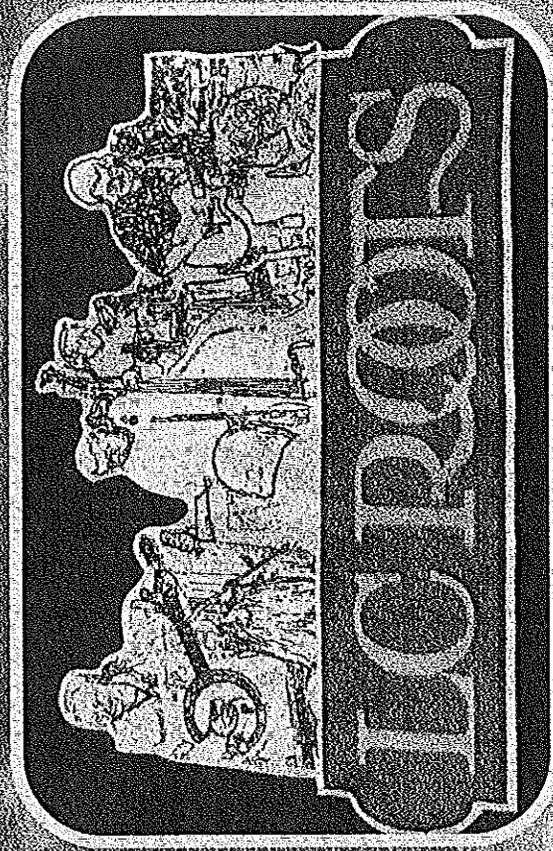
Dance to the sounds of *The Grateful Geezers*

\$45 inclusive per person

To RSVP for the Rendezvous contact Asa Lockhart at aclhart@aol.com

To RSVP for the social activities call 281-474-2511

*A unique style of entertainment
with great vocal harmony, a
great song selection, and a lot of
audience participation!*



**Saturday, October 10
At 6 PM ~ LYC Ballroom**

**Complimentary Event ~ Members & Guests Welcome
Presented by 2015 Jfest Southwest**



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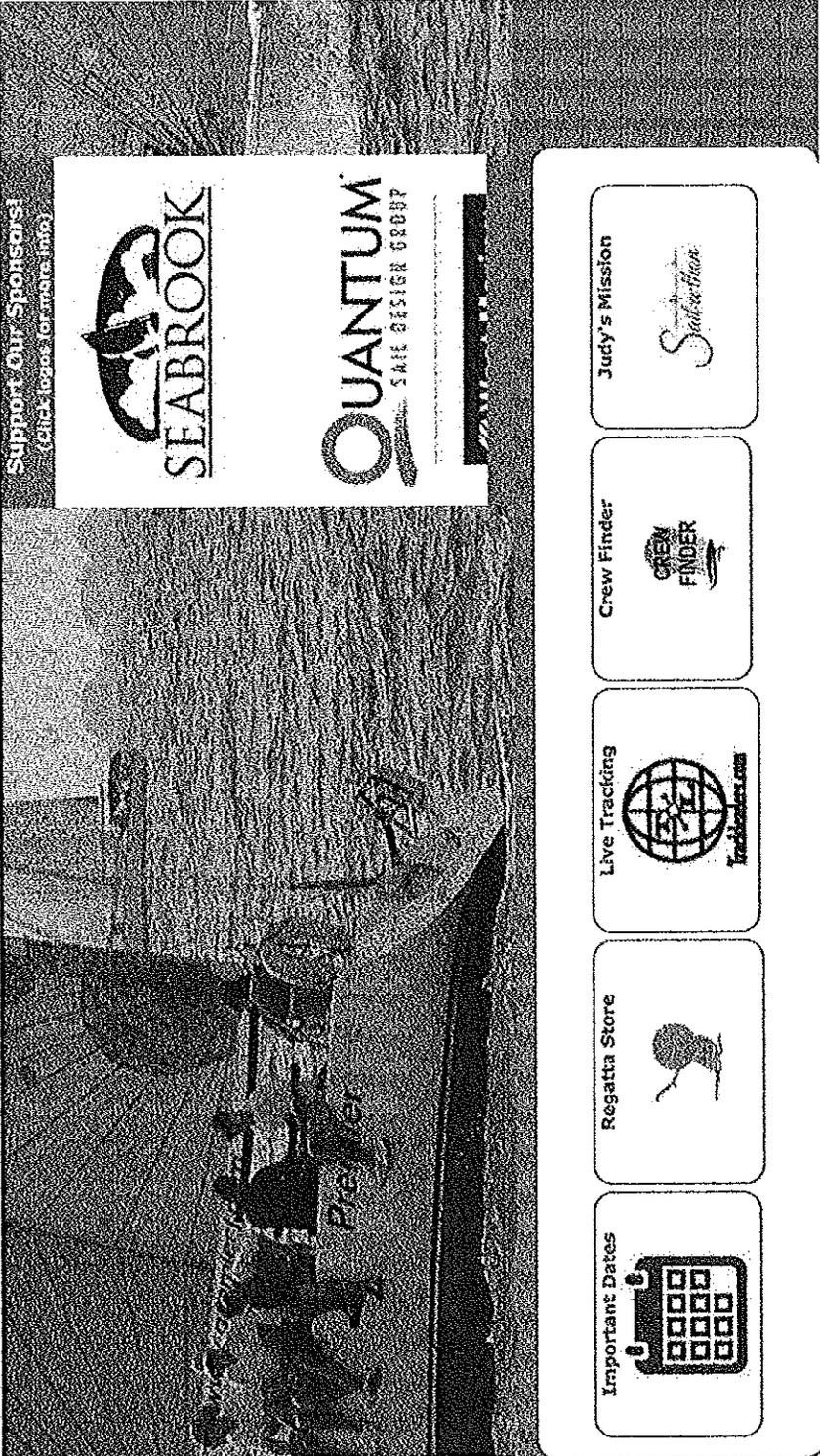
[Race Information](#)

[2016 Events](#)

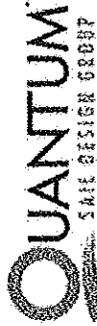
[What's Happening](#)

[History](#)

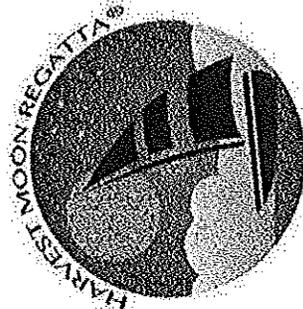
[FAQ's & Links](#)



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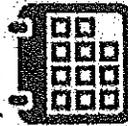
October 13-15, 2015

Featured Trophy Winners



O.J. Young
LAKWOOD RACER O.J. YOUNG CAPTURES
SECOND BACARDI CUP Longtime experienced racer

Important Dates



Regatta Store



Live Tracking



Crew Finder

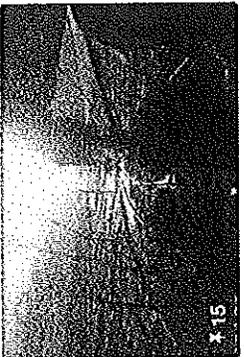


Judy's Mission



Lakewood Yacht Club

Sailing for the Fun of it

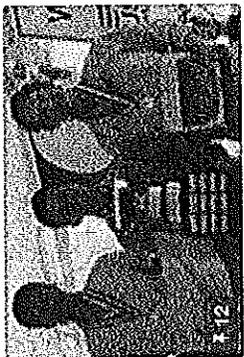





15

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Youth Sailing






12

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Social Side of Yachting

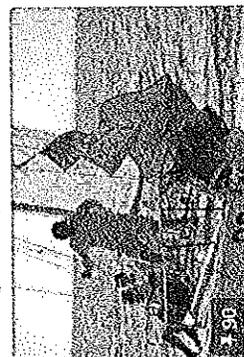





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Racing Lifestyle

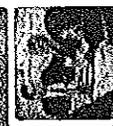





90

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Inside World of Yachting

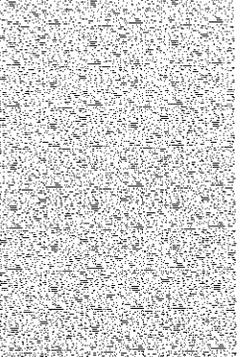
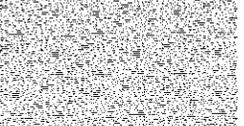



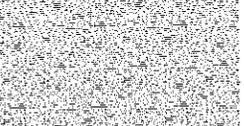


18

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Club Foodie

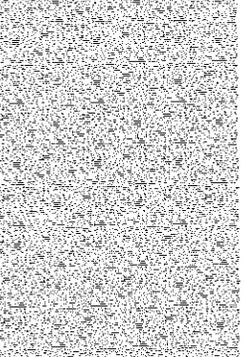
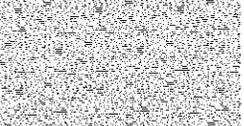
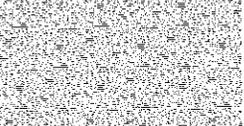
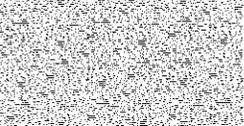





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16

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 FOLLOWERS **175**
 LIKES **30**

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LakewoodYachtClub @lakewoodyachtclub · 3h

Get an exclusive look behind the scenes at
 Lakewood's yachting lifestyle ow.ly/YA5m0

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 Your Tweets earned **4,071 impressions**
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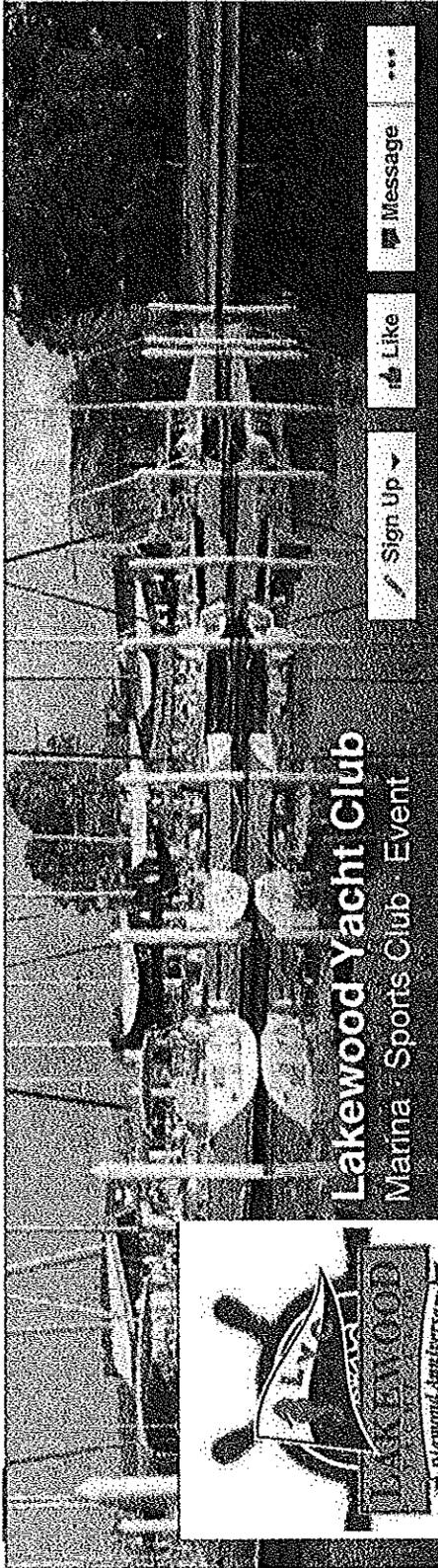
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LakewoodYachtClub

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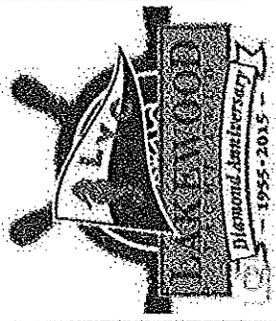
Reinventing the standard for a vibrant social life, exclusive yachting lifestyle, and premier youth sailing.

📍 Seabrook, TX
 🌐 lakewoodyachtclub.com



Lakewood Yacht Club

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Lakewood Yacht Club

Published by Hootsuite (0) · 3 hrs ·

It's finally here! A brand new, cutting-edge technology exclusively for members — the Lakewood Mobile App! Find out how the new digital amenity takes the club on the go. --> <http://ow.ly/YA4t6>



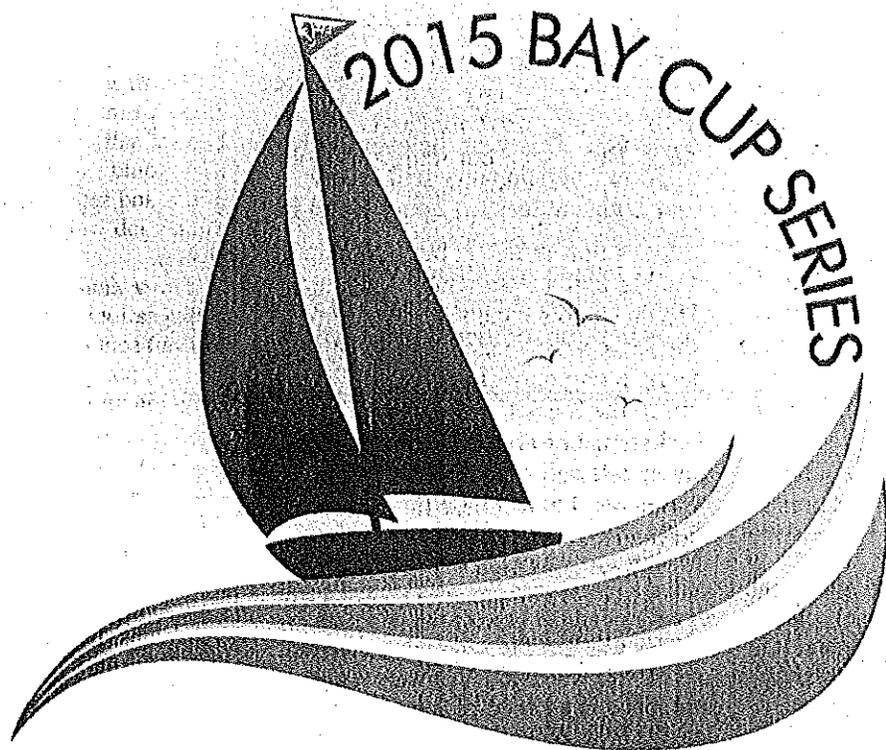
New Mobile App Takes Your Club On The Go - Lakewood Yacht Club

Lakewood Yacht Club launched its first-ever mobile app amenity for club members a few weeks ago. Connecting users on an even broader scale, the new...

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Lakewood Yacht Club Presents



Bay Cup I • Saturday, March 7, 2015

Skippers' Meeting Friday, March 6, 2015, 7:30 PM

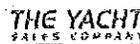
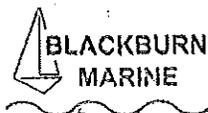
Live Music with Kelly McGuire on Saturday Evening

Skippers: One meal and 2 drink tickets included with registration.

Register at www.lakewoodyachtclub.com • Registration fee: \$75

Plan now for Bay Cup II • August 1, 2015

Sponsored By



RECREATION

Lakewood Yacht Club's 2015 race schedule announced

By Marcy Fryday

Lakewood Yacht Club Fleet Captain Ashley Walker announced that the 2015 Bay Cup I will be held March 7. This year marks the 14th for the club to host the Bay Cup series.

Open to the public, this is a long distance race on Galveston and Trinity Bays.

"Bay Cup I is the first of a two race series with races having multiple legs totaling about 15-20 nautical miles," Walker said. Bay Cup II is slated to be held on Aug. 1.

Overall trophies will be presented for the two-race series at the conclusion of



Courtesy Photo

The Lakewood Yacht Club will have several races and race activities in 2015.

Bay Cup II, Racing classes will be the Cruising Classic Canvas, Cruising Poleless Spinnaker, PHRF Spin and Non Spin, Short-handed Offshore Sailors (SOS), Multihull and One Design

Classes. A minimum of four boats constitutes a class.

In addition to the long

legs of the races, the course will also present a navigational challenge.

The entry fee of \$75 includes post-race activities on March 7, which will be a dinner party at 6 p.m. in the ballroom followed by the awards ceremony at 7 p.m. in the lounge.

Afterward, there will be music and dancing to the tunes of Kelly McGuire.

Photos of the day's race will be shown on the lounge's LED television for all to enjoy. The entry deadline for Bay Cup I is Feb. 25 by 9 p.m.

There will be a skipper's meeting in the Lakewood

Yacht Club Ballroom, 2425 NASA Parkway, Seabrook, on March 6 at 7:30 p.m. All skippers are urged to attend for last minute regatta updates.

Sponsors for the Bay Cup are Don Q Rum, Caliche Rum, Hays Insurance, Little Yacht Sales, OJ's Marine, Sea Lake Yacht Sales and Banks Sails.

Additional sponsors include the City of Seabrook and Bay Access, a not-for-profit organization supporting youth and amateur racing on Galveston Bay.

Marcy Fryday is the marketing director for the Lakewood Yacht Club. Email her at mryday@lakewoodyachtclub.com.

RACE SCHEDULE >>

Lakewood Yacht Club Race Committee Chairman Larry Rogers announced that the following races and race activities will be hosted by the club this year:

- Introduction to Race Committee Training: Feb. 7
- North J Race Tactics Seminar: Feb. 21
- Bay Cup I Regatta: Mar. 7
- Head Bank Race: Apr. 25-26
- Caliche Rum Shoe Regatta: May 16-17
- Bay Cup II Regatta: Aug.
- J/80 North American Championship: Oct. 8-11
- J/Fast Southwest Regatta: Oct. 9-11
- Harvest Moon Regatta: Oct. 22-24

Racers can register online at www.lakewoodyachtclub.com under the race button. For questions or further information, please email Lakewood Yacht Club at lyc@lakewoodyachtclub.com.

Shoe Regatta slated May 16-17

Lakewood Yacht Club's Race Committee Chairman Larry Rogers announced that Serralles is the naming sponsor for the thirty-third annual Shoe Regatta running the weekend of May 16-17. Lakewood hosted the first Shoe Regatta in 1982 originally sponsored by Foley's department store and Sperry Top-Sider shoes. Bay Access, a not-for-profit organization supporting amateur racing, is the organizing authority of the races.

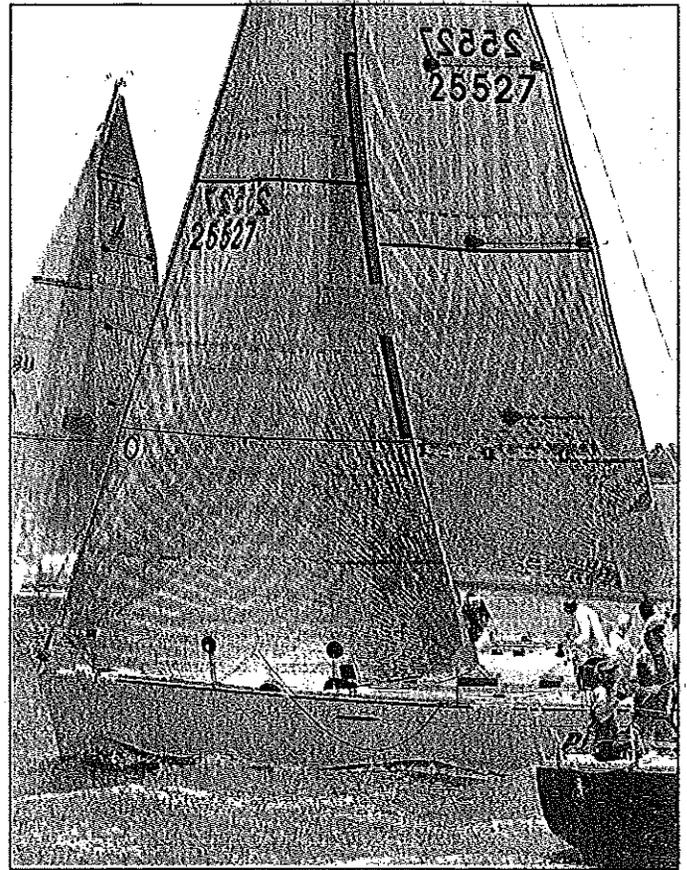
The regatta is open to the public, raced on Galveston Bay and is for one-design, handicapped and cruising sailboats over 20-feet in length and with a cabin.

There will be three race courses to accommodate One Design, PHRF and Distance classes. The Skippers' Meeting is Friday, May 15 at 7:30 p.m. in the ballroom of Lakewood Yacht Club, 2425 NASA Parkway in Seabrook. "We urge all skippers to attend this important meeting so they can take full advantage of all aspects of the regatta," said Shoe Regatta Chairman Gerhard Wittich.

The Saturday evening party will feature music by Southbound and a dinner of comfort food. The awards ceremony is scheduled for Sunday at 4 p.m. and will be held in the LYC ballroom. Winning crews will receive shoe coupons and skippers will receive a bottle of Gran Anejo rum from Serralles.

Sponsors who make the Serralles Shoe Regatta possible include: City of Seabrook; Little Yacht Sales; The Yacht Sales Company; The Yacht Service Company; OJ's Marine; REJEX.com; Blackburn Marine; Alliant Insurance; and True North Marine.

Participants can register for the regatta online at



www.lakewoodyachtclub.com or contact Lakewood Yacht Club at lyc@lakewoodyachtclub.com or call (281) 474-2511.

Coast Guard presentation in June

Lakewood Yacht Club's 2015 Captain's Roundtable is hosting a special presentation by the U.S. Coast Guard on the search and rescue service, focusing on last October's rescue mission of the sailing vessel *French Kiss* skippered by John Broderick on his return trip from Port Aransas to Galveston during the 2014 Harvest Moon Regatta.

Free and open to all of the boating public, the presentation is Saturday, June 6 in LYC's ballroom with an outdoor demonstration to follow, 2425 NASA Parkway in Seabrook. The presentation will begin at 10

a.m., followed by the MH 65D helicopter tour and in flight search and rescue helicopter demonstration.

The morning of October 13, 2014 at 6:05 a.m. the U.S.C.G. Sector Houston/Galveston received a report that two men on a sailboat were aground at the tip of the south Galveston jetty and were lodged on the rocks.

Station Galveston boat crews arrived at 6:45 a.m., but were unable to rescue the men due to their position on the rocks. Subsequently, a helicopter piloted by Lt. Derek Lehr was deployed and arrived on the

scene at 7:41 a.m. The two stranded men were hoisted to safety in 30 plus knot winds and generally rough conditions. Despite the ultimate loss of the boat, both sailors were very fortunate to only suffer some minor injuries that were treated by an EMS crew at Scholes International Airport in Galveston.

Please mark your calendar for this special presentation that will feature Lt. Lehr, the helicopter pilot and his crew, plus John Broderick, skipper and owner of *French Kiss*.

For further information Lakewood Yacht Club at (281) 474-2511.

Shoe Regatta



LAKEWOOD YACHT CLUB'S Committee Chairman Scott Covington has announced that the 2010 Annual Shoe Regatta will be held over the weekend of May 14-17, Lakewood Yacht Club Regatta, jointly sponsored by the Lakewood Yacht Club, the Offat's Bayou Boat Store and the Offat's Bayou Boat Show, in 1982. The event is a not-for-profit organization that supports amateur sailing and provides a licensing authority.

and with a cabin. There will be three race courses to accommodate One Design, PHRF and Distance classes. The Skippers Meeting will be held on Friday, May 15, at 7:30 p.m. in the Lakewood Yacht Club ballroom.

"We urge all skippers to attend this important gathering so they can take full advantage of all aspects of this weekend regatta," Shoe Regatta Chairman Gerhard Wittich said.

The Saturday evening party will feature music by "Southbound" and a dinner of comfort food including fried chicken. The Awards Ceremony is scheduled for 4 p.m. Sunday, May 17, and will be held in the Lakewood ballroom.

Winning crews will receive shoe coupons and skippers will get a bottle of Gran Anejo rum from Serralles.

Sponsors who make the Serralles Shoe Regatta possible include the following: City of Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, REJEX.com, Blackburn Marine, Alliant Insurance and True North Marine.

Participants can register for the Regatta on line at www.lakewoodyachtclub.com. For questions, please contact Lakewood Yacht Club at lyc@lakewoodyachtclub.com or call the office at 281-474-2511.

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...a is for one- ... ed and cruising ... et in length

Lakewood South has re-opened

LAKEWOOD SOUTH

Chairman Scott Covington has announced that Lakewood South has re-opened for members as LYC-Bayhouse South.

The goal with the new name is to have fun toys for children and adults to utilize like it was their bay house on the Offat's Bayou. There are 14 slips for boats and almost unlimited parking for cars along with three spaces for motorhomes.

Members and their guests can launch small boats from the dock, play on the water all day and then take a shower in the bath house before going into Galveston for dinner.

Destroyed during Hurricane Ike in 2008, Lakewood South, a former bait camp, was purchased by Lakewood in the mid 1980s to be used as a destination point for weekend boating members. It is about an acre of property on Teichman Road, right on Offat's Bayou. Numerous parties and gatherings have been enjoyed there by members on holiday weekends through the years.

"We finally have it all completed to the point that the only thing members need to bring to the site is what they want to eat and drink," Covington explained. The elevated bath house is air-conditioned and has a deck with a beautiful view of Offat's Bayou.

Covington also said that the storage room under the bath house is completed, there are new barbecue pits under the pavilion, and there is ice on site similar to Lakewood's fuel dock back in Seabrook.

"It's an even better and more attractive destination point by car or water than it was before Hurricane

Seabrook host both J/Fest and J/80 American Championships

THE SOUTHWEST Yacht Club Chairman Al Goethe announced that the Lakewood Yacht Club will host the 2010 North American J/80 Championship Oct. 9 - 11 in Seabrook. It is the 6th Annual J/Fest Regatta Oct. 10-11. Goethe said that he'd like to get a 'save the date' notice to racers now so they can be sure to plan for these stellar events, he explained. The event is open to the public and will be held on Galveston

design races. "Our J/Fest Southwest will be another great opportunity for Lakewood to promote and support a national caliber event," Goethe added. He expects to have approximately 60 J boats registered for the race this year in addition to the 25 J/80 boats participating in the J/80 North American Championship. LYC hosted an independent J/80 NA Championship for the first time in 2009.

With the City of Seabrook again being the primary sponsors of the J/Fest Southwest Regatta, the event will be held in Seabrook

can enjoy a myriad of activities and tourist attractions in and around Bay Area Houston.

One design fleets slated for the J/Fest Southwest Regatta are J/22, J/24, J/70, J/105, J/109, PHRF Asym, and PHRF Sym. The J/80s will be competing in their North American Championship at the same time as the J/Fest Southwest Regatta.

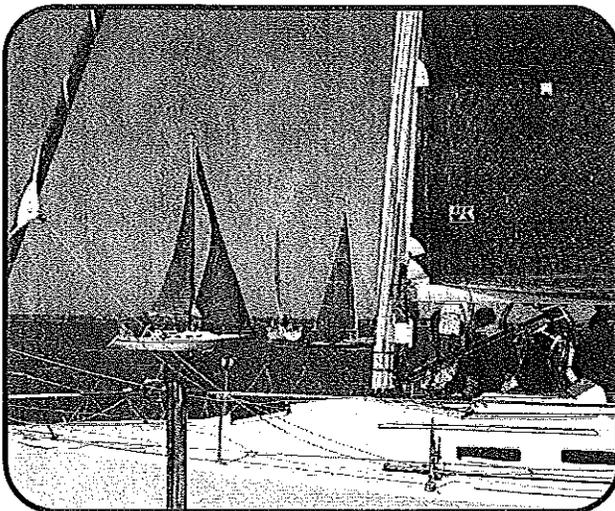
Sponsorship opportunities are available by contacting Scott Spurlin at scott@boatssouthwest.com or Al Goethe at lyc@lakewoodyachtclub.com

Registration for the N/80 North American Championship

HEALD BANK REGATTA SETS SALE APRIL 25-26

Lakewood Yacht Club Heald Bank Regatta Chairman David Comeaux has announced that this Heald Bank Regatta has been scheduled for the weekend of April 25-26.

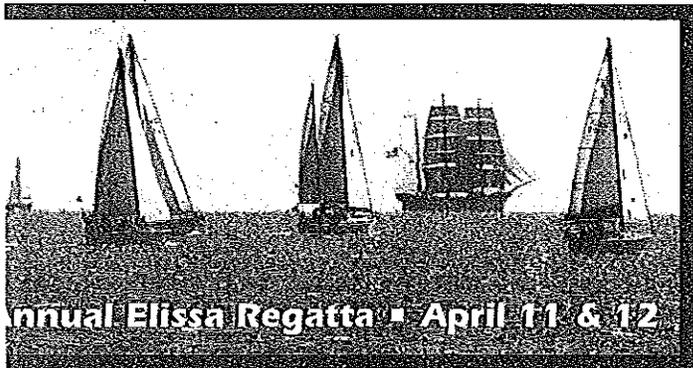
The first race of a series to determine the winner of the Texas Offshore Racing Circuit will be the second event is an offshore regatta hosted by the Houston Yacht Club while the final event will be the Galveston Bay Cruising Association's Texas Race Week. At the conclusion of the series, the prestigious Texas Navy Cup will be awarded to the TORC spinnaker champion. The PHRF with spinnaker handicapping. The Fisher Trophy was established in 2013 as an annual trophy for the TORC non-spinnaker championship using PHRF handicapping. 2015, marks the 52nd anniversary of which was founded in 1963.



The Heald Bank Regatta, which is open to the general public, will be held offshore in the Gulf of Mexico starting at the Galveston jetties, marker 11. The race will be held in the afternoon with most boats finishing early on Sun. Morning. In addition to the PHRF spinnaker and non-spinnaker classes, boats may enter in cruising fleets or in a multihull fleet. Cruising class boats will receive a handicap assigned by the race committee and are not required to provide a PHRF certificate. Multihull boats will need to have a handicap certificate issued by the Texas Offshore Multi-Class Association (TOMA). All spinnaker boats will sail a triangle course of approximately 90 nautical miles while the non-spinnaker boats will sail a two leg course of approximately 60 nautical miles.

"It should be a fun night of racing offshore of Galveston," related Comeaux. "It is also a good opportunity for the longer distance races held later on in the Gulf such as the popular Harvest Moon Regatta on Oct. 22-25," he added.

Sponsorship Chair Andrea Todaro reports that sponsors making this race possible are the City of Galveston, OJ's Marine, Little Yacht Sales, the Yacht Sales Co., REJEX, Blackburn Marine, Alliant Insurance Agency, North Marine. There is a Skippers Meeting on Fri., April 24, 7:30 pm in the Chart Room of the Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX 77586. Trophies for this race will be presented during the Shoe Regatta Awards Ceremony which will be held the evening of Sun., May 17. To register for the Heald Bank Regatta, please go to Lakewood's website at www.lakewoodyachtclub.com and follow the "Regattas" link. Or, for questions, one can call the club's office at 281-474-2511.



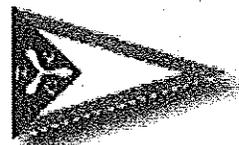
Annual Elissa Regatta - April 11 & 12

COAST GRAND BANKS RENDEZVOUS APRIL 17-19

Lakewood Yacht Club will again be the host for the 17th Annual Gulf Coast Grand Banks Rendezvous to be held April 17-19. All Grand Banks members, interested boat owners or people who would like to learn about Grand Banks operations and cruising options are welcome to attend. The weekend includes a luncheon on the 17th followed by an evening of socializing and maintaining Grand Banks, cruising on the Grand Banks, and retrofitting older Grand Banks. The day will end with a trawler crawl to learn about different boats. Participants are invited to join Lakewood members on Saturday evening for the famous crawfish boil and a potluck breakfast on Sunday. Anyone interested in attending may contact Alan Hill (waterhill@earthlink.net) or register at www.lakewoodyachtclub.com.

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Sailing Calendar



HYC Elissa Regatta Series #2
April 11 & 12 • Galveston Bay

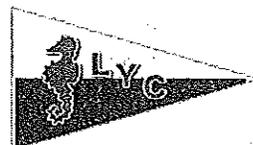
HYC Worldfest Regatta
April 19 • Galveston Bay

HYC - Beneteau Challenge
April 24 & 25 • Galveston Bay

HYC - Spring Series #3
May 3 • Galveston Bay

HYC - Offshore Regatta
May 8-9 • Gulf of Mexico

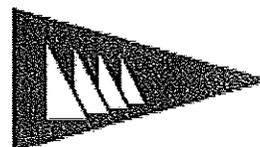
HOUSTON YACHT CLUB
281-471-1255



Heald Bank Race
April 25-26 • Gulf of Mexico

Shoe Regatta
May 16-17 • Galveston Bay

LAKEWOOD YACHT CLUB
281-474-2511



Conundrum
Sat, April 18 • Galveston Bay

Women's Regatta
Sat, May 2 • Galveston Bay

GBCA Offshore #1
Fri, May 22 • Gulf of Mexico
Sat, May 23 • Gulf of Mexico
Sun, May 24 • Gulf of Mexico
Mon, May 25 • Gulf of Mexico

Rum Race #1
Sat, June 6 • Galveston Bay

Rum Race #2
Sat, June 20 • Galveston Bay

ON THE WATER

Bay Cup I Racers Face Almost No Wind For Regatta



Lakewood Yacht Club racer Uzi Ozeri won a first place in Bay Cup I on his "Infinity", a J/105. He is pictured with Commodore Joyce Maxwell and Steve Jurbata of Don Q Rum.

Lakewood Yacht Club's Bay Cup I Regatta held on Sat., Mar. 7, 2015, on Trinity Bay experienced almost no wind for the event. With 49 boats registered in nine different classes, racers were only able to hold one race that afternoon. The original intention was to have the first race in Trinity Bay followed by a second race in Galveston Bay. Unfortunately, the wind did not cooperate so the second race was cancelled.

"In fact," reported Principle Race Officer and Race Committee Chairman Larry Rogers, "two of the fleets, Cruising Non-Spin Classic Canvas C and B did not have one boat cross the finish line by the time limit indicated on the Sailing Instructions which was 3.5 hours after the start time." Those two classes were scored DNE (Did not

held on Sat. evening. Two were first place: Uzi Ozeri on his J/105 "Infinity" and Al Goethe on his "Lakewood Yacht of the Year 2014" "Hamburg", a J/109. Galveston Bay Cruising Association earned four first place wins: Gary Trinklein on "Toccata", PHRF Spin (Non-Sprit); Jeff Kitterman on "Ono" PHRF Spin (Sprit); James Apple on "Tenacious", PHRF Non-Spin; and David Penrose and Karen Atkinson on "Phoenix", Cruising Non-Spin Classic Canvas A.

"Despite the weather conditions, all the racers had a good time on the water and a great time at the steak dinner party and entertainment by Kelly McGuire," concluded Lakewood's Fleet Captain Ashley Walker.

The Bay Cup II Regatta will be held on Sat., Aug. 1, which will be the second and last regatta of the series. Bay Cup II as well as Bay Cup Series trophies will be given out at the Awards Ceremony that evening in the lounge of Lakewood Yacht Club.



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Lakewood Yacht Club

News Release
Friday, March 13, 2015

BAY CUP I RACERS FACE ALMOST NO WIND FOR REGATTA

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"In fact," reported Principle Race Officer and Race Committee Chairman Larry Rogers, "two of the fleets, Cruising Non-Spin Classic Canvas C and B did not have one boat cross the finish line by the time limit indicated on the Sailing Instructions which was 3.5 hours after the start time." Those two classes were scored DNF (Did not finish).

In a further explanation for these unusual March sailing conditions, Rogers said that all the other classes had at least one boat finish within the time limit of 3.5 hours after their start. Then, the remaining boats were given an additional 30 minutes or a total of 4 hours to cross the finish line and those that did, were scored. Those that did not were scored DNF.

In spite of the lack of wind, Lakewood racers took home 8 trophies during the Awards Ceremony held on Sat. evening. Two were first place: Uzi Ozeri on his J/105 "Infinity" and Al Goethe on his "Lakewood Yacht of the Year 2014" "Hamburg", a J/109. Galveston Bay Cruising Association earned four first place wins: Gary Trinklein on "Toccatà", PHRF Spin (Non-Sprit); Jeff Kitterman on "Ono" PHRF Spin (Sprit); James Apple on "Tenacious", PHRF Non-Spin; and David Penrose and Karen Atkinson on "Phoenix", Cruising Non-Spin Classic Canvas A.



"Despite the weather conditions, all the racers had a good time on the water and a great time at the steak dinner party and entertainment by Kelly McGuire," concluded Lakewood's Fleet Captain Ashley Walker.

The Bay Cup II Regatta will be held on Sat., Aug. 1, which will be the second and last regatta of the series. Bay Cup II as well as Bay Cup Series trophies will be given out at the Awards Ceremony that evening in the lounge of Lakewood Yacht Club.

Top photo: Lakewood Yacht Club racer Uzi Ozeri won a first place in Bay Cup I on his "Infinity", a J/105. He is pictured with Commodore Joyce Maxwell and Steve Jurbala of Don Q Rum.

Bottom photo: In the Bay Cup I Regatta held on Sat., Mar. 7, Lakewood Yacht Club racer Al Goethe won a first place trophy on his "Hamburg", a J/109. Pictured with him is Lakewood's Commodore Joyce Maxwell and Steve Jurbala of race sponsor Don Q Rum.

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ON THE WATER

Heald Bank Regatta Scheduled For April 24-25



Lakewood Yacht Club Heald Bank Regatta Chairman David Comeaux has announced that this year's Heald Bank Regatta has been scheduled for the weekend of April 25-26.

This is the first race of a series to determine the winner of the Texas Offshore Racing Circuit (TORC). The second event is an offshore regatta hosted by Houston Yacht Club while the final event is the Galveston Bay Cruising Association's (GBCA) Texas Race Week. At the conclusion of Race Week, the prestigious Texas Navy Cup will be awarded to the TORC spinnaker champion using PHRF with spinnaker handicapping. The S. Rhoads Fisher Trophy was established IN 2013 as a perpetual trophy for the TORC non-spinnaker championship using PHRF handicapping. This year, 2015, marks the 52nd anniversary of the TORC which was founded in 1963.

The Heald Bank Regatta, which is open to the public, is held offshore in the Gulf of Mexico starting at the Galveston jetties, marker 11. The race begins on Sat. afternoon with most boats finishing early on Sun. Morning. In addition to the PHRF spinnaker and non-spinnaker classes, boats may enter in cruising fleets or in a multihull fleet. Cruising class boats will receive a handicap assigned by the race committee and are not required to provide a PHRF certificate. Multihull boats

by the Texas Offshore Multihull Association (TOMA). All spinnaker boats will sail a triangle course of approximately 90 nautical miles while the non-spinnaker boats will sail a two leg course of approximately 60 nautical miles.

"This should be a fun night of racing offshore of Galveston," related Comeaux. "It is also a good warm up for the longer distance races held later on in the Gulf such as the popular Harvest Moon Regatta coming up Oct. 22-25," he added.

Race Sponsorship Chair Andrea Todaro reports that sponsors making this race possible are the City of Seabrook, OJ's Marine, Little Yacht Sales, the Yacht Sales Co., REJEX, Blackburn Marine, Alliant Insurance and True North Marine.

There is a Skippers Meeting on Fri., April 24, 7:30 pm in the Chart Room of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX 77586. Trophies for this race will be presented during the Shoe Regatta Awards Ceremony which will be held the evening of Sun., May 17.

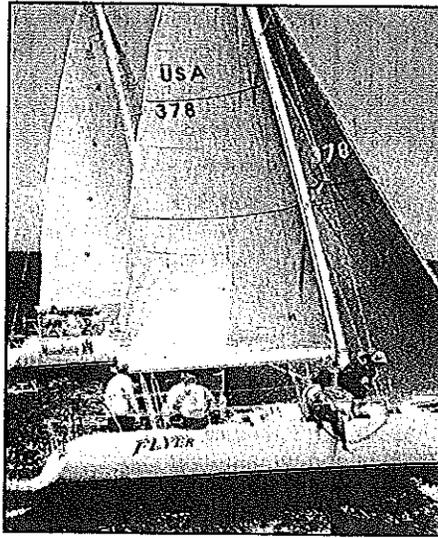
To register for the Heald Bank Regatta, please go to Lakewood's website at www.lakewoodyachtclub.com and follow the "Regattas" link. Or, for questions, one can call the club's office at 281.474.2611.

Bay Cup I slated for March 7

Lakewood Yacht Club Fleet Captain Ashley Walker announced the 2015 Bay Cup I will be Saturday, March 7. This year marks the fourteenth Bay Cup series for the club to host.

Open to the public, this is a long distance race on Galveston and Trinity Bays. Racers can register online at www.lakewoodyachtclub.com under the race button. "Bay Cup I is the first of a two race series with races having multiple legs totaling about 15-20 nautical miles," said Walker. Bay Cup II is scheduled for Saturday, August 1. Overall trophies will be presented for the series at the conclusion of Bay Cup II.

Racing classes will be: Cruising Classic Canvas; Cruising Poleless Spinnaker; PHRF Spin and Non Spin; Shorthanded Offshore Sailors (SOS); Multihull; and One Design Classes. A minimum of four boats constitutes a class. In addition to the



long legs of the races, the course will also present a navigational challenge.

The entry fee of \$75 includes post-race activities on Saturday including a dinner at 6 p.m. and the awards ceremony at 7 p.m. in the lounge. Afterward, there will be music and

dancing to the tunes of Kelly McGuire. Photos of the day's race will be shown on the lounge's television for all to enjoy.

The entry deadline for Bay Cup I is Wednesday, February 25 at 9 p.m. There will be a Skippers' Meeting in the Lakewood ballroom, 2425 NASA Parkway, Seabrook, Friday, March 6, at 7:30 p.m. All skippers are urged to attend for last minute regatta updates.

Walker said that Bay Cup I is made possible through the support of DonQ (Puerto Rico's premium rum); Caliche Rum; Hays Insurance; Little Yacht Sales; OJ's Marine; Sea Lake Yachts; and Banks Sails. Additional sponsors include the City of Seabrook and Bay Access, a not-for-profit organization supporting youth and amateur racing on Galveston Bay.

For further information, email Lakewood Yacht Club at lyc@lakewoodyachtclub.com.

LAKEWOOD TO HOST BAY CUP I ON MARCH 7

Lakewood Yacht Club Fleet Captain Ashley Walker has announced that the 2015 Bay Cup I will be on Sat., Mar. 7. This year marks the 14th one for the club to host the Bay Cup series.

Open to the public, this is a long distance race on Galveston and Trinity Bays. Racers can register at www.lakewoodyachtclub.com under the race number 1500.

"Bay Cup I is the first race series with multiple legs totaling about 15 - 20 nautical miles explained Walker. Bay Cup I is slated to be held on March 7. Overall trophies presented for the two classes at the conclusion of the race.

Two classes will be the Classic Canvas, Poleless Spinnaker, and Non Spin, and Offshore Sailors Multihull and One Design.

A minimum of four boats constitutes a class. In addition to the long legs of the race course will also present a navigational challenge.

Entry fee of \$75 includes post-race activities on Sat., Mar. 7, which will be a dinner party at the ballroom followed by the awards ceremony at 7 pm in the lounge. Afterwards, there will be music and dancing to the tunes of Kelly McGuire. Photos of the day's race will be shown on the lounge's LED television for all to enjoy.

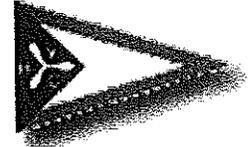
Entry deadline for Bay Cup I is Wed., Feb. 25 at 9 pm. There will be a Skippers' Meeting in the Lakewood Yacht Club Ballroom, 2425 NASA Parkway, Seabrook, on Fri., Mar. 6, 7:30 pm. All are urged to attend for last minute regatta updates. For questions or further information, e-mail Lakewood Yacht Club at lyc@lakewoodyachtclub.com.

Spouse/Crate earn LYC's "Yachtsmen of the Year" Award

Spouse and wife team of Andrea Todaro and Jim Crate were awarded "Yachtsman of the Year" at Lakewood Yacht Club's annual Commodore's Ball held last month in the ballroom. The award is not given annually, but the recipients are decided upon by the last three recipients who were awarded Hughes, Past Commodore John Broderick, and Martin. This prestigious award is presented to a Lakewood member based upon cumulative outstanding accomplishments in community service, and representation of Lakewood Yacht Club (LYC) outside of the local area. Originating in 1974, the award was re-named in 2008 to the Ed Matthews Memorial Yachtsman of the Year Award in honor of Past Commodore Ed Matthews, a world renown racer, and the epitome of a Lakewood member. In presenting the award this year, Martin related that Andrea and Jim have continued the traditions of yachting and service to LYC and to the yachting community. They have a history of sailing and racing, have been members in the Clear Lake Racing Association, US Sailing, and the Galveston Bay Cruising Association. At Lakewood, they have chaired and participated in numerous committees including Race, Sheds Piers and Harbor, Radio, Keels & Communications. "Their contributions to our Harvest Moon Regatta have been outstanding. Andrea and Jim are full-time professionals, not only at Lakewood but at the firm."



Sailing Calendar



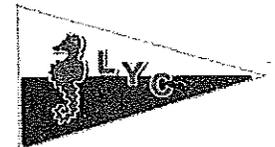
HYC Mid-Winter Regatta
Feb 28-March 1 • Galv. Bay

HYC Spring Series #1
Sun. March 8 • Galveston Bay

HYC Spring Series #2
Sun. March 29 • Galveston Bay

HYC Elissa Regatta Series #2
April 10 & 11 • Galveston Bay

HOUSTON YACHT CLUB
281-471-1255

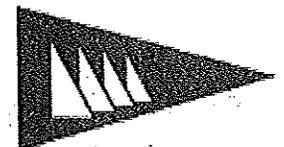


Bay Cup I
March 7 • Galveston Bay

Heald Bank Race
April 25-26 • Galveston Bay

Shoe Regatta
May 16-17 • Galveston Bay

LAKEWOOD YACHT CLUB
281-474-2511



Performance Cup
Sat. March 21 • Galveston Bay
Sun. March 22 • Galveston Bay

Conundrum
Sat, April 18 • Galveston Bay

Women's Regatta
Sat, May 2 • Galveston Bay

GBCA Offshore #1
Fri, May 22 • Gulf of Mexico
Sat, May 23 • Gulf of Mexico
Sun, May 24 • Gulf of Mexico



LAKEWOOD LADIES ASSOCIATION

Lakewood Ladies Association Board members take time out during their installation luncheon for a photo. From left, standing, Mary Moorehead, Amy Dumphey, Marion DeHart; seated, 2014 President Evey Leavens, Commodore Joyce Maxwell and Jan Smith.

President Evey Leavens, left, and Rubye Garrett of the Lakewood Ladies Association during the installation luncheon.

Commodore Joyce Maxwell, right, presents 2015 Lakewood Yacht Club Ladies Association President Evey Leavens with a beautiful bouquet of roses during the installation luncheon at the club.

LAKEWOOD TO HOST BAY CUP I ON MARCH 7

LAKEWOOD YACHT CLUB FLEET CAPTAIN Ashley Walker has announced that the 2015 Bay Cup I will be held on Saturday, March 7. This year marks the 14th one for the club to host the Bay Cup series.

Open to the public, this is a long distance race on Galveston and Trinity Bays. Racers can register on-line at www.lakewoodyachtclub.com under the race button. "Bay Cup I is the first of a two race series with races having multiple legs totaling about 15 - 20 nautical miles," explained Walker. Bay Cup II is slated to be held on Saturday, Aug. 1. Overall trophies will be presented for the two-race series at the conclusion of Bay Cup II.

Racing classes will be the Cruising Classic Canvas, Cruising Poleless Spinnaker, PHRF Spin and Non Spin, Shorthanded Offshore Sailors (SOS), Multihull and One Design Classes. A minimum of four boats constitutes a class. In addition to the long legs of the races, the course will also present a navigational challenge.

The entry fee of \$75 includes post-race activities on Saturday, March 7, which will be a dinner party at 6 p.m. in the ballroom followed by the awards ceremony at 7 p.m. in the lounge. Afterwards, there will be music and dancing to the tunes of Kelly McGuire. Photos of the day's race will be shown on the lounge's LED television for all to enjoy.

The entry deadline for Bay Cup I is Wednesday, Feb. 25 at 9 p.m. There will be a Skippers' Meeting in the Lakewood Yacht Club Ballroom, 2425 NASA Parkway, Seabrook, on Friday, March 6, 7:30 p.m. All skippers are urged to attend for last minute regatta updates.

Walker related that Bay Cup I is made possible through the support of DonQ (Puerto Rico's premium rum), Caliche Rum, Hays Insurance, Little Yacht Sales, OJ's Marine, Sea Lake Yacht Sales and Banks Sails. Additional sponsors include the City of Seabrook and Bay Access, a not-for-profit organization supporting youth and amateur racing on Galveston Bay.

For questions or further information, please e-mail Lakewood Yacht Club at lyc@lakewoodyachtclub.com.

honor to serve as Lakewood's first woman Commodore, and I look forward to a rewarding with exciting activities and challenges for our members, including the remodeling of our dining room," remarked Maxwell.

LAKEWOOD RACES SUPPORTED BY ANNUAL SPONSORS

Lakewood Yacht Club's Race Sponsorship Committee Chair Andrea Todaro recently announced that club members have stepped up this year in the city of Seabrook in supporting its annual sponsors.

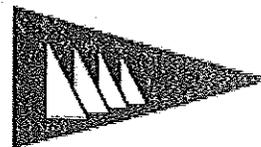
Additional support allows the club to conduct a first-class race schedule and related activities. "Sailors from all over the country have enjoyed the joy throughout the year," explained the club's boat repair and maintenance company, J. J. Marine, owned by Patrick and Andrew, has expanded its Harvest Race Sponsorship to become an annual sponsor. The sponsorship is The Yacht Sales Company, which is the new Beneteau sailboat dealer in the Houston region. This is owned by Davis who also operates the sister company, Yacht Service Company. Also joining

the new annual sponsor lineup is Blackburn Marine owned by the Lambert family. This company supplies quality marine products. On board as well is Alliant Insurance thanks to the efforts of Cran Fraser, their new Vice President in their Marine and Energy Group. Lakewood racer J.D. Hill of RejeX joins the growing list, touting his product slogan "RejeX your boat, wax the competition."

World renowned racer O.J. Young and his company O.J's Marine joins Little Yacht Sales, owned by Kent Little, to round out our annual race sponsor list.

"I hope that when racers see these sponsors on race weekends, they will take the time to express their appreciation personally," added Todaro. To learn more about the annual races hosted by Lakewood Yacht Club, please check the website at www.lakewoodyachtclub.com.

May 16-17 • Galveston Bay
LAKEWOOD YACHT CLUB
281-474-2511



Performance Cup
Sat. March 21 • Galveston Bay
Sun. March 22 • Galveston Bay

Conundrum
Sat, April 18 • Galveston Bay

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Sun, May 24 • Gulf of Mexico
Mon, May 25 • Gulf of Mexico

GALVESTON BAY CRUISING ASSOCIATION (GBCA)

THE SCENE

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MARCH 2015

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MARCH 2015

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Bay Area Houston

Lakewood Yacht Club

News Release

Tuesday, August 11, 2015

Lakewood Yacht Club Team Wins US Sailing's Prestigious Sears Cup!

Seabrook - Lakewood Yacht Club is excited to congratulate our youth team for bringing home the highly coveted Sears Cup! The United States Sailing

Association's 94th U.S. Junior Championships Regatta, one of the country's most prestigious events for sailors ages 13-18, was held at Wianno Yacht Club in Osterville, MA August 2nd- 6th 2015 and Lakewood Yacht Club was represented as home to the best of the best for youth sailors!



The team of Dane Byerly, Howdy Hughes, Collin Scoville and Carson Shields, representing Lakewood Yacht Club has won US Sailing's Jr. Quadruple Handed Championship for the Sears Cup. The event was part of the Chubb US Sailing Jr. Championships and sailing took place in Wianno Seniors, a 25 ft. Gaff Rigged Sloop, originally designed in 1914. 11 teams from around the United States qualified to compete in this year's Sears Cup through area eliminations in their region. Racing took place in a variety of conditions on Nantucket sound, with a great sea breeze being the norm late in the day. The Lakewood team was strong in all conditions effectively winning the event even before the last race. On the final day the team sailed to their 6th race win in 11 races while flying the Texas Flag from the mast. They ended up winning the event with 18 points in 11 races with second place 24 points behind them. The Sears Cup is the oldest youth trophy in sailing and has been awarded since 1921. This is the first time that Lakewood has ever won this prestigious award but is looking forward to keeping up with this trend!

In addition to Lakewood Yacht Club team winning the Sears Cup, Dylan Ascenclos and Hunter Skinner, also represented Lakewood in the 420 class sailing for the Bemis trophy. Coming off several impressive events this summer, Dylan and Hunter looked to keep their momentum going. The two sailed most of the event in the top ten, but a tough final race saw them finish up at a still impressive 13th place overall.

Complete results can be found here [Final Results](#).

HMR and Sail-a-thon join forces

For the fourth year, a Sail-a-thon to raise ovarian cancer awareness will partner with Lakewood Yacht Club's Harvest Moon Regatta®, the race from Galveston to Port Aransas October 22-25.

There are three ways to participate in the Sail-a-thon: register your boat and raise funds; donate and support a boat; create a virtual boat. For information visit their website sail-a-thon.org.

The beneficiary of the Sail-a-thon proceeds will be Judy's Mission Ovarian Cancer Foundation. The foundation was created in 2010 to honor Judy Robinson, a longtime member of Lakewood and participant in the regatta. The Judy's Mission trophy honoring Robinson will be presented to the skipper who raises the most donations during the event. This will take place during the awards ceremony the evening of Saturday, October 24, at the Port Aransas City Pavilion. There will be an "Early Bird Drawing" for early registrants held September 26.

Robinson was an avid sailor, boat owner and racer. She was a member of the Harvest Moon Regatta Committee for years and was a great supporter.

Despite a healthy lifestyle, Robinson was diagnosed with advanced stage ovarian cancer in 2009 and died within a year. While battling ovarian cancer, she was determined to do something to raise awareness about the vague signs and symptoms and ineffective screening tools for victims of ovarian cancer. She and her friends then created the JLR Foundation.

The JLR Foundation is a 501(c)(3) non-profit organization in Houston dedicated to raising awareness about the signs and symptoms of ovarian cancer and to funding research. For information, visit the website www.jlr-foundation.org

To participate in the Sail-a-thon visit the website www.harvestmoonregatta.com and click on Sail-a-thon.

Bay Cup winners



Veteran racer and Lakewood Yacht Club member Uzi Ozeri (holding crystal trophy) won the Bay Cup II Series trophy for the J-105 Fleet on *Infinity*. The series winners are those who have the best score in their fleet combining Bay Cup I held in March and Bay Cup II in August. Pictured with Ozeri are regatta sponsor Steve Jurbala (right) with DonQ Rum, LYC Commodore Joyce Maxwell and Vice Commodore Don Mitchell.



Kevin Orff (pictured third from right) took home a trophy during the Bay Cup II Series on *Wildcat* in the PHRF Spin (Non Sprit) fleet. Also pictured with Orff are his crew Brian Peterworth with wife Audrey (left), LYC Vice Commodore Don Mitchell, LYC Commodore Joyce Maxwell, Julie Orff (far right) and race sponsor Steve Jurbala with DonQ Rum. Crew member Dave Ryan is not pictured.



Winning the Bay Cup II Series for the J-109 Fleet was Lakewood Yacht Club's Al Goethe (pictured third from right) on *Hamburg*. The Series was hosted by Lakewood. Pictured with Goethe are LYC Rear Commodore Ashley Walker, regatta sponsor Steve Jurbala with DonQ Rum, *Hamburg* crew members Moray Sandison, Farley Fontenot, Doug Cummings and LYC Fleet Captain Jim Winton (far right).

LYC youth bring home Sears Cup

Lakewood Yacht Club is excited to congratulate their youth team for bringing home the highly coveted Sears Cup. The United States Sailing Association's 94th U.S. Junior Championships Regatta, one of the country's most prestigious events for sailors ages 13-18, was held at Wianno Yacht Club in Osterville, Massachusetts, August 2-6.

The team of Dane Byerly, Howdy Hughes, Collin Scoville and Carson Shields, representing Lakewood has won U.S. Sailing's Jr. Quadruple Handed Championship for the Sears Cup.



Bringing home the Sears Cup for Lakewood Yacht Club (pictured left to right) Howdy Hughes, Collin Scoville, Dane Byerly and Carson Shields.

The event was part of the Chubb U.S. Sailing Jr. Championships and sailing took place in Wianno Seniors, a 25 ft. Gaff Rigged Sloop, originally designed in 1914. Eleven teams from around the United States qualified to compete in this year's Sears Cup through area eliminations in their region.

Racing took place in a variety of conditions on Nantucket Sound, with a great sea breeze being the norm late in the day. The Lakewood team was strong in all conditions effectively winning the event even before the last race. On the final day the team sailed to their sixth race win in 11 races while flying the Texas Flag from the mast. They ended up winning the event with 18 points in 11 races with second place 24 points behind them.

The Sears Cup is the oldest youth trophy in sailing and has been awarded since 1921. This is the first time that Lakewood has ever won this prestigious award.

In addition to Lakewood Yacht Club team winning the Sears Cup, Dylan Ascencios and Hunter Skinner, also represented Lakewood in the 420 class sailing for the Bemis trophy. Coming off several impressive events this summer, Dylan and Hunter looked to keep their momentum going. The two sailed most of the event in the top ten, but a tough final race saw them finish in thirteenth place overall.

In recognizing the success of the team, it's important to also recognize Lakewood's Sailing Director, Marek Valasek, who joined the staff in May 2012. Marek has grown the club's youth program into one that is recognized as stellar around the world. Due to his success, Marek has been picked to coach the 2015 Opti Worlds held in Dziwon, Poland.

The Bay Area OBSERVER

VOLUME 6, NO. 33

COMMUNITY NEWS FOR LA PORTE, MORGAN'S POINT, SHOREACRES & THE GALVESTON BAY AREA

THURSDAY, AUGUST 13, 2015

<p>Friday AUG 14</p> <p>Mostly sunny and very warm</p> <p>97° Lo 79°</p>	<p>Saturday AUG 15</p> <p>Plenty of sunshine</p> <p>95° Lo 80°</p>	<p>Sunday AUG 16</p> <p>Mostly sunny and very warm</p> <p>95° Lo 80°</p>
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Lakewood Yacht Club Team Wins US Sailing's Prestigious Sears Cup

SEABROOK - AUG. 10TH, 2015

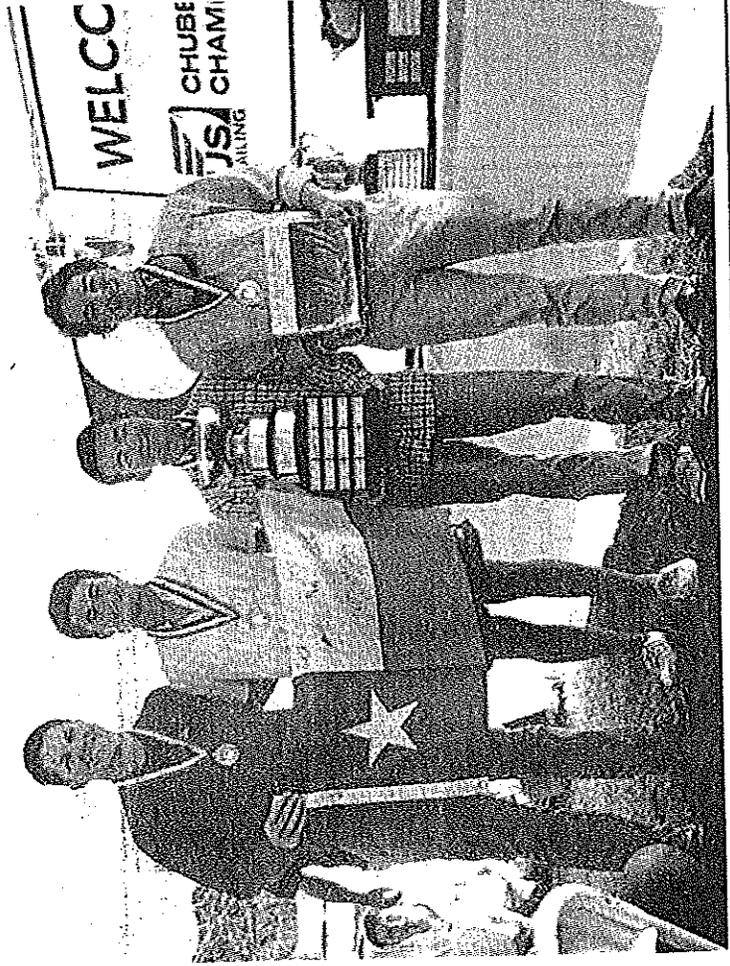
Lakewood Yacht Club is excited to congratulate our youth team for bringing home the highly coveted Sears Cup! The United States Sailing Association's 94th U.S. Junior Championships Regatta, one of the country's most prestigious events for sailors ages 13-18, was held at Wianno Yacht Club in Oyster Bay, MA August 2nd- 6th 2015 and Lakewood Yacht Club was represented as home to the best of the best for youth sailors!

The team of Dane Byerly, Howdy Hughes, Collin Scoville and Carson Shields, representing Lakewood Yacht Club has won US Sailing's Jr. Quadruple Handed Championship for the Sears Cup. The event was part of the Chubb US Sailing Jr. Championships and sailing took place in Wianno Seniors, a 25 ft. Gaff Rigged Sloop, originally designed in 1914. 11 teams from around the United States qualified to compete in this year's Sears Cup through area eliminations in their region. Racing took place in a variety of conditions on Nantucket sound, with a great sea breeze being the norm late in the day. The Lakewood team was strong in all conditions effectively winning the event even before the last race. On the final day the team sailed to

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In recognizing the success of the team, it's important to also recognize Lakewood Yacht Club's Sailing Director, Marek Valasek, who joined the Lakewood staff in May 2012 and has grown the club's youth program into one that is recognized as stellar around the world. Due to his success, Marek has been picked to judge the 2015 Opti Worlds to be held in Dziwon, Poland from Aug. 25th - Sept. 5th.



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 Bay Area Houston

Lakewood Yacht Club

News Release
 Thursday, August 20, 2015

LAKWOOD'S SAILING DIRECTOR PICKED TO COACH WORLD OPTIMIST CHAMPIONSHIP IN POLAND!

Seabrook - Lakewood Yacht Club's Sailing Director, Marek Valasek, has been chosen to coach the 2015 Opti Worlds to be held in Dziwnon, Poland from Aug. 25 to Sept. 5. This is an honor bestowed only onto the best of the best. The Fleet Races and the Team Races will be held on Pomorska Bay, which is on the Baltic Sea. With 300 boats expected to participate, the venue had to be changed from the original marina to a larger, newer one, just to the west.



Since joining Lakewood's staff in May of 2012, Valasek has grown the club's Youth Sailing Program into one that is recognized as stellar around the world. Most recently, Marek's team of Dane Byerly, Howdy Hughes, Collin Scoville and Carson Shields, representing Lakewood Yacht Club, won US Sailing's Jr. Quadruple Handed Championship for the Sears Cup. "It is a true honor to have our Sailing Director selected for this distinct championship where Optis will be racing from all over the globe," related Commodore Joyce Maxwell. "Marek is a world class sailor, winning a total of 7 National Championships for his home country of Slovakia in Optimists, Lasers and Finns during the 1980's and 1990's. He also raced in the Centennial Olympic Games. We are very proud to have him representing Lakewood in Poland."

Valasek graduated in 1999 from Comenius University in Bratislava, Slovakia, with a Masters degree in Physical Education and English. He moved to Miami in the year 2000 where he served as the Sailing Head Coach for Corral Reef Yacht Club for eight years before taking the position of Sailing Director at the Lauderdale Yacht Club from 2009 - 2011. There, he managed a very large summer sailing programs with up to 12 employees in charge of over 200 sailors. Valasek has managed multi-class sailing programs throughout his career including Learn-To-Sail through advanced racing in Optimist, Laser, Club and High School classes.



Lakewood Yacht Club volunteers Cindy Brooks Winton and Lynn Irvine set up a booth regarding Judy's Mission Ovarian Cancer Foundation at last year's Harvest Moon Regatta City Pavilion at Port Aransas.

Harvest Moon Regatta to feature Sail-a-thon

PRESS RELEASE

For the fourth year, a Sail-a-thon to raise ovarian cancer awareness will partner with Lakewood Yacht Club's Harvest Moon Regatta® which will race from Galveston to Port Aransas over October 22 - 25.

There are three ways to participate in the Sail-a-thon this year: register your boat and raise funds; donate to the cause and support a boat; create a virtual boat. For more information, please visit sail-a-thon.org.

Judy's Mission Ovarian Cancer Foundation. The foundation was created in 2010 to honor Judy Robinson, a long-time member of Lakewood Yacht Club and participant in the Harvest Moon Regatta®. The Judy's Mission trophy honoring Robinson will be presented to the skipper who raises the most donation money for the event. This will take place during the Harvest Moon Regatta® Awards Ceremony to be held the evening of Saturday, Oct.

Bird Drawing" for early registrants held on Sept. 26.

Robinson was an avid sailor, boat owner and racing participant. She was a member of the Harvest Moon Regatta® Committee for years and was a great supporter of the event. Despite a healthy lifestyle, Robinson was diagnosed with advanced stage ovarian cancer in 2009 and died within a year. While battling ovarian cancer, she was determined to do something to raise awareness about

screening tools for victims of ovarian cancer. She and her friends then created the JLR Foundation.

The JLR Foundation is a 501(c)(3) non-profit organization in Houston dedicated to raising awareness about the signs and symptoms of ovarian cancer and to funding research. For further information, please visit the website www.jlr-foundation.org

To participate in the Sail-a-thon, please visit the website www.harvestmoonre-

US junior regatta at Wianno YC this week

By Laura Stickells
lstickells@capecodonline.com

The United States Sailing Association's 94th U.S. Junior Championships Regatta, one of the country's most prestigious events for sailors ages 13-18, will be hosted by the Wianno Yacht Club in Osterville from Sunday through Thursday.

The event, sponsored by Chubb Insurance, will include 104 competitors from around the country who qualified at 11

regional regattas.

Sailors will be arriving on Sunday for registration and a clinic and the first race is scheduled for 3 p.m. Monday. The championships run through Thursday, culminating with an awards ceremony.

"This is like the U.S. Open in golf," said Matt Dubois, U.S. Sailing's Junior National Championship Committee Chairman. "(It's) the only open event in the country for junior sailors. You go and win

your local qualifier, or qualify to get a berth in the national championship."

Teams from as far away as Hawaii and California will be competing, as well as local sailors from the Cape, and college coaches will have a keen interest as they often recruit many of the top competitors for their programs.

The regatta will feature three classes of boats all racing for



Sailors in Club 420 boats fly spinnakers in a regatta off Hyannis. The 420 class, competing for the Bemis Trophy, is one of three divisions in the U.S. Junior Championships this week at the Wianno Yacht Club. STEVE HEASLIP/CAPE COD TIMES FILE

SEE SAILING, C3

SAILING

From Page C1

different trophies: single-handed Bytes competing for the Smythe Trophy, double-handed Club 420's competing for the Bemis Trophy, and the quadruple-handed Wianno Seniors competing for the Sears Cup.

The race course will be set on Nantucket Sound outside of West Bay.

This is the first time the Sears Cup is being held in Wianno Seniors. Previous champions of the Sears Cup include John Kosteci, Olympic silver medalist, America's Cup winner and Volvo Ocean Race winner, and John Kollus, an Olympic silver medalist and

no team consistently has the advantage of a faster boat.

Although provided equipment helps to level the playing field, Cape sailors do have some advantage because they are familiar with the local conditions on Nantucket Sound.

Gabby Rizika, a member of Wianno YC, will be racing a Byte in the Smythe Trophy, the same class she competed in last year in Northern Michigan on Grand Traverse Bay. She said she hopes to improve this week because she'll be sailing in familiar conditions.

"I think it will be a lot better sailing at my home club," Rizika said. "I won't have to think about the wind patterns (and the tides) because I'll already know them."

The Chubb Regatta is good

and all of the fleets will include both boys and girls.

"There's no gender discrimination," Dubois said. "The boys race against the girls and some of the crews are mixed crews."

Still, Rizika said, it can be more difficult to hike the boat flat in heavier winds because she is lighter than her male competitors. But she also admits she has an advantage over heavier boys when the wind is light.

Wianno Yacht Club members, including nearly 100 volunteers, started working on travel and housing accommodations, as well as regatta logistics, last fall to ensure the event runs smoothly. All of the sailors are staying with host families.

HARVEST MOON REGATTA SAIL-A-THON

For the fourth year, a Sail-a-thon to raise ovarian cancer awareness will partner with Lakewood Yacht Club's Harvest Moon Regatta. Sailboats will race from Galveston to Port Aransas October 22 - 25.

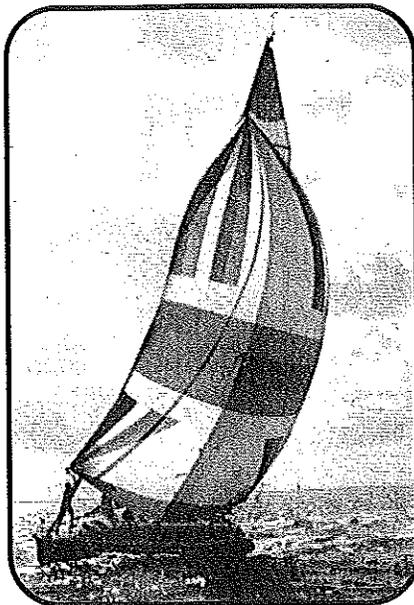
There are three ways to participate in the Sail-a-thon this year: charter your boat and raise funds; donate to the cause and support the event; or create a virtual boat. For more information, please visit sail-a-thon.org.

The beneficiary of the Sail-a-thon proceeds will be Judy's Mission for Ovarian Cancer Foundation. The foundation was created in 2010 for Judy Robinson, a long-time member of Lakewood Yacht Club and participant in the Harvest Moon Regatta. The Judy's Mission trophy honoring Robinson will be presented to the skipper

who raises the most donation money for the event. This will take place during the Harvest Moon Regatta Awards Ceremony to be held the evening of Saturday, Oct. 24, at the Port "A" City Pavilion. There will be an "Early Bird Drawing" for early registrants held on Sept. 26.

Robinson was an avid sailor, boat owner and racing participant. She was a member of the Harvest Moon Regatta Committee for years and was a great supporter of the event. Despite a healthy lifestyle, Robinson was diagnosed with advanced stage ovarian cancer in 2009 and died within a year. While battling ovarian cancer, she was determined to do something to raise awareness about the vague signs and symptoms and ineffective screening tools for victims of ovarian cancer. She and her friends then created the JLR Foundation.

To participate in the Sail-a-thon, please visit the website www.harvestmoonregatta.com and click on Sail-A-Thon.



Wednesday Night Sailboat Races on Clear Lake

Address: 3713 NASA PKWY (Seabrook)

2015 RACING SEASON COMPLETED RACES

-Series 1, Race 1
-Series 1, Race 2
-Series 1, Race 3
-Series 1, Race 4

-Series 2, Race 1
-Series 2, Race 2
-Series 2, Race 3
-Series 2, Race 4

-Series 3, Race 1
-Series 3, Race 2
-Series 3, Race 3
-Series 3, Race 4

-Series 4, Race 1
-Series 4, Race 2
-Series 4, Race 3
-Series 4, Race 4

UPCOMING RACES

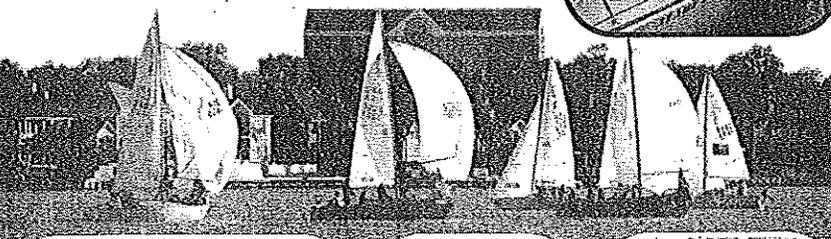
-Series 5, Race 3
-Series 5, Race 4

-Series 6, Race 1
-Series 6, Race 2
-Series 6, Race 3
-Series 6, Race 4

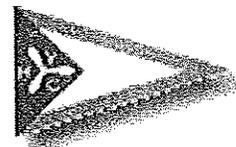
.....Championship Semi

Wednesday Night Race Season Continues

THE SCENE MAGAZINE SAILING TEAM, captained by veteran sailor Stuart Lindow in "Tropical Aggression," has started the season with an eye on the team's third consecutive J/24 title in the Wednesday Night Sailboat Races on Clear Lake. The Team has won 16 of the first 18 races this season including 13 straight. Sponsoring The SCENE Sailing Team in 2015 is **Carefree Boat Club, Galactic Coast Brewing, UK Sailmakers, Bahama Rigging, Bay Area Media Services and Vacuum Truck Rentals**. Come out and cheer them on!



Sailing Calendar



HYC - Summer Series 3
August 9 • Galveston Bay

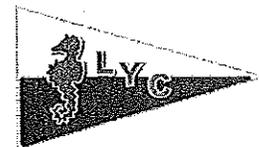
HYC - Fall Series 1
Sept. 6 • Galveston Bay

Houston Open One Design
Sept. 19-20 • Galveston Bay

HYC - Fall Series 2
Sept. 27 • Galveston Bay

J-22 N. American Champs
Sept. 30-Oct 4 • Galveston Bay

HOUSTON YACHT CLUB
281-471-1255

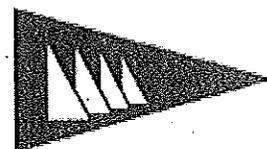


J/80 North American Champs
October 8-11 • Galveston Bay

J/Fest Southwest
October 10-11 • Galveston Bay

Harvest Moon Regatta
October 22-25 • Gulf of Mexico

LAKWOOD YACHT CLUB
281-474-2511



Cruzan Rum Race #5
Sat., August 8 • Galveston Bay

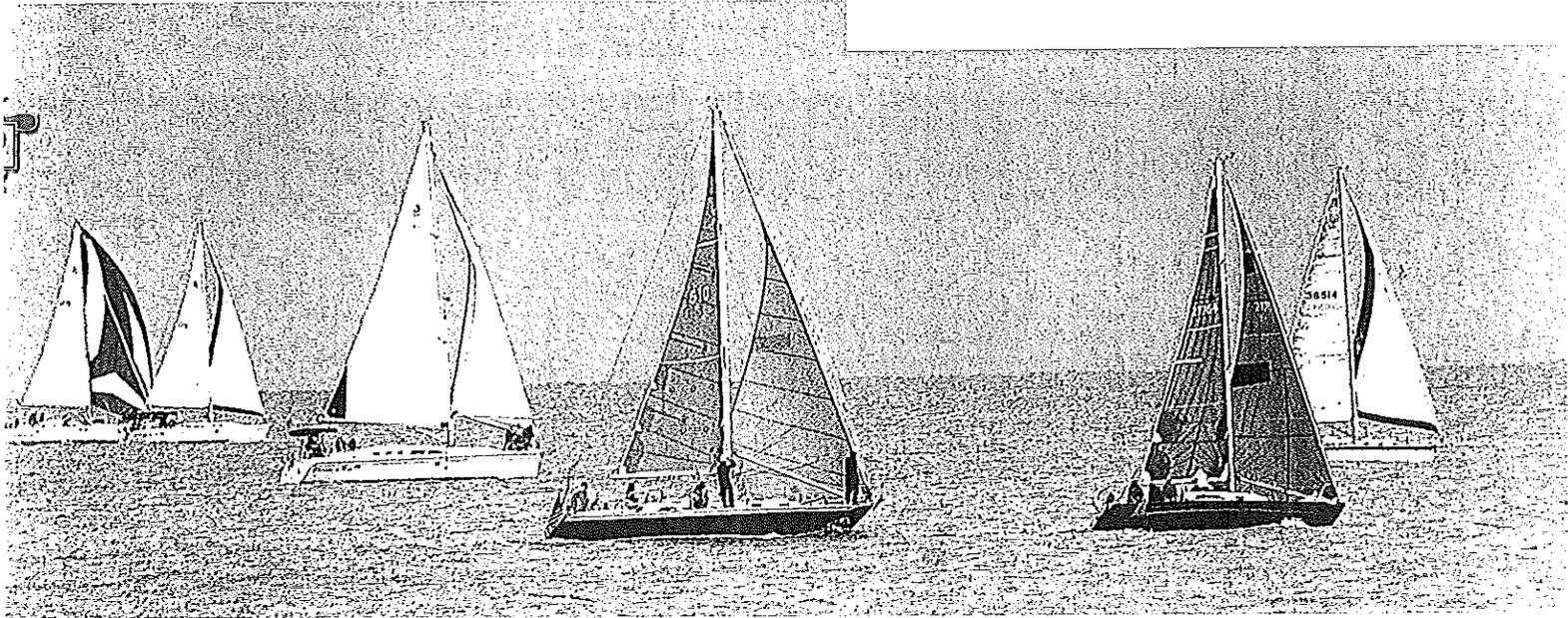
GBCA Single-Handed Regatta
Sat., August 15 • Galveston Bay

GBCA Mixed Doubles Regatta
Sun., August 16 • Galveston Bay

Cruzan Rum Race #6
Sat., August 22 • Galveston Bay

Cruzan Rum Race #7
Sat., August 29 • Galveston Bay

Cruzan Rum Race #8
Sat. Sept 12 • Galveston Bay



Harvest Moon Regatta set for weekend of Oct. 22

LAKEWOOD YACHT CLUB'S Harvest Moon Regatta Committee Chairman Jack Seitzinger has announced that the 29th Annual Harvest Moon Regatta this year will be held from Thursday, Oct. 22 through Sunday, Oct. 25.

"We wanted to get the word out early this year so that racers can plan their schedules," said Seitzinger, who has raced numerous times in the Harvest Moon Regatta.

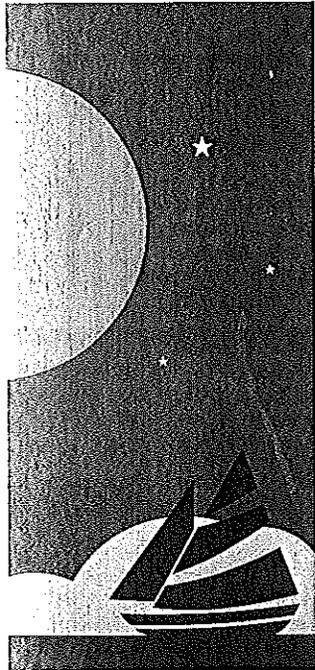
This is an offshore race from Galveston to Port Aransas and is deemed by racers to be the largest port to port race in the country. Usually, more than 200 boats participate, plus their crews, which results in around 2,000 folks descending on Port Aransas.

The race begins off the Pleasure Pier in Galveston on Thursday afternoon and most racers, depending upon the weather, arrive in Port Aransas late Friday afternoon.

Activities begin for the racers on Saturday afternoon with a "Welcome Sailors Rum Party" sponsored by the original race sponsor, Bacardi Rum. Following are a buffet barbecue dinner and the awards ceremony, where over 150 trophies are presented to the winners. Sunday morning there is a coffee and doughnut gathering in the City Pavilion before heading home.

Quantum Sails has joined in as a sponsor this year and will be donating a sail and services valued at \$5,000 to one lucky person. Additional sponsors making this race possible include the City of Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, Refex dot com, Blackburn Marine, Alliant Insurance and True North Marine.

For further information about the 2015 Harvest Moon Regatta, visit the regatta's website at www.HarvestMoonRegatta.com



ON THE WATER

Harvest Moon Regatta® To Feature Sail-A-Thon



Lakewood Yacht Club's Harvest Moon Regatta® will race from Galveston to Port Aransas over October 22 - 25.

There are three ways to participate in the Sail-a-thon this year: register your boat and raise funds; donate to the cause and support a boat; create a virtual boat. For more information, please visit sail-a-thon.org.

The beneficiary of the Sail-a-thon proceeds will be Judy's Mission Ovarian Cancer Foundation. The foundation was created in 2010 to honor Judy Robinson, a long-time member of Lakewood Yacht Club and participant in the Harvest Moon Regatta®. The Judy's Mission trophy honoring Robinson will be presented to the skipper who raises the most donation money for the event. This will take place during the Harvest Moon Regatta® Awards Ceremony to be held the evening of Saturday, Oct. 24, at the Port "A" City Pavilion. There will be an "Early Bird Drawing" for early registrants held on Sept. 26.

Robinson was an avid sailor, boat owner and racing participant. She was a member of the Harvest Moon Regatta® Committee for years and was a great supporter of the event. Despite a healthy lifestyle, Robinson was diagnosed with advanced stage ovarian cancer in 2009 and died within a year. While battling ovarian cancer, she was determined to do something to raise awareness about the vague signs and symptoms and ineffective screening tools for victims of ovarian cancer. She and her friends then created the JLR Foundation.

The JLR Foundation is a 501(c)(3) non-profit organization in Houston dedicated to raising awareness about the signs and symptoms of ovarian cancer and to funding research. For further information, please visit the website www.jlrfoundation.org.

To participate in the Sail-a-thon, please visit the website www.harvestmoonregatta.com and click on Sail-A-Thon.

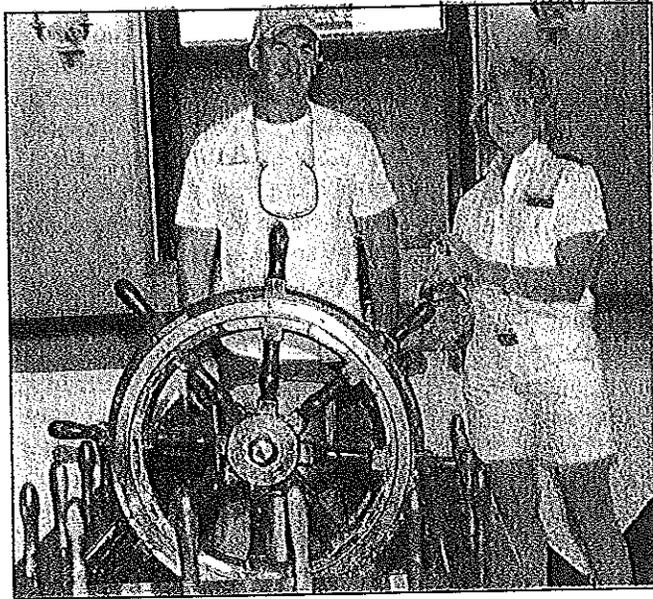
Infinity captures Shoe Regatta

Infinity took home the perpetual trophy from the Serralles Shoe Regatta. The J-105 is owned by Uzi Ozeri and skippered by Bill Zartler. The races were held mid-May on Galveston Bay and the awards ceremony was held at Lakewood Yacht Club.

Accomplished racer Bill Zartler was thrilled that he was the winner of the regatta, since it looked as if John Barnett might take home the trophy. According to Zartler, "It was a good competition with Barnett on my heels the whole time. But with the wonderful weather and Ozeri's excellent crew we kept the lead and took home a win."

Zartler's crew was comprised of tactician Tal Ozeri, son of Uzi, Megan Pesch, Alex Freas, Paul Redmond, Willie Olanzo and Cynthia Powell-Hall. Their win was all thanks to experience and persistence helped by the optimal wind speeds for a J-105 on Saturday. Sunday the wind was lighter but Zartler and his crew still managed to claim four races.

"We also appreciated the fact that Lakewood's Race Committee did such an efficient job of re-starting the races after each finish allowing us to get in the nine races," added Zartler.



Infinity, skippered by Bill Zartler, was the perpetual trophy winner of the Serralles Shoe Regatta. Zartler accepted the trophy from Lakewood Commodore Joyce Maxwell.

Other first place winners were: Rafael Brom on *Selah* in Cruising Classic Canvas; Paul Tullos on *Terrorist*, in PHRF Non-Spin (Distance); Tony Nunes and William Plant on *Picante* in PHRF Spin (Distance); Tom Sutton on *Leading Edge* in PHRF Spin Windward/Leeward; Paul Parsons on *Parsons Project* in J-80 class; Casey Lambert on *Blackburn Marine Racing* in J-22 class; Bruno Pasquinelli on *Stampede* in J-70 class; and Zartler also placed

first in the J-105 class on *Infinity*.

Lakewood Yacht Club would like to thank all the sponsors who made this regatta possible: the City of Seabrook; Little Yacht Sales; The Yacht Sales Company; The Yacht Service Company; OJ's Marine; REJEX.com; Blackburn Marine; Alliant Insurance; and True North Marine.

For complete race results visit www.lakewoodyachtclub.com under regattas.

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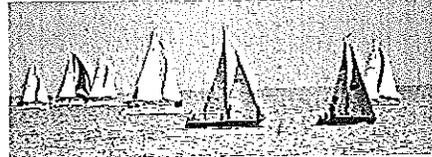
Galveston County

Lakewood Yacht Club

News Release
Thursday, July 16, 2015

29TH ANNUAL HARVEST MOON REGATTA® SLATED FOR OCT. 22 - 25

Lakewood Yacht Club's Harvest Moon Regatta® Committee Chairman Jack Seitzinger has announced that the 29th Annual Harvest Moon Regatta® this year will be held from Thurs., Oct. 22 through Sun., Oct. 25.



"We wanted to get the word out early this year so that racers can plan their schedules," related Seitzinger who has raced in the Harvest Moon Regatta® for numerous years.

This is an offshore race from Galveston to Port Aransas and is deemed by racers to be the largest port to port race in the country. Usually, over 200 boats participate plus their crews which results in around 2,000 folks descending up the sleepy fishing village of Port Aransas.

The race begins off the Pleasure Pier in Galveston on Thursday afternoon and most racers, depending upon the weather, arrive in Port Aransas late Friday afternoon.

Activities begin for the racers on Sat. afternoon with a "Welcome Sailors Rum Party" sponsored by the original race sponsor, Bacardi Rum. Following are a bar-be-que buffet dinner and the awards ceremony where over 150 trophies are presented to the winners. Sunday morning there is a coffee and doughnut gathering in the City Pavilion before heading home.

Quantum Sails has joined as a sponsor this year and will be donating a sail and services valued at \$5000 to one lucky person. Additional sponsors making this race possible include the City of Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, ReJex dot com, Blackburn Marine, Alliant Insurance and True North Marine.

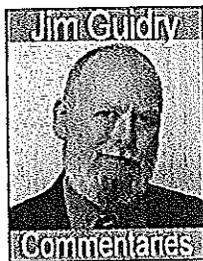
For further information about the 2015 Harvest Moon Regatta®, please go to the regatta's website at www.HarvestMoonRegatta.com



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Bay Area Houston

Lakewood Yacht Club

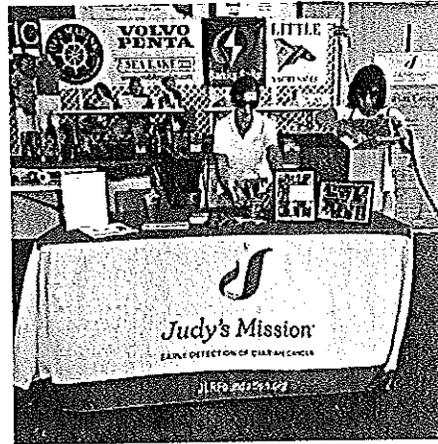
News Release
Friday, July 31, 2015

HARVEST MOON REGATTA® TO FEATURE SAIL-A-THON

For the fourth year, a Sail-a-thon to raise ovarian cancer awareness will partner with Lakewood Yacht Club's Harvest Moon Regatta® which will race from Galveston to Port Aransas over October 22 - 25.

There are three ways to participate in the Sail-a-thon this year: register your boat and raise funds; donate to the cause and support a boat; create a virtual boat. For more information, please visit sail-a-thon.org.

The beneficiary of the Sail-a-thon proceeds will be Judy's Mission Ovarian Cancer Foundation. The foundation was created in 2010 to honor Judy Robinson, a long-time member of Lakewood Yacht Club and participant in the Harvest Moon Regatta®. The Judy's Mission trophy honoring Robinson will be presented to the skipper who raises the most donation money for the event. This will take place during the Harvest Moon Regatta® Awards Ceremony to be held the evening of Saturday, Oct. 24, at the Port "A" City Pavilion. There will be an "Early Bird Drawing" for early registrants held on Sept. 26.



Robinson was an avid sailor, boat owner and racing participant. She was a member of the Harvest Moon Regatta® Committee for years and was a great supporter of the event. Despite a healthy lifestyle, Robinson was diagnosed with advanced stage ovarian cancer in 2009 and died within a year. While battling ovarian cancer, she was determined to do something to raise awareness about the vague signs and symptoms and ineffective screening tools for victims of ovarian cancer. She and her friends then created the JLR Foundation.

The JLR Foundation is a 501(c)(3) non-profit organization in Houston dedicated to raising awareness about the signs and symptoms of ovarian cancer and to funding research. For further information, please visit the website www.jlrfoundation.org

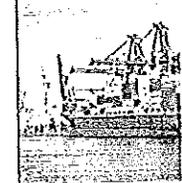
To participate in the Sail-a-thon, please visit the website www.harvestmoonregatta.com and click on Sail-A-Thon



Guidry News congratulates



ON 100 Years of Vision & Progress 1914 - 2014



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The Online News Station

Bay Area Houston

Lakewood Yacht Club

News Release
Thursday, July 23, 2015

HARVEST MOON 101 SLATED FOR JULY 25

For the first time, Lakewood Yacht Club is offering a workshop for racers who have not done off-shore regattas in the Gulf of Mexico in preparation for this year's Harvest Moon Regatta in the fall.

"This will be a basic introduction to off-shore sailing for this popular race," related Lakewood board member Tom Frankum who is in charge of the workshop seminar. It is slated to be held on Sat., July 25, 4 - 5:30 pm in the club's Seahorse Building located in the far southeast corner of the property by the fuel dock.

Free and open to the public, the session will include preparing your boat for off-shore racing, getting crew for the race, race logistics from Seabrook to Galveston to Port Aransas (150 miles) and back so participation in the Harvest Moon Regatta will be a fun and safe experience.

Those planning on attending the workshop are encouraged to RSVP at

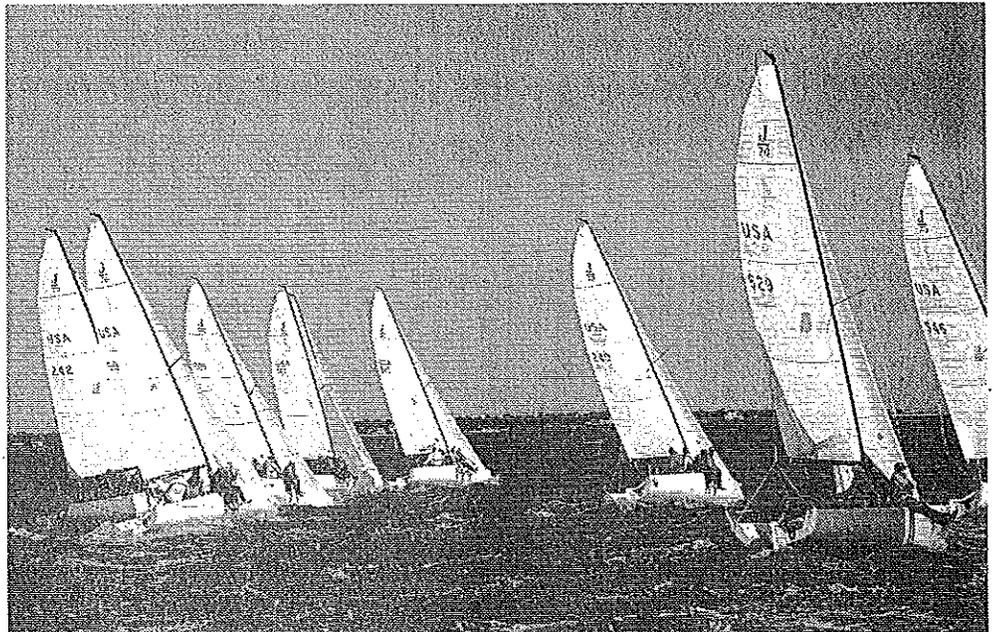


Guidry News congratulates



ON THE WATER

Sailors Across The Country Invited To Bay Area Houston This Fall



When the weather turns cold in most parts of the country, sailboat racers store their boats for the winter and begin the long wait for spring. But there is a better choice: The racing season on the Gulf Coast and Galveston Bay is in full swing through the end of the year.

"With the temperate climate in our area we have very active sailboat racing year-around" explains Bay Area Houston Convention & Visitors Bureau President Pam Summers. "We are well prepared to host racers who trailered their boats south to enjoy the extra months of racing and spending time on the water" adds Lakewood Yacht Club Fleet Captain Ash Walker.

The area clubs are making provisions for free boat storage between events for racers' convenience. For details, please check the website or contact the hosting club. The area has quick access to air travel and in many cases the local hotels offer special event rates.

The 2015 Fall racing season offers the following events:

- September 19-20: Houston Open One-Design (HOOD) Regatta (www.houstonyachtclub.com)
- September 30 – October 4: J/22 North American Championship (www.houstonyachtclub.com)
- October 10-11: Lakewood Yacht Club J/Fest Southwest (www.jfestsouthwest.com)
- October 9-11: J/80 North American Championships (www.jfestsouthwest.com)
- October 22-24: Lakewood Yacht Club Harvest Moon Regatta (www.harvestmoonregatta.com)
- November 21: HYC Turkey Day Regatta (www.houstonyachtclub.com)
- The first race of the New Year starts on the first Saturday of the year!

All races except the Harvest Moon Regatta are held on Galveston Bay. The Harvest Moon Regatta is a 150 mile distance race in the Gulf of Mexico. For specific regatta information including Notice of Race, please check the respective organizations' websites listed above.

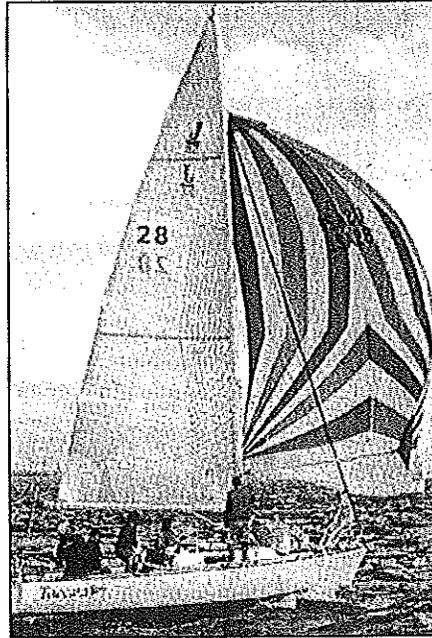
Bay Cup II sets sail August 1

Lakewood Yacht Club and Bay Access are excited to present Bay Cup II, part of the 2015 Bay Cup Series.

Fleet Captain Ashley Walker announced the 2015 Bay Cup II Regatta will be Saturday, August 1, on Galveston Bay. This one day event will showcase a full spectrum of sailboats competing in distance racing. It is an excellent way to enjoy a beautiful summer day. This will be an amazing experience for both sailors and spectators alike. "Make a weekend of it and bring family and friends and enjoy your evenings at one of the fine hotels and restaurants in Seabrook," suggested Bay Cup II Regatta Chairman Dwight Bengtson.

While here, families can enjoy local entertainment that includes inspiring the mind at Space Center Houston, relishing a stroll through Armand Bayou, enjoying the many rides at Kemah Boardwalk and hiking one of the numerous nature trails in the city of Seabrook enjoying an outdoor paradise.

Bay Cup II is the second in a series with Bay Cup I having been raced in March. It is open to the public with a \$75 registration fee. This



includes the Skipper's Meeting on Friday, July 31 at 7:30 p.m. in Lakewood's ballroom, along with a steak dinner and two drink tickets for the Saturday night party which includes live music.

"Bay Cup II will feature distance racing in Galveston Bay," said Bengtson, "with multiple legs for a total of about 15-25 nautical miles, depending upon wind conditions.

This should be a navigational challenge for racers as well."

Classes include PHRF Spinnaker, PHRF Non-Spinnaker, Cruising Spinnaker, Classic Canvas, Multihull, SOS and others.

The awards ceremony will be in Lakewood's lounge Saturday night following the dinner. Awards will be presented to Bay Cup II winners, as well as over-all winners of the Bay Cup Series. Skippers will also get to enjoy rum drinks provided by Don Q.

Sponsors helping to ensure that the Bay Cup II is once again an amazing event this year include: Don Q Puerto Rico's Premier Rum; the City of Seabrook; Alliant Marine and Energy Insurance; Little Yacht Sales; The Yacht Sales Company; Blackburn Marine; Rejex.com; OJ's Marine; The Yacht Service Company; and True North Marine. Proceeds from the regatta benefit Bay Access, a not-for-profit charitable organization fostering amateur racing and sailing on Galveston Bay.

For overnight accommodations, visit the website www.seabrooktx.gov. For questions regarding Bay Cup II, contact Lakewood Yacht Club's office at (281) 474-2511.

Gulf Coast offers great fall racing

When the weather up north turns cold and sailboat racers store their boats for the winter waiting for spring — the racing season on the Gulf Coast and Galveston Bay is in full swing through the end of the year.

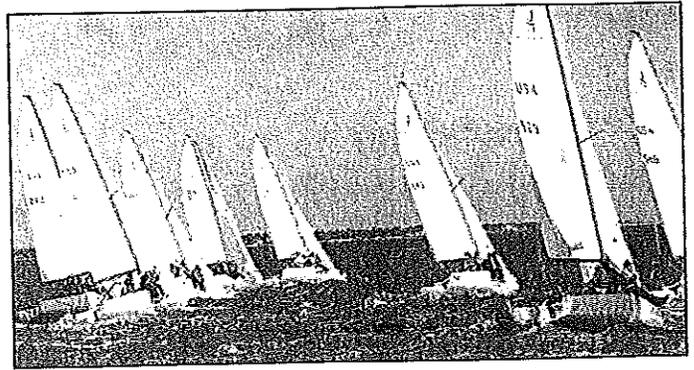
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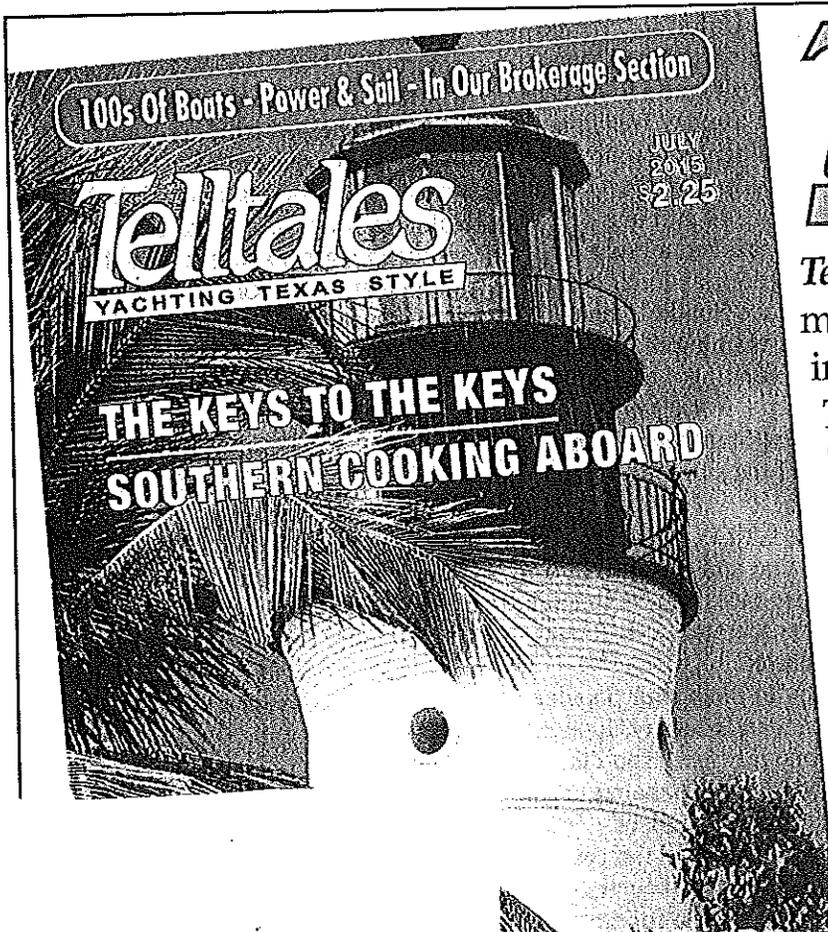
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- Lakewood Yacht Club J-Fest Southwest, October 10-11, www.jfestsouthwest.com;



- J-80 North American Championships, October 9-11, www.jfestsouthwest.com;
- Lakewood Yacht Club Harvest Moon Regatta, October 22-24, www.harvestmoonregatta.com;
- Houston Yacht Club Turkey Day Regatta, November 21, www.houstonyachtclub.com;
- The first race of the New Year is held the first Saturday of the year.

All races except the Harvest Moon Regatta are held on Galveston Bay. The Harvest Moon Regatta is a 150 mile distance race in the Gulf of Mexico. For specific regatta information including Notice of Race, check the respective organizations’ websites.



Telltales

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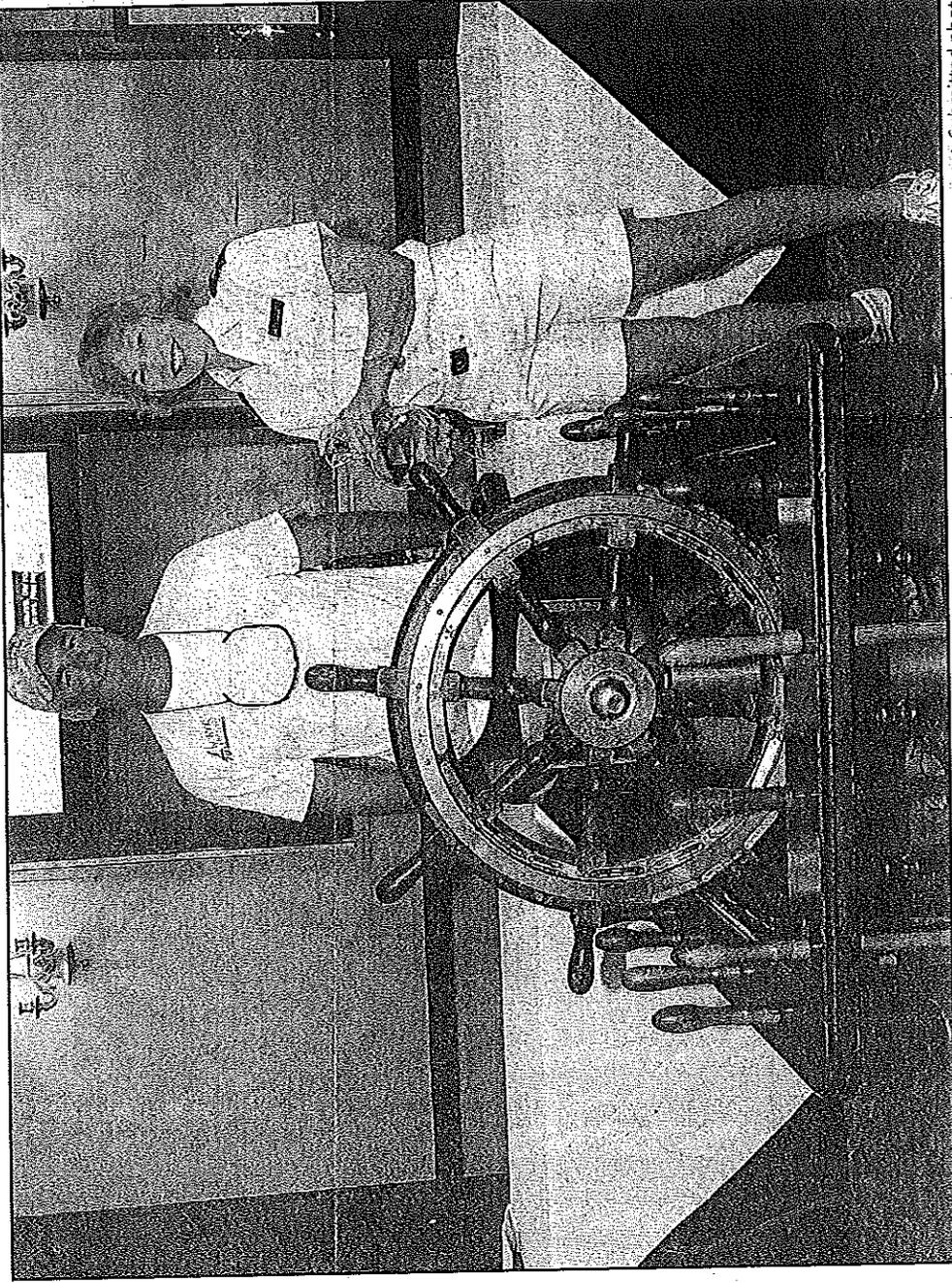
Lakewood boat wins Shoe Regatta

PRESS RELEASE

This year's winner of the Serralles Shoe Regatta's perpetual trophy is *Infinity*, a J/105, owned by Lakewood Yacht Club's (LYC) Uzi Ozeri and skippered by Bill Zartler. The races were held over the weekend of May 16 & 17 on Galveston Bay with awards ceremony taking place in Lakewood's ballroom on Sunday, May 17.

Accomplished racer Bill Zartler was thrilled that he was the winner of the regatta, since it looked as if John Barnett might be the one to take home the regatta's perpetual trophy. According to Zartler, "It was a good competition with Barnett on my heels the whole time. But with the wonderful weather and Ozeri's excellent crew we kept the lead and took home a win."

Zartler's crew for the race was comprised of Tal Ozeri, son of Uzi, who was the tactician, Megan Pesch, Alex Freas, Paul Redmond, Willie Olanzo and Cynthia Powell-Hall. Their win was all thanks to experience and persistence helped by the optimal wind speeds for a J/105 on Saturday. On Sunday the wind was a bit lighter



Submitted photo

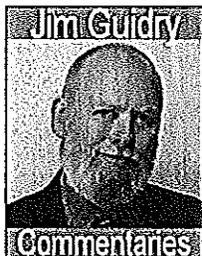
Infinity, a J/105, owned by Lakewood Yacht Club's Uzi Ozeri and skippered by Lakewood racer Bill Zartler, was this year's perpetual trophy winner of the Serralles Shoe Regatta held mid-May. Zartler is pictured accepting the keeper trophy standing behind the perpetual trophy from Lakewood's Commodore Joyce Maxwell at the May 17 awards ceremony.

For more detailed race results, please check the website www.lakewoodyachtclub.com under "Regattas - Race Results."

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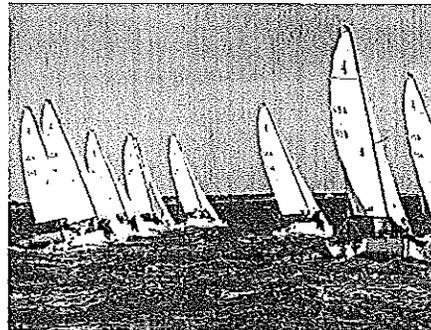
The Online News Station
Bay Area Houston

Lakewood Yacht Club

News Release
Monday, June 15, 2015

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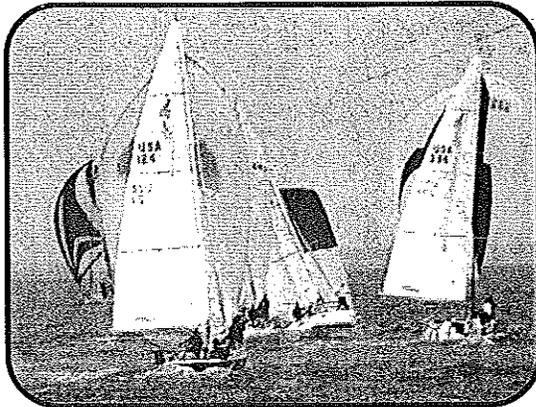
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Guidry News congratulates the Port of Houston on 100 Years of Vision & Progress 1914 - 2014

2015 BAY CUP SERIES - A WEEKEND OF SUMMER, SAILING AND FUN! ■ AUGUST 1

Lakewood Yacht Club and Bay Access are excited to present Bay Cup II, part of the 2015 Bay Cup Series. The 2015 Bay Cup II Regatta will be held on Saturday, Aug. 1, on Galveston Bay. This one day event will once again showcase a full spectrum of sailboats competing in distance racing. It is an excellent way to enjoy a beautiful summer day! This will be an amazing experience for both sailors and spectators alike. "Make the most of it and bring family and friends and enjoy the evenings at one of the fine hotels in Seabrook," suggested Bay Cup II Regatta Chairman Dwight Bengtson.



Bay Cup II is the second in a series with Bay Cup I having been raced in March. It is open to the public with a registration fee. This includes the Skipper's Meeting on Fri., July 31st, 7:30 pm in Lakewood's ballroom, along with a steak dinner and two drink tickets for the Saturday night party which includes live music. Racers can register now online.

"Bay Cup II will feature distance racing in Galveston Bay," explains Bengtson, "with multiple legs for a total of about 15 – 25 nautical miles, depending upon wind conditions. This should be a navigational challenge for racers as well."

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Wednesday Night Sailboat Races on Clear Lake

Address: 3713 NASA PKWY (Seabrook)

2015 RACING SEASON COMPLETED RACES

- Series 1, Race 1
- Series 1, Race 2
- Series 1, Race 3
- Series 1, Race 4

- Series 2, Race 1
- Series 2, Race 2
- Series 2, Race 3
- Series 2, Race 4

- Series 3, Race 1
- Series 3, Race 2
- Series 3, Race 3
- Series 3, Race 4

- Series 4, Race 1
- Series 4, Race 2

UPCOMING RACES

- Series 4, Race 3
- Series 4, Race 4
- Series 5, Race 1
- Series 5, Race 2
- Series 5, Race 3
- Series 5, Race 4

- Series 6, Race 1
- Series 6, Race 2
- Series 6, Race 3
- Series 6, Race 4

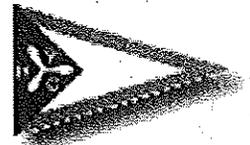
- Championship Semi 1
- Championship Semi 2

Wednesday Night Race Season Continues

THE SCENE MAGAZINE SAILING TEAM, captained by veteran sailor Stuart Lindow in "Tropical Aggression," has started the season with an eye on the team's third consecutive J/24 title in the Wednesday Night Sailboat Races on Clear Lake. The Team has won eight of the first ten races this season including five straight. Sponsoring The SCENE Sailing Team in 2015 is **Carefree Boat Club, Galactic Coast Brewing, UK Sailmakers, Bahama Rigging, Bay Area Media Services and Vacuum Truck Rentals**. Come out and cheer them on!



Sailing Calendar



HYC - Summer Series 2
July 19 • Galveston Bay

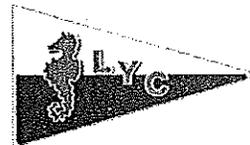
HYC - Summer Series 3
August 9 • Galveston Bay

HYC - Fall Series 1
Sept. 6 • Galveston Bay

Houston Open One Design
Sept. 19-20 • Galveston Bay

HYC - Fall Series 2
Sept. 26 • Galveston Bay

HOUSTON YACHT CLUB
281-471-1255



Bay Cup II

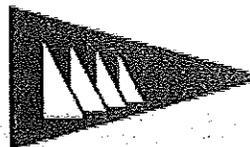
August 1 • Galveston Bay

J/80 North American Championships
October 8-11 • Galveston Bay

J/Fest Southwest
October 10-11 • Galveston Bay

Harvest Moon Regatta
October 22-25 • Gulf of Mexico

LAKWOOD YACHT CLUB
281-474-2511



Cruzan Rum Race #3
Sat., July 11 • Galveston Bay

Cruzan Rum Race #4
Sat., July 18 • Galveston Bay

GBCA Jr's Regatta
Sat., July 25 • Galveston Bay

Cruzan Rum Race #5
Sat., August 8 • Galveston Bay

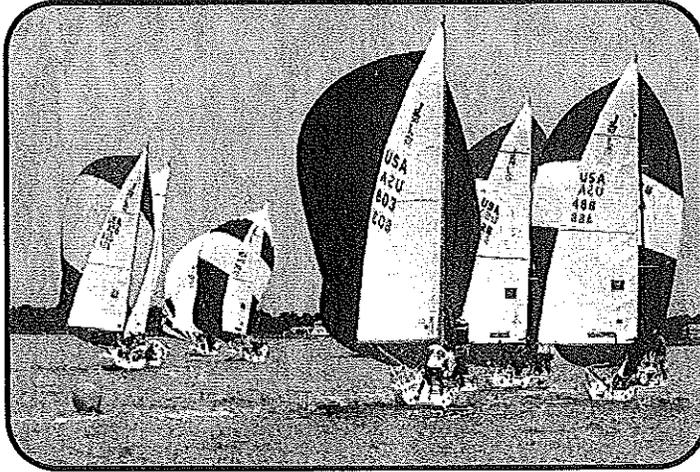
Cruzan Rum Race #6
Sat., August 22 • Galveston Bay

LEWOOD'S SHOE REGATTA: MAY 16-17

Lakewood Yacht Club's Race Committee Chairman Larry Rogers has announced that Serralles is the sponsor of the 33rd Annual Shoe Regatta. To be held over the weekend of May 16-17, Lakewood

hosted the first Shoe Regatta in which was originally sponsored by Serralles Sportswear, a Sportswear Store and Sperry Top-Sider Bay Access, a not-for-profit organization that supports amateur racing, is the racing authority of the races.

The Regatta, which is open to the general public, is raced on Galveston Bay, is a popular event for long local racers because, in each race, each crew member of the winning boat in each class was awarded a pair of Sperry deck shoes; the name of the Regatta.



The Regatta is for one-design, racing and cruising sailboats over 20 feet in length and with a cabin. There will be three races to accommodate One Design, PHRF and Distance classes. The Skippers Meeting will be held on Friday 15, 7:30 pm in the ballroom of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX. All skippers to attend this important gathering so that they can take full advantage of all aspects of this weekend regatta," related Shoe Regatta Chairman Gerhard Wittich. The Saturday evening feature music by "Southbound" and a dinner of comfort food including chicken fried chicken. The Awards Ceremony is scheduled for 4 pm on Sun., May 17, and will be held in the ballroom of Lakewood Yacht Club. Winning crews will receive shoe coupons and skippers will get a bottle of Gran Serralles from Serralles. Sponsors who make the Serralles Shoe Regatta possible include the following: Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, Blackburn Marine, Alliant Insurance and True North Marine.

Boaters can register for the Regatta on line at www.lakewoodyachtclub.com. For questions, contact Lakewood Yacht Club at lyc@lakewoodyachtclub.com or call the office at 281-474-2511.

LEWOOD SOUTH DESTINATION REOPENS

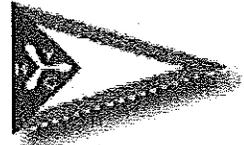
Lakewood South Chairman Scott Covington is pleased to announce that Lakewood South has re-opened to its members as LYC-Bayhouse South. The new name is to have fun toys for kids and adults to utilize as if it were their own on the Offat's Bayou. There are 14 slips and almost unlimited parking for cars and three spaces for motorhomes. Member guests can launch small boats from the dock, play on the water all day, then take a shower in the bath house before going into the pavilion for dinner. Destroyed during Hurricane Ike, Lakewood South, a former bait camp,



reopened by Lakewood in the mid 1980s to be used as a destination point for weekend boating. It is about an acre of property on Teichman Road, right on Offat's Bayou. Numerous parties and gatherings have been enjoyed there by members on holiday weekends through the years.

They finally have it all completed to the point that the only thing members need to bring to the party is what they want to eat and drink," explained Covington. The elevated bath house is air-conditioned and has a deck with a beautiful view of Offat's Bayou. Covington also related that the storage area under the bath house is completed, there are new bar-b-que pits under the pavilion, and there are three slips similar to Lakewood's fuel dock back in Seabrook. "It's an even better and more attractive destination than it was before Hurricane Ike," Lakewood South Vice Chair Duane

Sailing Calendar



Commodores Cruise
May 1-3 • Galveston Bay

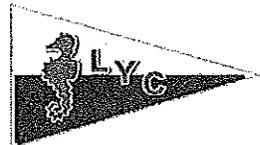
HYC - Spring Series #3
May 3 • Galveston Bay

HYC - Offshore Regatta
May 8-9 • Gulf of Mexico

HYC - Summer Series
June 7 • Galveston Bay

HYC - Leukemia Cup
June 27-28 • Galveston Bay

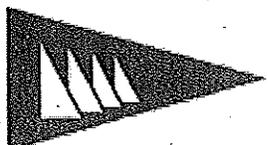
HOUSTON YACHT CLUB
281-471-1255



Shoe Regatta
May 16-17 • Galveston Bay

Bay Cup II
August 1 • Galveston Bay

LAKEWOOD YACHT CLUB
281-474-2511



Women's Regatta
Sat, May 2 • Galveston Bay

GBCA Offshore #1
Fri, May 22 • Gulf of Mexico
Sat, May 23 • Gulf of Mexico
Sun, May 24 • Gulf of Mexico
Mon, May 25 • Gulf of Mexico

Rum Race #1
Sat, June 6 • Galveston Bay

Rum Race #2
Sat, June 20 • Galveston Bay

Rum Race #3
Sat, July 11 • Galveston Bay

The Bay Area Server

Friday Apr 17	Saturday Apr 18	Sunday Apr 19
Showers and a heavier storm	Some sun, a t-storm possible	Mostly sunny and comfortable
80° Lo 66° Mo 85° / Lo 81°	78° Lo 60° Mo 85° / Lo 80°	77° Lo 61° Mo 84° / Lo 81°

COMMUNITY NEWS FOR LA PORTE, MORGAN'S POINT, SHOREACRES & THE GALVESTON BAY AREA THURSDAY, APRIL 16, 2015

Lakewood's Serralles Shoe Regatta Slated For May 16-17



Club's Race Committee Rogers has announced the naming sponsor of Shoe Regatta. To be weekend of May 16-17, and the first Shoe Regatta was originally sponsored by Department Store and Sperry Bay Access, a not-for-profit that supports amateur

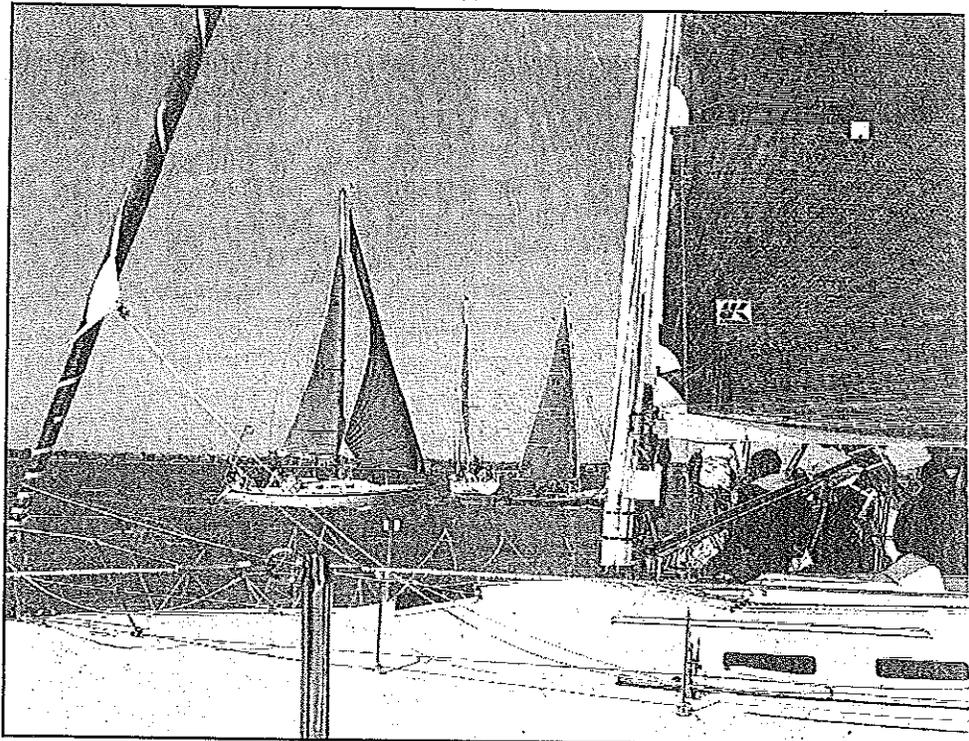
racing, is the organizing authority of the races. The Shoe Regatta, which is open to the public and raced on Galveston Bay, is a favorite among local racers because, in the past, each crew member of the winning boat in each class was awarded a certificate for a pair of Sperry deck shoes; hence, the name of the Regatta. The Shoe Regatta is for one-0design,

handicapped and cruising sailboats over 20 feet in length and with a cabin. There will be three race courses to accommodate One Design, PHRF, and Distance classes. The Skippers Meeting will be held on Fri., May 15, 7:30 pm in the ballroom of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX. "We urge all skippers to attend this important gathering so that they can take full advantage of all aspects of this weekend regatta," related Shoe Regatta Chairman Gerhard Wittich.

The Sat. evening party will feature music by "Southbound" and a dinner of comfort food including chicken fried chicken. The Awards Ceremony is scheduled for 4 pm on Sun., May 17th, and will be held in the ballroom of Lakewood Yacht Club. Winning crews will receive shoe coupons and skippers will get a bottle of Gran Anejo rum from Serralles.

Sponsors who make the Serralles Shoe Regatta possible include the following: City of Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, REJEX.com, Blackburn Marine, Alliant Insurance and True North Marine.

Participants can register for the Regatta on line at www.lakewoodyachtclub.com. For questions, please contact Lakewood Yacht Club at lyc@lakewoodyachtclub.com or call the office at 281-474-2511.



Submitted photo

The Heald Bank Regatta is the first race of a series to determine the winner of the Texas Offshore Racing Circuit (TORC).

Heald Bank Regatta set for April 24-25

PRESS RELEASE

Lakewood Yacht Club Heald Bank Regatta Chairman David Comeaux has announced that this year's Heald Bank Regatta has been scheduled for the weekend of April 25-26.

This is the first race of a series to determine the winner of the Texas Offshore Racing Circuit (TORC). The second event is an offshore regatta hosted by Houston Yacht Club while the final event is the Galveston Bay Cruising Association's (GB-CA) Texas Race Week. At the conclusion of Race Week, the prestigious Texas Navy Cup will be awarded to the TORC spinnaker champion using PHRF with spinnaker handicapping. The S. Rhoads Fisher Trophy was established in 2013 as a perpetual trophy for the TORC non-spinnaker championship using PHRF handicapping. This year, 2015, marks the 52nd anniversary of the TORC

The Heald Bank Regatta, which is open to the public, is held offshore in the Gulf of Mexico starting at the Galveston jetties, marker 11. The race begins on Sat. afternoon with most boats finishing early on Sun. Morning. In addition to the PHRF spinnaker and non-spinnaker classes, boats may enter in cruising fleets or in a multihull fleet. Cruising class boats will receive a handicap assigned by the race committee and are not required to provide a PHRF certificate. Multihull boats will need to have a handicap certificate issued by the Texas Offshore Multihull Association (TOMA). All spinnaker boats will sail a triangle course of approximately 90 nautical miles while the non-spinnaker boats will sail a two leg course of approximately 60 nautical miles.

"This should be a fun night of racing offshore of

for the longer distance races held later on in the Gulf such as the popular Harvest Moon Regatta coming up Oct. 22-25."

Race Sponsorship Chair Andrea Todaro reports that sponsors making this race possible are the City of Seabrook, OJ's Marine, Little Yacht Sales, the Yacht Sales Co., REJEX, Blackburn Marine, Alliant Insurance and True North Marine.

There is a Skippers Meeting on Friday, April 24, at 7:30 p.m. in the Chart Room of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, 77586. Trophies for this race will be presented during the Shoe Regatta Awards Ceremony which will be held the evening of Sunday, May 17.

To register for the Heald Bank Regatta, please go to Lakewood's website at www.lakewoodyachtclub.com and follow the "Regattas" link. Or, for questions, one can call the

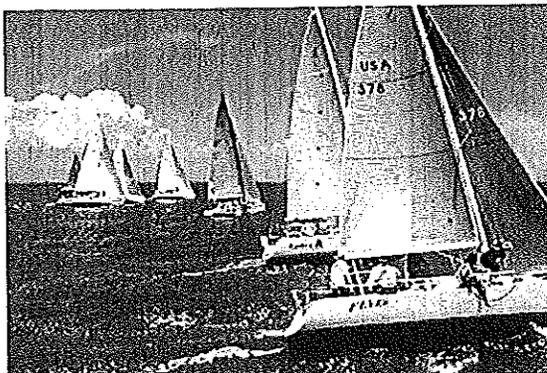
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Lakewood Yacht Club

News Release
 Sunday, April 12, 2015

LAKWOOD'S SERRALLES SHOE REGATTA SLATED FOR MAY 16-17

Lakewood Yacht Club's Race Committee Chairman Larry Rogers has announced that Serralles is the naming sponsor of the 33rd Annual Shoe Regatta. To be held over the weekend of May 16-17, Lakewood hosted the first Shoe Regatta in 1982 which was originally sponsored by Foley's Department Store and Sperry Top-Sider Shoes. Bay Access, a not-for-profit organization that supports amateur racing, is the organizing authority of the races.



The Shoe Regatta, which is open to the public and raced on Galveston Bay, is a favorite among local racers because, in the past, each crew member of the winning boat in each class was awarded a certificate for a pair of Sperry deck shoes; hence, the name of the Regatta.

The Shoe Regatta is for one-0design, handicapped and cruising sailboats over 20 feet in length and with a cabin. There will be three race courses to accommodate One Design, PHRF and Distance classes. The Skippers Meeting will be held on Fri., May 15, 7:30 pm in the ballroom of Lakewood Yacht Club, 2425 NASA Parkway, Seabrook, TX. "We urge all skippers to attend this important gathering so that they can take full advantage of all aspects of this weekend regatta," related Shoe Regatta Chairman Gerhard Wittich.

The Sat. evening party will feature music by "Southbound" and a dinner of comfort food including chicken fried chicken. The Awards Ceremony is scheduled for 4 pm on Sun., May 17th, and will be held in the ballroom of Lakewood Yacht Club. Winning crews will receive shoe coupons and skippers will get a bottle of Gran Anejo rum from Serralles.

Sponsors who make the Serralles Shoe Regatta possible include the following: City of Seabrook, Little Yacht Sales, The Yacht Sales Company, The Yacht Service Company, OJ's Marine, REJEX.com, Blackburn Marine, Alliant Insurance and True North Marine.

Participants can register for the Regatta on line at www.lakewoodyachtclub.com. For questions, please contact Lakewood Yacht Club at lyc@lakewoodyachtclub.com or call the office at 281-474-2511.

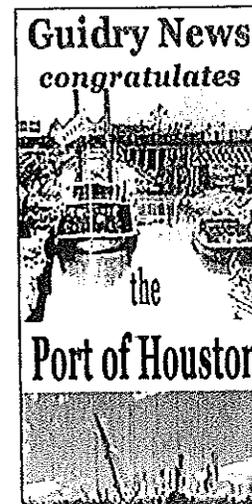
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SPRING
COASTWIDE
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CLEANUP



Lakewood Yacht Club hosts regattas

HON NEWS SERVICES

Lakewood Yacht Club was proud to host the annual J/Fest Southwest Regatta and the J/80 North American Championship last week.

One of the top-notch racing events of the season, the annual J/Fest Southwest Regatta is open to all J/boat owners. Sailors race in one-design classes, showcasing sailing skills over boat design.

In addition to enjoying the racing environment and shoreside entertainment, spectators had the unique opportunity to observe the races from the water as well. Lakewood's Spectator Boat was proud to host Seabrook Mayor Glenn Royal and his wife Diane.

A grand total of 45 vessels participated in the J/Fest Regatta, hailing from locations throughout the United States. Sailors in six classes participated in 40 races over two days.

The J/80 North American Championship scored a total of 10 races with 12 participating vessels over two

days of racing. The exciting events culminated in an awards ceremony congratulating the following winners:

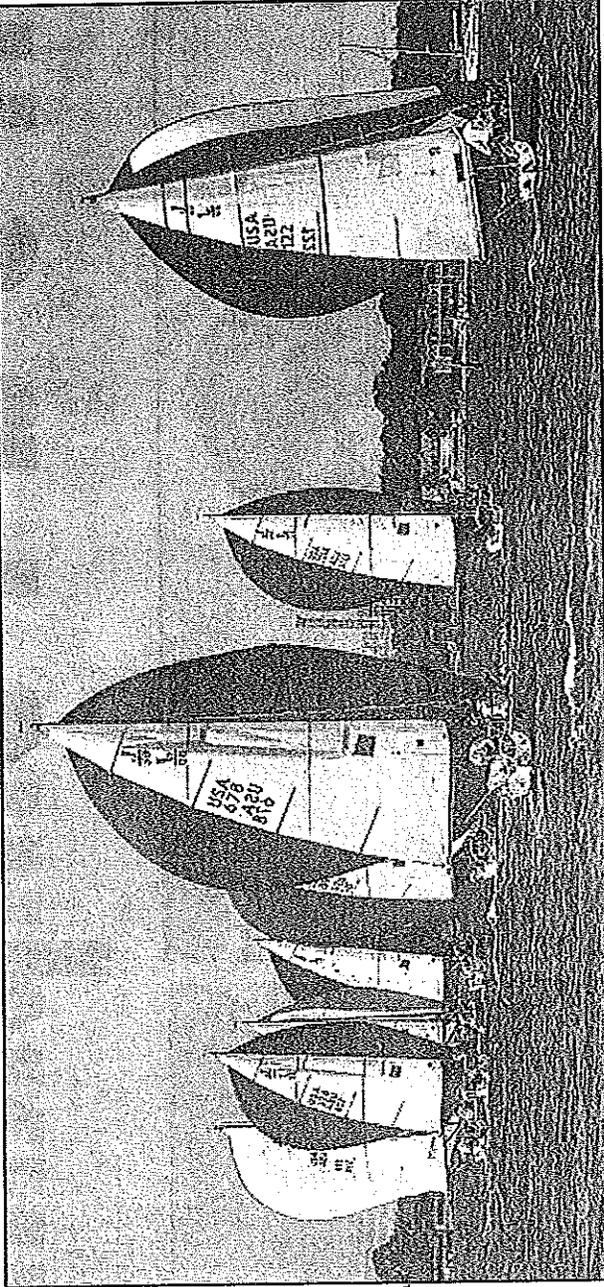
FIRST PLACE

- Dov Kviowitz, 1st place in J/22 class
- Natalie Penner, Austin Yacht Club, 1st place in J/24 class
- Bruno Pasquinelli, Ft. Worth Boat Club, 1st place in J/70 class
- Steve Hammerman, Lakewood Yacht Club, 1st place in J/80 class
- Mark Masur, Ft. Worth Boat Club, 1st place in J/105 class

-- Al Goethe, Lakewood Yacht Club, 1st place in J/109 class

SECOND PLACE

- Chris Alk, Galveston Bay Cruising Association, 1st place in J/PHRF class
- John Barnett, Lakewood Yacht Club, 2nd place in J/105 class
- David Christensen, Lakewood Yacht Club, 2nd place in J/109 class



Submitted photo

A grand total of 45 vessels participated in the J/Fest Regatta, hailing from locations throughout the United States. Sailors in six classes participated in 40 races over two days.

-- Anne Lee, Houston Bay Cruising Association, 2nd place in J/80 class

-- James Freedman, Dallas Corinthian Yacht Club, 2nd place in J/24 class

-- Chris Lewis, Lakewood Yacht Club, 2nd place in J/70 class

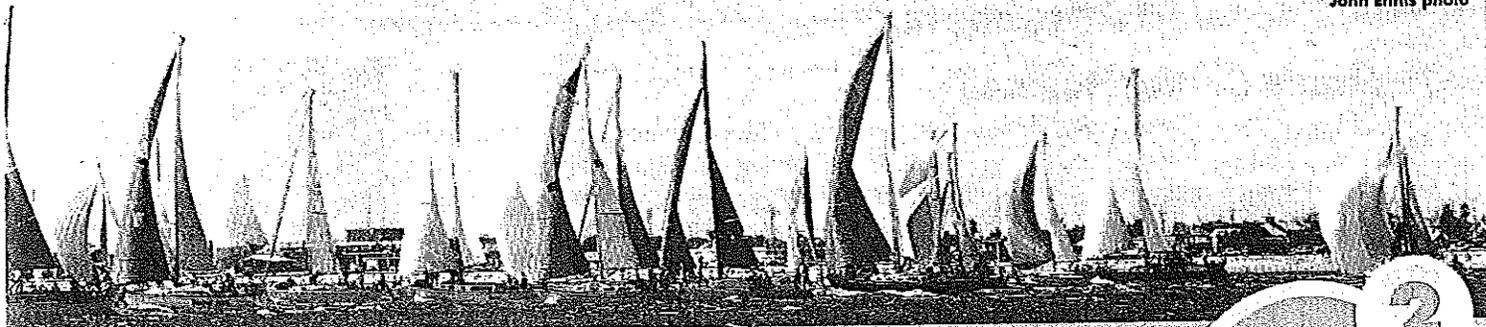
-- Kerry Klingler, Galveston Yacht Club, 3rd place in J/105 class

THIRD PLACE

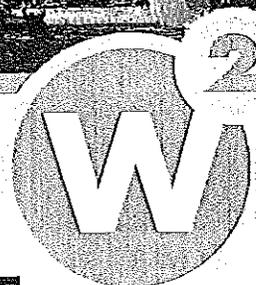
- Uzi Ozeri, Lakewood Yacht Club, 3rd place in J/105 class
- Forbes Durdin, Lakewood Yacht Club, 3rd place in J/109 class

United States and is currently celebrating their 60th anniversary. Lakewood's boat-owners and thank all those in the community for participating.

Lakewood Yacht Club is to the fullest. Visit lakewoodyachtclub.com for more information.



Weekends on the Water



HARVEST MOON REGATTA: OCTOBER 22-25

Racers meeting on October 16

Lakewood Yacht Club's Harvest Moon Regatta® is a 150-mile race from Galveston to Port Aransas which will begin on Thursday afternoon, Oct. 22, and ends at the race finish in the channel at "Port A." Racers will be arriving in "Port A" at varying times on Friday, Oct. 23, depending on the wind conditions over the Gulf of Mexico. The popular Welcome Sailors Rum Party will take place on Saturday, Oct. 24, during late afternoon at the City Pavilion. After a barbecue buffet, an awards ceremony will be held where race winners receive their trophies and the overall winner of the coveted Cameron Cannon and Bacardi trophies are announced.

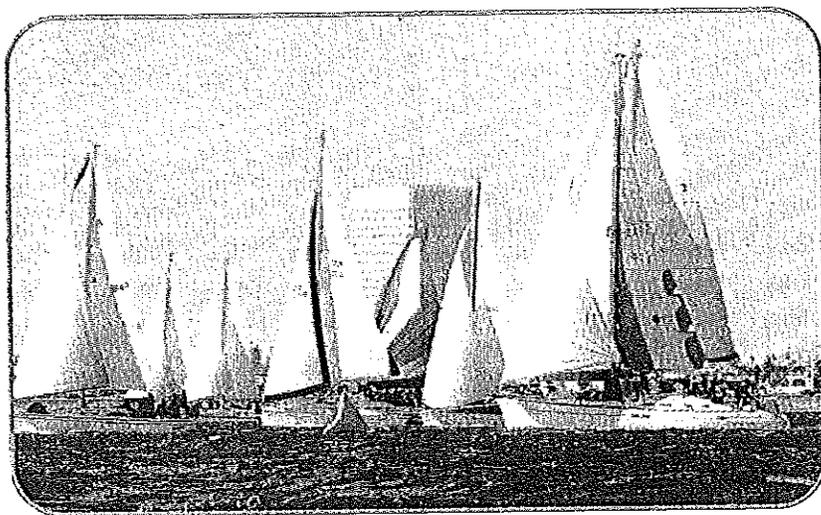


This is a highly attended event with several hundred people, we are going to have racers come early to pick up their skipper's packets at 6:30 a.m. related. "Then they will be able to review the sailing instructions before the start of the meeting." Packets as well as on-line t-shirt purchase can be picked up in the Game Room (called Captain's Quarters) down the hall from the ballroom. Other T-shirts and race paraphernalia can be purchased from vendors in the ballroom lobby. Wristbands for the Welcome Sailors Rum Party will be in sale in the ballroom.

"The skipper's meeting is a critical one to attend," stated Lakewood's Captain Ashley Walker, "as additional information will be addressed regarding expected weather conditions, changes to the racing rules or the location in Port Aransas."

The Harvest Moon Regatta® is a 150-mile race from Galveston to Port Aransas which will begin on Thursday afternoon, Oct. 22, and ends at the race finish in the channel at "Port A." Racers will be arriving in "Port A" at varying times on Friday, Oct. 23, depending on the wind conditions over the Gulf of Mexico. The popular Welcome Sailors Rum Party will take place on Saturday, Oct. 24, during late afternoon at the City Pavilion. After a barbecue buffet, an awards ceremony will be held where race winners receive their trophies and the overall winner of the coveted Cameron Cannon and Bacardi trophies are announced.

The regatta is a US Sailing "offshore" regatta open to all racing cruising spinnaker and non-spinnaker sailing yachts with a minimum length of 27 feet. Over 150 boats are expected to race this year with close to 2,000 racers,



friends and family attending the awards ceremony.

The regatta is organized by Bay Access, a charitable organization supporting amateur racing. It is hosted by Lakewood Yacht Club, City of Port Aransas and Port Aransas & Mustang Island. A record number of sponsors this year include all Bay Access annual race sponsors, as well as Harvest Moon founding sponsor Bacardi U.S.A., with support from Quantum Sails and the City of Seabrook. "Through the support of these enthusiastic sponsors, we are able to provide a first-class event for our racers," explained Seitzinger.

For further information, please check the race website at www.HarvestMoon-Regatta.com.

J-Fest expecting record numbers

Lakewood Yacht Club J-Fest Southwest Regatta Chairman Al Goethe expects a record number of J-Boats to flood the Clear Lake area for this year's regatta on Galveston Bay October 9-11. Now in its sixth year, J-Fest Southwest will also host the J-80 North American Championship, which will start a day before the J-Fest. The regattas and post race activities are open to the public.



Regatta weekend is October 9-11

With the City of Seabrook as the primary sponsor of J-Fest Southwest 2015, one design fleets slated to participate are J-22, J-24, J-70, J-80, J-105, J-109, J-PHRF Sym/Asym and J-Cruise Bay Cruising.

The overall theme of the event is to provide a venue that is all-inclusive to J-Boat owners, their families and friends. While the racers are on the Bay, spouses and family can enjoy a myriad of activities and attractions in and around Bay Area Houston such as Space Center Houston, Armand Bayou and the Kemah Boardwalk.

Dinner and a party with entertainment by LC Roots & Co. are scheduled for Saturday night, October 10. The awards ceremony will be held for both regattas Sunday at 4 p.m.

Sponsors making these events possible in addition to the City of Seabrook include J-Boats Southwest; Torqeedo; Bay Access; Rejex; True North Marine; Quantum Sails; The Yacht Service Company; Sparcraft, Alliant Marine & Energy Insurance; Allstate; OJ's Marine; Hayes Rigging; North Sails; KO Sailing; Gulf Coast Complete Marine Services; Blackburn Marine Supply; and UK Sails.

For more information or to register for either regatta, visit the website www.jfestsouthwest.com.

HMR right around the corner

The twenty-ninth annual Harvest Moon Regatta® dates have been set announced Lakewood Yacht Club's Harvest Moon Regatta® Committee Chairman Jack Seitzinger. The event sets sail Thursday, October 22 and finishes Sunday, October 25.

"We wanted to get the word out early so racers can plan their schedules," said Seitzinger.

This is an offshore race from Galveston to Port Aransas and is deemed by racers to be the largest port to port race in the country. In the past, over 200 boats participate plus their crews result-

ing in around 2,000 people descending upon Port Aransas.

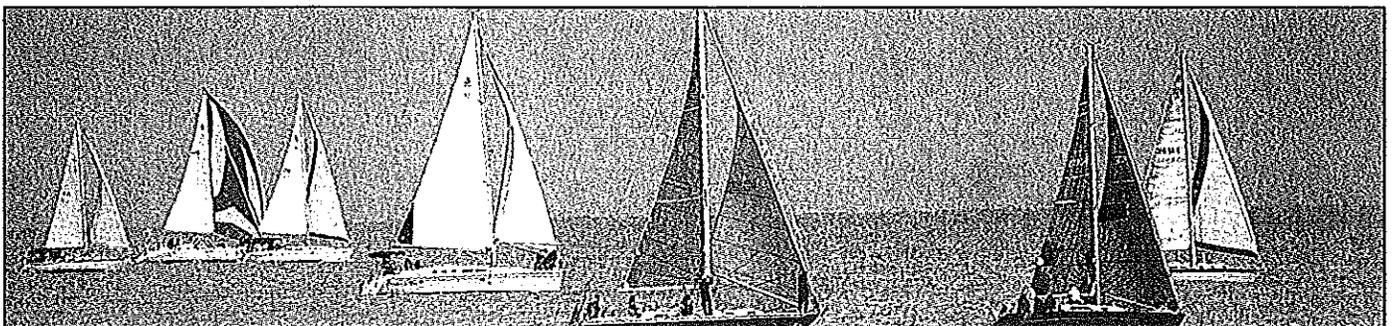
The race begins off the Pleasure Pier in Galveston Thursday afternoon and most racers, depending upon the weather, arrive in Port Aransas late Friday afternoon.

Activities begin for the racers Saturday afternoon with a *Welcome Sailors Rum Party* sponsored by the original race sponsor, Bacardi Rum. Followed up with a barbeque buffet dinner and the awards ceremony where over 150 trophies are presented. Sunday morning there is a coffee and doughnut

gathering at the City Pavilion before heading home.

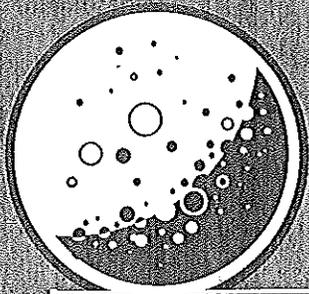
Quantum Sails has joined as a sponsor this year and will be donating a sail and services valued at \$5,000. to one lucky person. Additional sponsors making the race possible include the City of Seabrook; Little Yacht Sales; The Yacht Sales Company; The Yacht Service Company; OJ's Marine; ReJex.com; Blackburn Marine; Alliant Insurance; and True North Marine.

For more information visit the regatta's website at www.HarvestMoonRegatta.com.



— 2 9 T H A N N U A L —
LAKEWOOD YACHT CLUB

HARVEST MOON REGATTA®



OCTOBER 22-24
2015
www.HarvestMoonRegatta.com



ILLUSTRATION BY LIMB



Local sailors win the 2015 J-80 North American Championship

CONGRATULATIONS GO OUT to the skipper and crew of Hammertime. In the ten race series Steve Hammerman and his crew managed to win four races. His worst finish was a 6th which gave him 19 points and that was just enough to edge out Kerry Klingler and Forbes Durdin, who finished second and third.

Pos	Skipper	Club	Pts
1st	Steve Hammerman	LYC	19
2nd	Kerry Klingler	GBCA	21
3rd	Forbes Durdin	LYC	22

www.GulfCoastMariner.com 25

dryNews.com

Online News Station

by Area Houston

Lakewood Yacht Club

News Release
Friday, February 20, 2015

1st Grand Banks Rendezvous 2015

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Grand Banks Rendezvous

*Gulf Coast event slated
April 17-19 weekend*

Lakewood Yacht Club in Seabrook, Texas will be the host for the second annual Gulf Coast Grand Banks Rendezvous. All Grand Banks boat owners, interested boat owners or people who would like to learn about Grand Banks are welcome to attend. The weekend includes a welcome dinner Friday, April 17, followed by an entire day of workshops including options for fixing and maintaining Grand Banks, cruising and retrofitting older models.

The day will end with a trawler crawl to learn about different boats. Participants are invited to join Lakewood members Saturday evening for the famous crawfish boil and there will be a potluck breakfast Sunday morning. Anyone interested in attending please contact Alan Hill at waterhill@earthlink.net or register through the website, www.gcgboa.org. Deadline for registration is April 1.

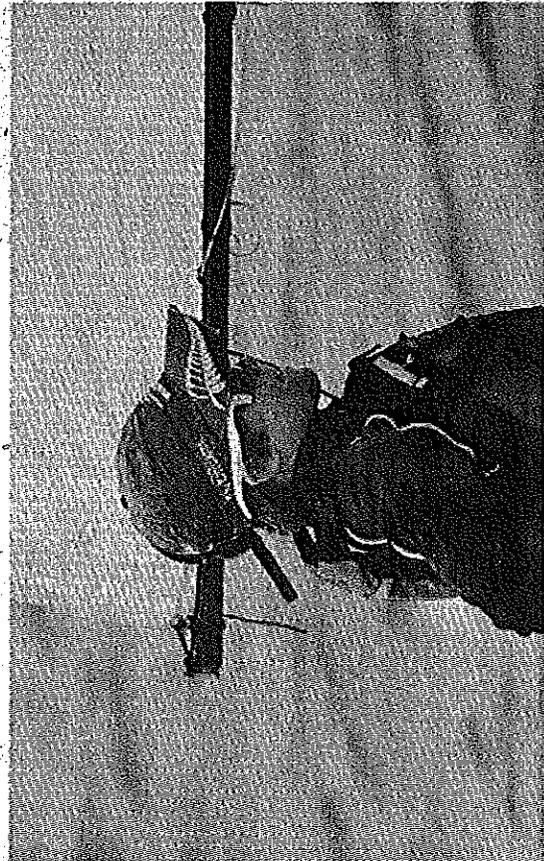


The Bay Area OBSERVER

Friday Aug. 21  Sun and some clouds 93° <small>6:74 AM - 7:27 PM</small>	Saturday Aug. 22  Sunshine 92° <small>6:54 AM - 7:27 PM</small>	Sunday Aug. 23  Plenty of sunshine 91° <small>6:54 AM - 7:27 PM</small>
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VOLUME 6, NO. 35 COMMUNITY NEWS FOR LA PORTE, MORGAN'S POINT, SHOREACRES & THE GALVESTON BAY AREA THURSDAY, AUGUST 27, 2015

Lakewood Seahorse Rogers Wins Opti New Englands



Lakewood Yacht Club Seahorse racer Zane Rogers claimed first place in the Opti New Englands Championship held in Salem, MA during the first week of August. Three hundred Optimist boats competed from all over the United States, Canada and the Virgin Islands.

Rogers finished first overall after five races, winning two races outright. There were no races on the first day due to storm conditions, but seabreezes helped on days two and three for perfect sailing conditions.

This important win for Rogers qualifies him to be one of only five racers in the country who has earned the privilege of competing in the Optimist Worlds, representing the United States, which will be held in Poland starting Aug. 25.

Rogers qualified for the Worlds at the USODA team trials held at Coral Reef Yacht Club in May of this year where he finished fourth overall.

Rogers admits that one of the highlights of competing in the Optimist Worlds at the end of the month will be seeing Lakewood Yacht Club Sailing Director Marek Valasek as the honored coach of the event.



Lakewood Yacht Club Team Wins Prestigious Sears Cup

FOR THE FIRST TIME EVER, the Lakewood Yacht Club youth team has won the Sears Cup, which is the oldest youth trophy in sailing and has been awarded since 1921 - bringing congratulations from the Lakewood staff and membership on bringing home the highly coveted award!

The United States Sailing Association's 94th U.S. Junior Championships Regatta, one of the country's most prestigious events for sailors ages 13-18, was held at Wianno Yacht Club in Osterville, Mass., Aug. 2- 6 and Lakewood was represented as home to the best of the best for youth sailors!

The team of Dane Byerly, Howdy Hughes, Collin Scoville and Carson Shields representing Lakewood won U.S. Sailing's Junior Quadruple Handed Championship for the Sears Cup. The event was part of the Chubb U.S. Sailing Junior Championships and sailing took place in Wianno Seniors, a 25-foot Gaff Rigged Sloop, originally designed in 1914.

Eleven teams from around the United States qualified to compete in this year's Sears Cup through area eliminations in their region. Racing took place in a variety of conditions on Nantucket Sound, with a great sea breeze being the



Howdy Hughes, Collin Scoville, Dane Byerly and Carson Shields, from left, show off the Sears Cup they won - the first time a Lakewood Yacht Club team has won the prestigious award.

In addition to Lakewood Yacht Club team winning the Sears Cup, Dylan Ascencios and Hunter Skinner, also represented Lakewood in the 420 class sailing for the Bemis trophy. Coming off several impressive events this summer, Dylan and Hunter looked to keep their momentum going. The two sailed most of the event in the top 10, but a tough final race saw them finish up at a still impressive 13th place overall.

In recognizing the success of the team, it's important to also recognize Lakewood Sailing Director Marek Valasek, who joined the yacht club staff in May 2012 and has grown the club's youth program into one that is recognized as stellar around the world. Due to his success, Marek was picked to judge the 2015 Opti Worlds to be held in Dziwon, Poland from Aug. 25-Sept. 5.

Lakewood Yacht Club is among the top 10 most prestigious yacht clubs in the United States and is currently celebrating its 60th anniversary. Lakewood's boating tradition and history has beckoned those who love the water, as well as those that love to socialize and live life to the fullest. Visit lakewoodyachtclub.com for more information.

norm late in the day.

The Lakewood team was strong in all conditions, effectively winning the event even before the last race. On the final day, the team sailed to its 6th win in 11 races while flying the Texas Flag from the mast. They ended up winning the event with 18 points in 11 races with second place 24 points behind them.

The Sears Cup is the oldest youth trophy in sailing and has been awarded since 1921. While this is the first time that Lakewood has ever won this prestigious award the young sailors are looking forward to keeping up with this trend!

BAY CUP II SERIES



Lakewood Yacht Club veteran racer Uzi Ozeri holds the Bay Cup II Series crystal trophy he won for the J/105 Fleet on his "Infinity." The series winners are those who have the best score in their fleet -- combining Bay Cup I held in March



Winning the Bay Cup II Series for the J/109 Fleet was Lakewood Yacht Club's Al Goethe, third from right, on his "Hamburg." Hosted by Lakewood Aug. 1, the Awards Ceremony was held in the club's lounge during a party

Harvest Moon Sail-a-thon

Friday

THE FOURTH YEAR, a sail-a-thon to raise ovarian cancer awareness will partner with Lakewood Yacht Club's Harvest Moon Regatta, which will run from Westport to Port Aransas, Oct. 24-25.

There are three ways to participate in the event this year: register to sail; raise funds; donate to support a boat; create a mission trophy.

For more information, visit www.harvestmoon.org. The event is a beneficiary of the Sail-a-thon Mission Trophy Foundation. The foundation was created in 2010 to honor a long-time Lakewood Yacht Club member in the Harvest Moon Regatta.

Mission trophy recipients will be presented with a trophy who raises the most money for the event. This will be during the Harvest Moon Awards Ceremony on Saturday, Oct. 24, at the City Pavilion. There will be a "Bird Drawing" for early registration on Sept. 26.

Uzi Ozeri was an avid sailor, boat racer and sailing participant. She was a member of the Harvest Moon Regatta Committee for years and a strong supporter of the event.

With a healthy lifestyle, Robinson lived with advanced stage ovarian cancer in 2009 and died in 2010.

After being diagnosed with ovarian cancer, she decided to do something about the vague symptoms and ineffective treatments for victims of ovarian cancer and her friends then formed the Mission Trophy Foundation.

The foundation is a 501(c)(3) organization in Houston, Texas, raising awareness about the symptoms of ovarian cancer and funding research. For more information, visit the website www.harvestmoon.org.

Uzi Ozeri will be participating in the Sail-a-thon on Friday, Oct. 24. Visit www.harvestmoon.org for more information.

LAKEWOOD RACER CAPTURES BLIND SAILING WORLDS

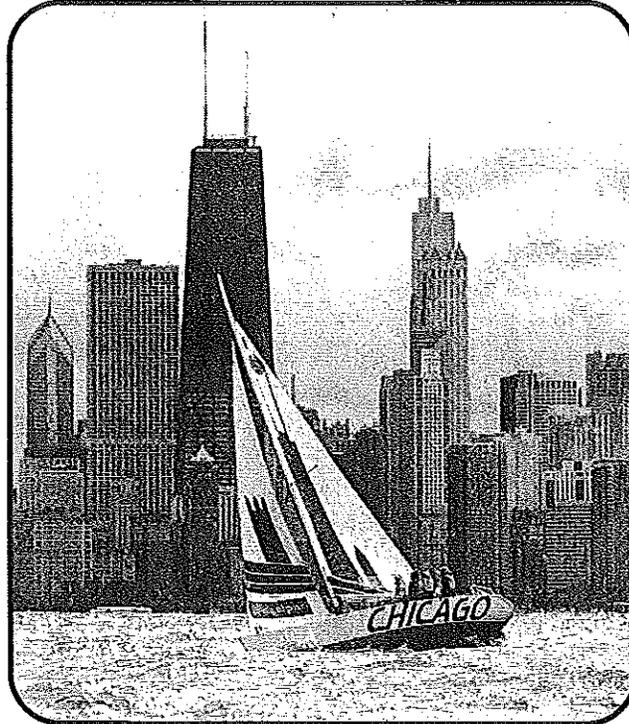
Lakewood Yacht Club longtime racer David Hughes, along with his crew, won the IAF Blind Sailing Worlds in Chicago over the weekend of Sept. 12-13. Hughes skippered a Tom 28 in rough conditions on Lake Michigan.

The event requires two blind sailors and sighted sailors to participate on the boat. Morvillo of Houston Yacht Club crewed as sheet trimmer. Doug Cummings was sighted tactician and Paul Shields was the lead head sail trimmer. They competed in the Tom 28 class winning the International Championship by six points over Great Britain.

According to Hughes, the first day of the regatta the fleet saw 20+ knots of wind with six waves. "We were all new to the Tom 28 class on Lake Michigan sure made this a challenging event for our crew!" remarked Hughes.

He credits their success to team work, trust, and the combined experience of the crew.

In September of 2013, Hughes claimed first place in the annual Blind Sailing National Championship held in Sail Newport, Rhode Island.



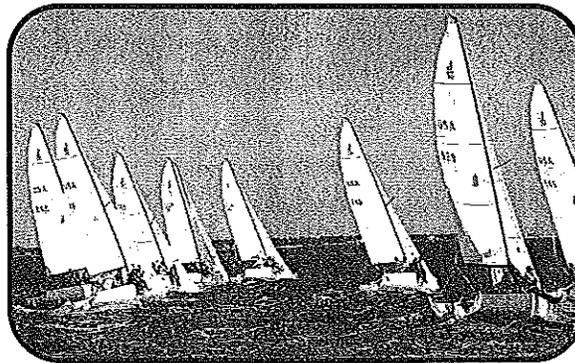
NOVEMBER BRINGS J/80 NORTH AMERICAN CHAMPIONSHIPS (OCT. 8-11) AND J/FEST SOUTHWEST REGATTA (OCT. 10-11)

The 6th Annual J/Fest Southwest Regatta Skippers' Meeting is slated for Fri., Oct. 9, 7:30 pm, and the J/80 National Championships one will take place on Thurs., Oct. 8, 7:30 pm, both to be held in the ballroom of Lakewood Yacht Club, 14500 NASA Parkway, Seabrook. There will be a mix of sailors from out of town and out of state as these regattas are open to the public.

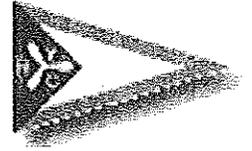
"Sailors will want to attend these meetings in order to receive important information about the respective races," explained J/Fest Southwest Regatta Chairman Al Goethe. "In addition, it's a chance to mix and mingle with their friends and competitors who have come from other parts of the country to race."

For the races for the J/80's on Fri., Oct. 9, there will be a party and dinner at Cabo Bar & Grill on the water in Seabrook. All racers are invited to the after-race party and dinner on Sat., Oct. 10, where LC Roots will be entertaining in the ballroom.

Host committee volunteers have secured \$15 discount coupons for dining in some Seabrook restaurants. These will be distributed in the Skippers' packets during registration at the club. As of mid-September the following restaurants have signed up to participate: International Signature Bistro, Mario's Pizza, Neptune Subs, Seabrook Classic Café, Laredo's Tex/Mex Café, Iguana Rana's, Seabrook Wafers, Merlion's on Fourth, and Villa Capri. The title sponsor for the 2015 J/Fest Southwest Regatta is the City of Seabrook. Also making this race possible due to their generosity are the following: J/Fest Southwest, Torqeedo, Bay Access, ReJex, True North Marine, Quantum Sails, The Yacht Command, The Yacht Service Company, Sparcraft, Alliant Marine & Energy Insurance, Allstate, OJ's Mowers Rigging, KO Sailing, Gulf Coast Complete Marine Service, Blackburn Marine Supply and UK



Sailing Calendar



J-22 N. American Champs
Sept. 30-Oct 4 • Galveston Bay

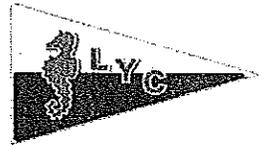
HYC - Fall Series 3
Oct. 11 • Galveston Bay

J-22 Heritage Cup
Oct. 17-18 • Galveston Bay

HYC Club Championship
Nov. 14 • Galveston Bay

Turkey Day Regatta
Nov. 21-22 • Galveston Bay

Double-Handed Regatta
Dec. 5 • Galveston Bay
HOUSTON YACHT CLUB
281-471-1255

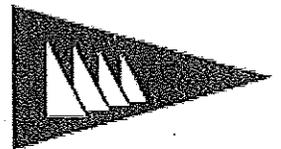


J/80 North American Champs
October 8-11 • Galveston Bay

J/Fest Southwest
October 10-11 • Galveston Bay

Harvest Moon Regatta
October 22-25 • Gulf of Mexico

LAKEWOOD YACHT CLUB
281-474-2511



Fall "Chili Chase"
November 7 • Galveston Bay

GBCA Icicle Race #1
January 2 • Galveston Bay

GALVESTON BAY CRUISING ASSOCIATION (GBCA)



2015
Wed.
Night
Races
Season
Over

Bay Cup II Series winners



Also winning a Bay Cup II Series for Lakewood Yacht Club (LYC) was Kevin Orff (pictured third from right) on his "Wildcat" in the PHRF Spin(Non Sprit) fleet. Pictured with him is crew member Brian Peterworth with wife Audrey, LYC Vice Commodore Don Mitchell, Commodore Joyce Maxwell, Julie Orff and race sponsor Steve Jurbala with DonQ Rum. Also crew for Orff was Dave Ryan, not pictured.



Lakewood Yacht Club (LYC) veteran racer Uzi Ozeri (holding crystal trophy) won the Bay Cup II Series trophy for the J/105 Fleet on his "Infinity". The series winners are those who have the best score in their fleet combining Bay Cup I held in March and Bay Cup II held on Sat., Aug. 1 on Galveston Bay. Pictured with Ozeri are regatta sponsor Steve Jurbala with DonQ Rum, LYC Commodore Joyce Maxwell and Vice Commodore Don Mitchell.

COMMUNITY

Youth Sailors at Lakewood Yacht Club Gear Up for Cold Front Series

SEABROOK, TX - Lakewood Yacht Club once again proudly hosts the annual Cold Front Series. Open to youth sailors in all listed classes, the winter series of three monthly races raises the bar for competitive racing in the youth sailing world.

Racers 19 and younger will be competing for the coveted claim to the Lakewood Seahorse Trophy. Housed at the club in a place of prominence, the trophy represents mastery of sailing proficiency and tactical skills.

From the age of six, Lakewood's youth sailors train rigorously for eligibility to race. Even for those with non-competitive tendencies, training exacts a reinvention of seamanship standards that positions youth sailors for a competitive edge.

Seven-time Slovakian National Championship winner Marek Valasek instills a drive for excellence in every youth racer that he trains. A former Olympic sailing competitor, Valasek incorporates tactical and strategic skills into the Youth Sailing Program as Lakewood's Sailing Director.

"Kids who sail tend to learn how to solve problems on their own, operate without close supervision, and get accountable for their actions."

Youth sailors train with a variety of boat classes for the Cold Front Series. The Optimist (Opti), a small, single-handed dinghy, is best suited for the younger sailors. Lasers are better suited for skilled sailors. And 420s and FJs are larger boats for a crew of two.

Each event in the Cold Front Series will consist of six races. The Opti class in the beginner and intermediate fleets will race on the same line. Laser, 420, and FJ classes for more advanced sailors will race on a separate line. Each class will be scored separately.

Beginning on Saturday, December 12, registration opens at 8:30AM followed by the Skippers meeting at 9:30AM. Racers head off to the starting line at 10:00. The second race of the series is scheduled for January 9, 2016, followed by the third and final race, which will take place in February.

- 2015 www.lakewoodyachtclub.com
 - January: 23,073 Visits, 12,127 Unique Visitors, 234 Members
 - February: 18,785 Visits, 9,109 Unique Visitors, 216 Members
 - March: 22,109 Visits, 8,812 Unique Visitors, 254 Members
 - April: 19,643 Visits, 6,008 Unique Visitors, 253 Members
 - May: 24,004 Visits, 10,774 Unique Visitors, 233 Members
 - June: 15,373 Visits, 5,772 Unique Visitors, 238 Members
 - July: 20,879 Visits, 9,768 Unique Visitors, 241 Members
 - August: 16,865 Visits, 6,085 Unique Visitors, 233 Members
 - September: 21,142 Visits, 6,281 Unique Visitors, 260 Members
 - October: 28,779 Visits, 12,968 Unique Visitors, 230 Members
 - November: 17,162 Visits, 6,290 Unique Visitors, 232 Members

- 2015 www.harvestmoonregatta.com

Page Hit Summary 1/1/2015 - 1/1/2016

Overview

Color Legend: Site Members (red), Public Visitors (green), Total Hits (blue)

Quick Facts:

- 62,851 total page hits since 1/1/2015, 610 (1%) by site members and 62,241 (99%) by public visitors.
- 28,860 unique viewers visited the web site, 2 (0%) being site members and 28,858 (100%) being public visitors.
- The web site has an average of 172 hits per day (7 hits per hour).

Total Page Hits			Number of Unique Visitors		
610	62,241	62,851	2	28,858	28,860
1%	99%		0%	100%	



2015 Regatta Calendar



Bay Cup I	March 7	Galveston & Trinity Bays
J/105 Texas Invitational	March 27-29	Galveston Bay
Heald Bank Regatta	April 24-25	Gulf of Mexico
Caliche Rum Shoe Regatta	May 16-17	Galveston Bay
Bay Cup II	August 1	Galveston & Trinity Bays
Harvest Moon Regatta	October 22-25	Galveston - Port Aransas
J/80 N. Amer. Championship	October 8-11	Galveston Bay
J/Fest Southwest	October 10-11	Galveston Bay



www.lakewoodyachtclub.com • 281.474.2511

**Bay Area Houston Ballet & Theater
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name Bay Area Houston Ballet & Theatre

Organization/Group Address Bay Area Houston Ballet & Theatre
910 Gemini, Houston, TX 77058
Houston, TX 77573
United States 🇺🇸

Organization/Group Contact Name Diane Younker

Contact's Email office@bahbt.org

Contact's Phone 713-305-2714

Website Address for Event or Organization www.bahbt.org

Non-Profit or For-Profit Status Non-Profit

FEIN# 74-2058421

Organization's Incorporation/Creation Date 1976

Purpose or Mission of Organization/Group 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.

Name of event/program to be funded Bay Area Houston Ballet & Theatre - 2016-2017 Season

Primary location of event/program University of Houston Clear Lake - Bayou Theatre

Please list any additional locations that pertain to this event/program. Area elementary schools (tbd) for outreach performances of Cinderella Children's Ballet in Spring 2017

Date of event/program 10/01/2016

Expected total attendance 9,500

How many times has this event/program been held? over 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).

2015-16, 5,598 tickets for 19 public performances at University of Houston Clear Lake of The Nutcracker (including 3 daytime performances at UH-Clear Lake for area schoolchildren). Estimated 2600 attendees for 13 performances of Snow White in the Schools at 10 area schools. Attendance data not yet available for upcoming shows: Cinderella ballet (Feb 19-21) and BAHBT in the Spotlight ((Apr 15-17). Online ticket agent report, sign-in sheet 2014-15, 8,235 tickets for 18 public performances at University of Houston Clear Lake of Sleeping Beauty, The Nutcracker, A Tribute to Lynette Mason Gregg and Thoroughly Modern Millie. Online ticket agent report, sign-in sheet. 2013-14, 7,200 tickets for 18 public performances at University of Houston Clear Lake of Coppelia, The Nutcracker, A Stroll Down Abbey Road, Bye Bye Birdie. Online ticket agent report, sign-in sheet.

Which HOT funding category does this event/program fall? 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, photograph

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.

Please indicate the amount of funds you are seeking from the City of Seabrook. \$5,000

How will the funds be used? General operating support

What is the total event/program budget? \$215,000

Please upload your entire event/program budget. [BAHBT Overall Budget - 2016-17.xlsx](#)

FY2015/16 Fund Assistance Received \$5,000

FY2014/15 Fund Assistance Received \$0

FY2013/14 Fund

Assistance Received \$0

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$55,000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. City of Kemah
City of Nassau Bay
City of League City
Businesses/Organizations Outside of Seabrook
Other

Check all the promotional efforts your organization/group coordinates: Newspaper
Internet
Facebook
Twitter
YouTube
Email
Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. Press releases are sent out prior to each performance to over sixty (60) media outlets in multiple media formats.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Unsure

What geographic area does your advertising and promotions reach? South Texas. Although many of our audience members hail from the immediate area, attendees last year came from the following cities 50 miles or more away (Top 10 listed in order): Katy, Lake Jackson, Beaumont, Huntsville, Boerne, San Antonio, Corpus Christi, Conroe, Austin and College Station.

Please upload your Marketing Plan for the event/program for which funds are being requested.

[BAHBT Marketing Plan for Seabrook HOT Application.docx](#)

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

[BAHBT Print Advertising.pdf](#)

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program?

Uncertain

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program?

Uncertain

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program?

Uncertain

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

15-25 estimated

How many nights are they expected to stay?

1-2 nights

Will you reserve a room block at a Seabrook hotel for this event/program?

Uncertain

If so, for how many rooms and at which hotels?

BAHBT will gladly recognize the City of Seabrook as a supporter and promote tourism in Seabrook. We prefer to offer patrons a list of area hotels and allow them to choose.

How will you measure the impact of your event on Seabrook

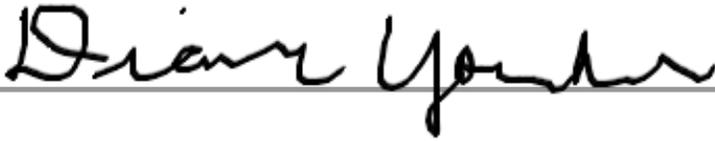
hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, etc.) Online ticket agent reporting (pre-event), SurveyMonkey questionnaires to audience members (post-event).

Organization/Group Name Bay Area Houston Ballet & Theatre

Organization/Group Contact Name Diane Younker

Title of Organization/Group Contact Grant Writer

Authorized Signature



Single Line Text

Created: Feb 15, 2016 08:09:42 PM, IP: 71.97.196.58, By: Public

Budget Summary

Net Income/(Loss) by Class/Event:	Proposed Budget 2016-2017
10 - Patron, Corporate & Grant Contribution	95,000
22 - Fall Production	7,500
25 - Sugar Plum Fairy Breakfast	20,000
30 - Nutcracker	70,000
40 - Spring Production	7,500
52 - Company Expenses	(125,000)
54 - Boutique Sales	15,000
99 - Overhead & Administrative	(89,805)
NET Income/(Loss)	195

BAHBT Marketing Plan

We have updated our marketing efforts, as well as our methods to collect audience demographics. During the online ticket sale transaction, the purchaser is asked “Will you be staying in a hotel while you are attending this production? If so, please provide the name of the city your hotel is in, and the name of the hotel as well.” Historically we have collected post-event demographic (i.e., name, address, age, gender, ethnicity) and hotel stay information from paper surveys, distributed to audience members. Due to low audience return of paper surveys, we have decided to utilize SurveyMonkey® to email questionnaires to patrons after each BAHBT performance. We believe that individual patrons are more likely to respond to online surveys than return paper surveys. Another advantage of changing to online surveys is the reduction of paper waste.

Marketing and advertising efforts include:

- Press releases distributed to local print, radio, television, arts organizations and other venues
- Printed materials, including programs and inserts provided to event patrons, as well as flyers distributed by BAHBT volunteers at area hotels, businesses, dance supply stores, libraries, restaurants, other public spaces
- Facebook – paid advertisements; voluntary shared promotions
- Community arts event websites (<http://www.artshound.com/>, <http://www.bayareahoustonmag.com/>, <http://www.chron.com/>, <http://houston.culturemap.com/>, <http://www.houstonfamilymagazine.com/>, <http://austin.culturemap.com/>, <http://www.yourhoustonnews.com/>, <http://leaguecity.macaronikid.com/>)
- Local magazines and newspapers (Houston Chronicle, Galveston Daily News, The SCENE, Space City Parent)
- Emails – BAHBT mailing list, consisting of over 3,000 attendees from previous 3 years’ performances; BAHBT alumni contact lists; contributor and advertiser contact lists

Coppélia

www.bahbt.org
Presenting
University of Houston - Clear Lake
Houston, Texas

October 18
7:30 PM
October 19
2:00 PM, 7:30 PM
October 20
2:00 PM

SPACE CENTER HOUSTON
UNIVERSITY OF HOUSTON - CLEAR LAKE

THOROUGHLY MODERN millie

BAYOU THEATRE UHCL

7:30 PM
evening shows
• APR 24
• APR 25

2:00 PM
matinee shows
• APR 25
• APR 26

281.480.1617 • bahbt.org

Star 7070TA

Cinderella

New choreography and staging by Nelson Madrigal and Natalie Jurstad

A True Rags to Riches Fairytale

Performances at Bayou Theatre
University of Houston - Clear Lake

February 19 7:30 PM
February 20 2:00 & 7:30 PM
February 21 2:00 PM

Purchase tickets online at
www.bahbt.org
or call 281.480.1617.

Photo: igameta.com
Design: Karen Su Morfava

AMIGOS FOR GOOD

MOZART

April 15-17, 2016

MOZART

MOZART

Embrace Artistry

Upcoming Events

Embrace with the Sugar Plum Fairy
November 22

2016 November
December 3-7
December 12-14

A Tribute to Anna Karenina Pt. 1
February 21

The Nutcracker: Editorial Avenue Edition
March 21

Tchaikovsky's Swan Lake
April 24-26

www.bahbt.org

Bay Area Houston Ballet & Theatre

2015
2016
Season

Photo credit: igameta.com

You are Cordially Invited to the
40th Anniversary Season Kick-off

Bay Area Houston Ballet & Theatre

Thursday, October 8, 2015 at 7:00 p.m.
Space Center Houston
1601 Nasa Parkway, Houston, Texas 77050

Honoring
Dick H. Gregg, Jr.
2015 BRAVO! Award Recipient

Enjoy cocktails and hors d'oeuvres.
Preview vignettes from the new season.

This event is free and open to the public.
For adults only, please RSVP by Thursday, Oct
to office@bahbt.org or 281-480-1617.

Bay Area Houston Ballet & Theatre presents

THE NUTCRACKER

2015

Performances at Bayou Theatre
University of Houston - Clear Lake

December 4 7:30 PM
December 11 7:30 PM

December 5 2:00 & 7:30 PM
December 12 2:00 & 7:30 PM

December 6 2:00 PM
December 13 2:00 PM

Purchase tickets online at bahbt.org
or call 281.480.1617

Photo credit: igameta.com

CORDIALLY INVITES YOU TO THE
25th ANNUAL GALA
BREAKFAST WITH THE
Sugar Plum Fairy

A Royal Affair

SATURDAY, NOVEMBER 21, 2015
8:00 A.M. TO 1:00 P.M.
SOUTH SHORE HARBOUR RESORT

MAKE RESERVATIONS EARLY FOR THIS SELL-OUT EVENT. CONTACT OFFICE@BAHBT.ORG
OR CALL 281.480.1617.

Unlike Any Other

This event will reveal the metamorphosis of BAHBT and a new chapter in its history. Be a part of it!

Thursday, September 11, 2014 at 7:00 p.m.
Space Center Houston
1601 Nasa Parkway, Houston, Texas 77058

Honoring
The City of Webster
2014 BRAVO! Award Recipient

Meet and greet our new Artists in Residence
Lorna Feijóo and Nelson Madrigal

Enjoy cocktails and hors d'oeuvres
Preview vignettes from the new season

This event is free and open to the public.
For adults only, please
RSVP by Tuesday, September 2
to office@bahbt.org or 281-480-1617

Bay Area Houston Ballet & Theatre

Shimmer's Gala with C. Chav

Friday, November 21, 2015
South Shore Harbour W

Room 885
Dinner \$30 (non adult)
\$10 for each additional
Call 281-480-1617 for reservation.

**Celebration Seabrook
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

Organization/Group Name City of Seabrook

Organization/Group Address 1700 First Street
Seabrook, TX 77586
United States 🇺🇸

Organization/Group Contact Name LeaAnn Dearman

Contact's Email ldearman@seabrooktx.gov

Contact's Phone 281-291-5777

Website Address for Event or Organization <http://www.celebrationseabrook.com>

Non-Profit or For-Profit Status Non-Profit

FEIN# N/A

Organization's Incorporation/Creation Date N/A

Purpose or Mission of Organization/Group Seabrook is a sustainable, energetic and beautiful coastal community that embraces environmental stewardship, fosters safe neighborhoods and promotes tourism and economic diversity.

Name of event/program to be funded Celebration Seabrook

Primary location of event/program Seabrook (Main Street)

Please list any additional locations that pertain to this event/program.

Date of event/program 11/05/2016

Expected total attendance 5000 +

How many times has this event/program been held? 1

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).
November 14, 2015 - 3,000 - Ticket Sales and Volunteer/Vendor/Band Sign In Sheets

Which HOT funding category does this event/program fall?
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, photograph

What is the primary purpose of the event/program for which this application applies?
This event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Attendees can enjoy live music and free kid activities plus seafood cooking with demonstrations by Gulf coast culinary masters. It is a day at the bay for the whole family. In addition to the Saturday one day event we would like to expand the event into Sunday with a concentration on art.

Please indicate the amount of funds you are seeking from the City of Seabrook.
\$40,000 for Saturday and \$10,000 for Sunday option.

How will the funds be used?
Saturday Event: Funds will be directly used to buy advertising (print ads, social media ads, digital ads, billboard, etc), graphic design development (ads, signage, etc.), website development and promotion and all public relation activities associated with the event. Fund will not be used for general event expenses.
Sunday Event: The event will encourage and promote different art applications such as but not limited to art, dance, design, painting, sculpture, photography and other arts related to presentation, performance, execution and exhibition of these major forms. Funds will to directly to the procurement of art exhibits and presentations.

What is the total event/program budget?
\$170,000

Please upload your entire event/program budget.
[Master File CS 2015.xlsx](#)

FY2015/16 Fund Assistance Received 35,000

FY2014/15 Fund

Assistance Received N/A

FY2013/14 Fund Assistance Received N/A

Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program. \$60,000

Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program. Seabrook Businesses/Organizations Businesses/Organizations Outside of Seabrook Other

Check all the promotional efforts your organization/group coordinates: Newspaper Internet Radio Facebook Twitter YouTube TV/Cable Email

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target. 5 to 10 press releases and media alerts beginning three months prior to the event. In addition 6 to 12 direct email campaigns to over 30,000 subscribers. Houston Media - Channel 2 NBC, Channel 11, CBS, Channel 13 ABC, Channel 26 FOX, Channel 39 CW, Channel 45 Univision, News 92 FM, KPRC 950, Sunny 99.1, KKBQ, Houston Community News, Texas HOT Country Magazine, Bay Area Magazine, Houston Chronicle, Houston Press, Houston Business Journal, Bay Area Observer, Bay Area Citizen, Guidry News, Clear Lake Connection, Galveston Daily News, League City Connection, Community Impact News, Yelp.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? Alvin Angleton Baytown Conroe Cypress Dallas Deer Park Dickinson El Lago Friendswood Galveston Greenville Henrico Houston Humble Katy Kemah Kingwood La Porte LaMarque League City Livingston Medford, OR Missouri City Onalaska Pasadena Pearland Rosenberg Santa Fe Seabrook Spring Sugar Land Taylor Lake Texas City The Woodlands Tomball

Please upload your Marketing Plan for the event/program for which funds are being requested. [Media-Plan2015.pdf](#)

Please upload examples of advertisements, press releases, promotions, signage, and any other materials. [CSMediaSamples.pdf](#)

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? 10 to 15

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? N/A

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? N/A

How many people attending this event/program are expected to stay in Seabrook hotels? 5%

How many nights are they expected to stay? 1 to 2

Will you reserve a room block at a Seabrook hotel for this event/program? Yes

If so, for how many rooms and at which We reserved a block of 15 rooms at the Spring Hill Suites for the 2015 event and will be reserving rooms

hotels? for the 2016 event as well.

How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, etc.) Attendee survey and after event surgery - Hotel survey

Organization/Group Name City of Seabrook

Organization/Group Contact Name LeaAnn Dearman

Title of Organization/Group Contact Director of Communication

Authorized Signature 

Single Line Text

Created: Mar 28, 2016 04:56:37 PM, IP: 74.95.215.193, By:

FORECASTED BUDGET - SUNDAY NOVEMBER 6

2016 CELEBRATION SEABROOK

REVENUE	
Sponsors	\$5,000.00
Vendors	\$1,500.00
Food Providers	\$300.00
Online Ticket Sales	\$0.00
Walk Up CC Ticket Sales	\$0.00
Walk Up Cash Ticket Sales	\$0.00
Drink Tickets	\$0.00
Reimbursements	\$0.00
TOTAL	\$6,800.00

NOTES

This would require a re-work of the sponsor deck with an upsell for a two day event.

Vendors available for sell-in.

Limited - possible local options only.

Artist - booths with registration waived fees/Artist - booths with registration waived fees

EVENT EXPENDITURES	
Production Fees	\$0.00
Commissions	\$1,000.00
Alcohol	\$0.00
Entertainment	\$0.00
Kid Activities	\$0.00
Parking	\$0.00
Transportation	\$2,975.00
Rentals	\$1,000.00
Staffing	\$2,400.00
Supplies	\$500.00
Lease Agreements	\$0.00
Permitting	\$0.00
Insurance	\$0.00
Miscellaneous	\$1,000.00
TOTAL	\$8,875.00

Based on 5k sales.

DIFFERENCE	-\$2,075.00
-------------------	--------------------

HOT EXPENDITURES	
Graphic Design	\$1,000.00
Printing	\$500.00
Promotional Items	\$500.00
Signage	\$1,000.00
Digital Advertising	\$400.00
Print Advertising	\$1,000.00
Social Media Advertising	\$500.00
Art Activities	\$3,800.00
PR	\$1,000.00
Miscellaneous	\$500.00
TOTAL	\$10,200.00

FORECASTED BUDGET - SATURDAY NOVEMBER 5

2016 CELEBRATION SEABROOK

REVENUE	
Sponsors	\$75,000.00
Vendors	\$7,500.00
Food Providers	\$2,000.00
Online Ticket Sales	\$15,000.00
Walk Up CC Ticket Sales	\$8,000.00
Walk Up Cash Ticket Sales	\$10,000.00
Drink Tickets	\$17,000.00
Reimbursements	\$2,500.00
TOTAL	\$137,000.00

NOTES

EVENT EXPENDITURES	
Production Fees	\$38,500.00
Commissions	\$10,000.00
Alcohol	\$10,000.00
Entertainment	\$8,000.00
Kid Activities	\$7,000.00
Parking	\$400.00
Transportation	\$3,500.00
Rentals	\$36,000.00
Staffing	\$11,000.00
Supplies	\$2,500.00
Lease Agreements	\$5,000.00
Permitting	\$481.00
Insurance	\$4,900.00
Miscellaneous	\$1,800.00
TOTAL	\$139,081.00

DIFFERENCE	-\$2,081.00
-------------------	--------------------

HOT EXPENDITURES	
Graphic Design	\$2,200.00
Printing	\$850.00
Promotional Items	\$1,800.00
Signage	\$4,500.00
Digital Advertising	\$400.00
Print Advertising	\$5,000.00
Radio Advertising	\$10,000.00
Social Media Advertising	\$1,000.00
Bulletin Boards	\$4,200.00
PR	\$9,000.00
Miscellaneous	\$150.00
TOTAL	\$39,100.00

Expected increase by \$10,000 from last year.

Expected increase by \$2,000.

Expected increase by \$2,000.

Expected increase by \$500.

Expected increase by \$200.

Expected increase by \$500.

Slight increase per FVTP contract.

Slight increase with the expectation of increase sponsors and vendors.

Decrease from \$12,200 by having only one music stage.

Slight increase due to popularity.

Should remain about the same by removing the second music stage.

Increase in lease cost if leasing 2015 event property.

Addition of bill board advertising.



2nd Annual

Expanding to 2 Days in 🎡🎡🎡🎡

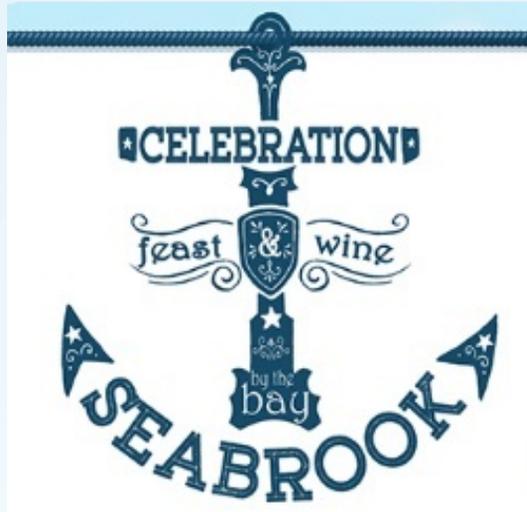




Two Day Concept

The Original intent of launching Celebration Seabrook was to create a multi-day destination event that encouraged persons to visit Seabrook to See, Stay, Dine and repeat See, Stay, Dine.

2016 will focus on the “Stay” part with a two-day experience



Day Two Concept Ideas for Activation

Art-oriented
Family Friendly
Free Event
Thematic Experiences



The Celebration Seabrook Pet Parade

Sunday, November 6, 2016

Seabrook Pet owners and their furry, scaled and feathered friends are invited to dress-up in their favorite costume and join the pet parade! Pet Parade entry is \$5 in advance per pet in advance and on the day of the event. All proceeds from pet parade entry will benefit the Seabrook Animal Shelter.





The Celebration Seabrook Pet Parade

Pet Parade Contest Categories:

- **Best Pet Costume** – the most all-around creative and elaborate pet costume. This award is for costumes of all types.
- **Best Costume – Duo or Group** – the best costumed duo or group of two or more in the Pet Parade. Get the whole family involved.
- **Best of Show (opportunity to be Grand Marshal at 2017 Celebration Seabrook Pet Parade)** – Awarded to the absolute show-stopping, best costume of the Pet Parade. This award is given to the best of the best, and the winner is invited to join us and lead at next years Celebration Seabrook Pet Parade

Awards are bragging rights and your pet parade photo on the Celebration Seabrook after the event to recognize you as an award winner.

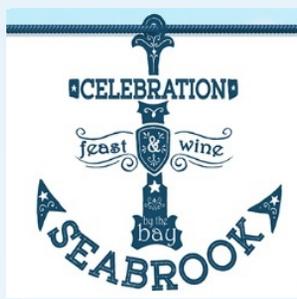


The Celebration Seabrook Pet Parade

Pet Parade Costume Contest Rules: Each pet entry is eligible for entry into the Pet Parade contest. Winners are selected by an esteemed panel of judges and will be announced at the end of the parade at the Pet Parade Celebration Award Ceremony. Pet Parade participants wishing to enter the contest must visit the judging pane; between 1:00pm-2:30pm.

All Judges' decisions are final.



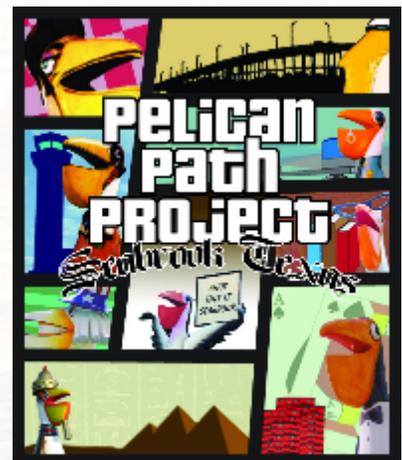
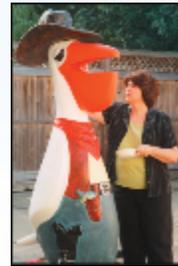


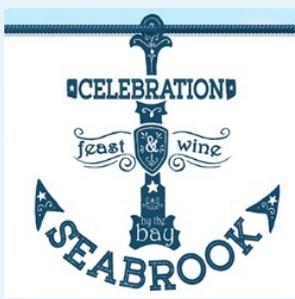
Art – Artworks – Kid Art

The Monster Mural either table top size or Wall Size



Paint a Pelican that goes on Pelican Path



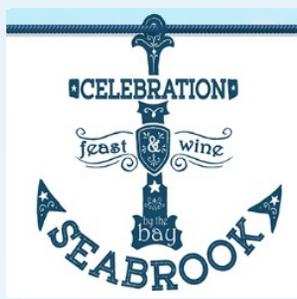


Family Fun

Kid Fish



Yarn Bombing
Seabrook during
the festival



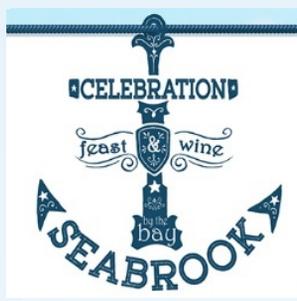
Hands-On and Participatory Experiences

Seabrook Area
Dance Studio
with
performances or
tutorial



Instrument
Petting Zoo





Kid Friendly Food Vendors



Custom Confections

Kona Ice

Seabrook Waffle Co.

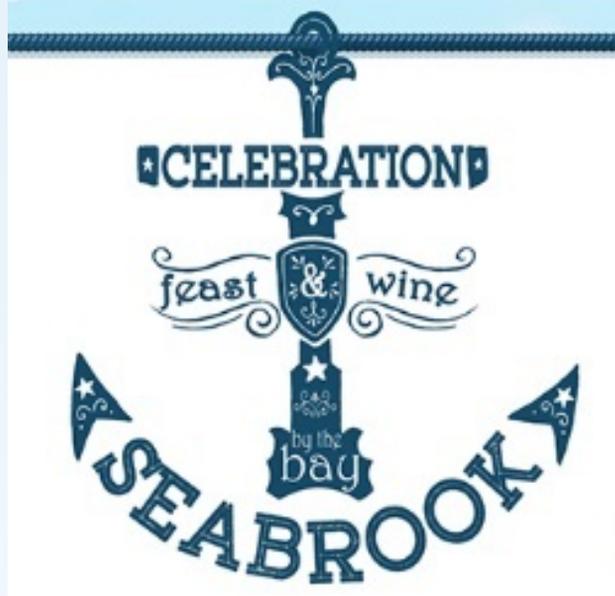
Donald's Donuts

Popcorn Vendor

Frosted Betty

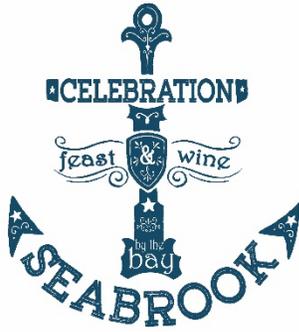
Snow Cream Man
or Snow Cone Express

Lemonade Vendor



Driving Attendance And Building a Legacy





Contact: Debra Ford, debra@fordandcompany.com
281-415-0673 or
LeaAnn Derman, ldearman@seabrooktx.gov
281-291-5777

City of Seabrook Announces New Inaugural Celebration Set Sail November 14 for Feast & Wine by the Bay

Seabrook, Texas (August 25, 2015)...Set sail for the inaugural [Celebration Seabrook](http://www.celebrationseabrook.com) on November 14 from 11 a.m. – 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family.

The City of Seabrook has long enjoyed its reputation as a treasured and historic town on the water. Since 1832 residents and visitors alike have been drawn to its relaxed lifestyle, affordable water-front property, Gulf coast seafood and friendly business climate. Conveniently located just 30 minutes South of Houston and in between Galveston and Clear Lake, Seabrook beckons to those who love the water.

"We've long known what a treasure our community is and offers," said Mayor Glenn Royal. "We want to share that with the entire Houston area in a way that all can enjoy. A destination event highlighting the best of Seabrook and bay life seemed like the perfect idea. We are all looking forward to Celebration Seabrook this fall and for many years to come. Whether it's your first or fifteenth visit to Seabrook we hope you'll visit often," he added.

Visitors to Celebration Seabrook will find a host of interactive experiences for all ages including: a Kids' Fish and Family Fun Experience Zone, seafood cooking demonstrations; live music; a Craft Beer Garden; food trucks like Cousins Maine Lobster and St. John's Fire and more. Be sure to snap a photo with a pelican—Seabrook's celebrated mascot.

Want to make a weekend of it? Area hotels and B&B's are offering special hotel packages. To book your stay visit www.celebrationseabrook.com/stay/.

To get tickets or more information visit www.celebrationseabrook.com. Tickets are \$25 for adults; \$15 for 11 – 20 yrs. old; children under 10 FREE. The event is co-presented by the Seabrook Economic Development Council and the Seabrook Association. Event sponsors include Cobb Fendley & Associates, Inc.

###



Set sail for the inaugural
CELEBRATION SEABROOK
November 14 from 11 a.m. to 9 p.m.

Come stroll down Main Street and Celebrate Seabrook! This one-day annual destination event celebrates a love of the coast with music, wine, craft beer, gourmet food trucks and more.

Experience Seabrook's charm and enjoy two live music stages, seafood cooking demonstrations by Gulf coast culinary masters, the Cobb Fendley & Associates Kid's Zone and more. Sip on fine wines and craft beers in the wine and beer garden. It's a day at the bay for the whole family.

Tickets on sale now at
www.celebrationseabrook.com



Brought to you by:



PRIME PROPERTY

City officials hope to draw tourism in 'Old Seabrook District'

By [Erin Mulvaney](#) on August 25, 2015 at 1:16 PM

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Seabrook officials announced Tuesday it would rename one of its streets "Main Street" as part of a plan to boost economic development and develop the sleepy waterfront town over the bridge from the sparkling lights of Kemah.

The city changed Second Street, a street along the water with a few small businesses and residences, to Main Street so that it can apply for grants and other funding available through Main Street redevelopment programs.

"The city of Seabrook would like to bring back to life Old Seabrook while keeping its quaint charm and character," said Mayor Glenn Royal. "I have a vision of a pedestrian friendly Old Seabrook that locals and visitors can enjoy year round."

In addition to renaming the street, the city will launch a new event this fall on the newly dubbed Main Street. "Celebration Seabrook" will be held on Nov. 14 from 11 a.m. to 9 p.m. The event will include music, wine, craft beer and gourmet food trucks.

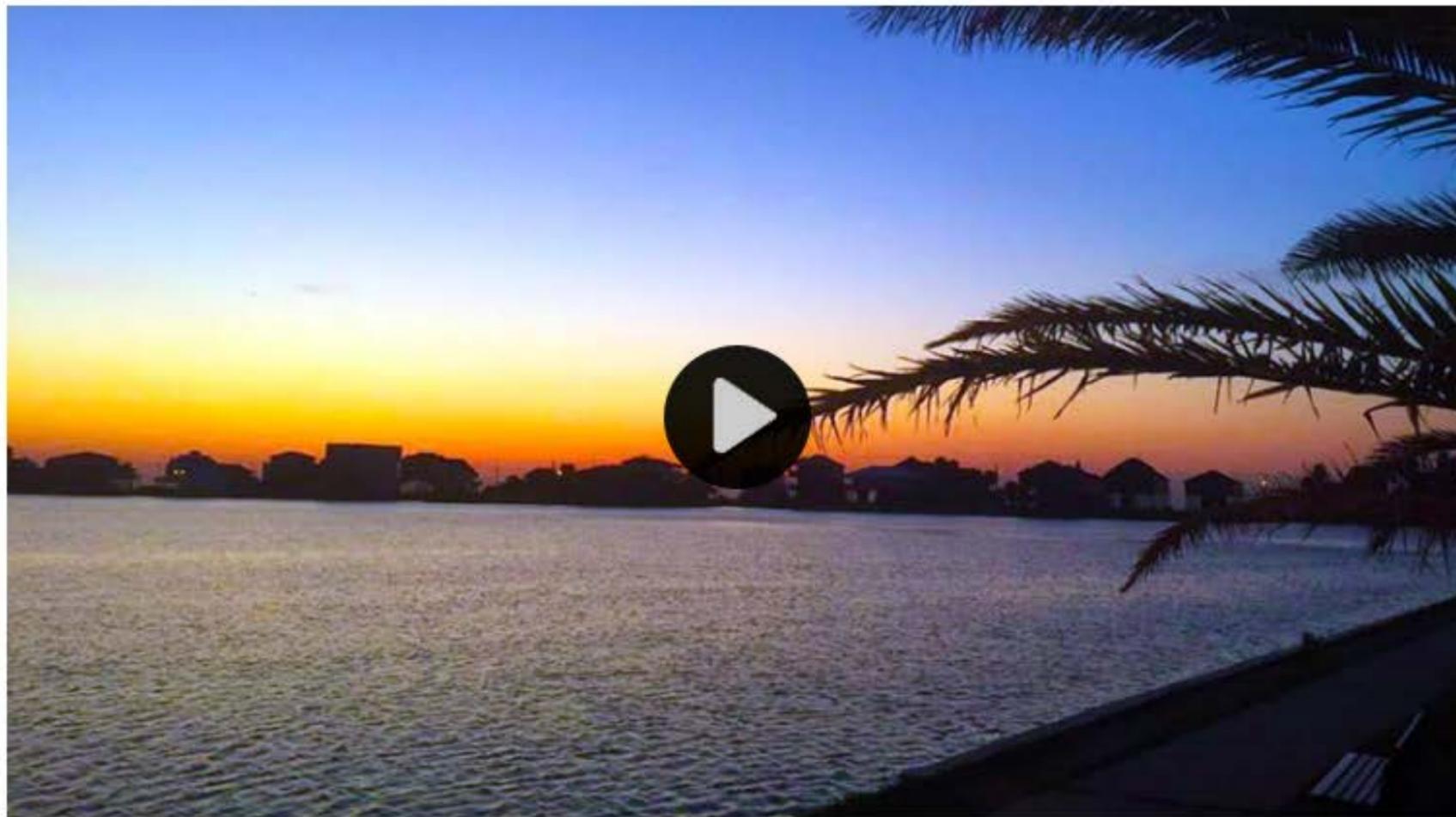


Seabrook Waffle Co. sits on the shady, quiet backstreets of Seabrook. It's an example of the type of business officials want to draw to the Old Seabrook District.(Chronicle file)

Walmart Neighborhood Market NOW OPEN 2625 W Main Street League City, TX 77573 A grocery store with Walmart prices. Learn More

SOCIETY

MAJOR REVITALIZATION PROJECT UNDERWAY IN COASTAL COMMUNITY OF SEABROOK



Steve Campion has a look at the changes coming to Seabrook due to the upcoming expansion of State Highway 146.

Share G+1 Tweet EMBED

By Steve Campion

Thursday, August 27, 2015

SEABROOK, TX (KTRK) -- In Southeast Texas, massive growth and urban sprawl is the way of life. Seabrook leaders want to make sure their future is in their own hands.

RECOMMENDED



Military Grade Flashlights Being Sold To The Public SmartAmericanShopper



10 Celebrity Couples Who Got Together Young and Are Still Happily in Love lolwell



Casey Curry suffers broken wrist, but will be OK



'El Chapo's' Desire to Make Biopic Helped Lead to His Capture



Woman accused of stealing high-fashion dress from Galleria



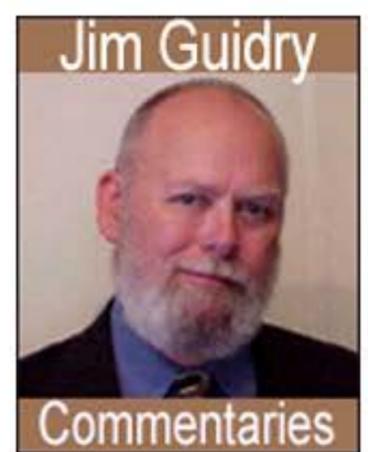
Son charged with killing parents, who planned to cut him off

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City of Seabrook
News Release
Tuesday, August 25, 2015

City of Seabrook Announces New Inaugural Celebration Set Sail November 14 for Feast & Wine by the Bay

Set sail for the inaugural [Celebration Seabrook](#) on November 14 from 11 a.m. - 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family.

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Trending Stories



The United States



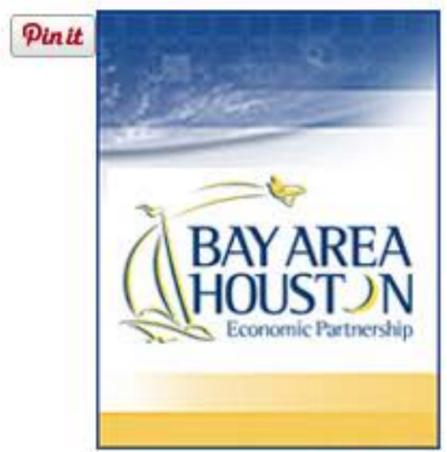
The Rotary Club of



Alvin Community



The Central Fort Bend



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CLEAR LAKE CONNECTION

Volume 1, Issue 7 | September/October 2015

>> your life. your community. your news.



Photo by Stuart Villanueva

Construction continues on the new Topgolf in Webster.

Topgolf on track for November opening in Webster

By Robert Stanton

In some good news for Bay Area golfers, the new Topgolf facility is on target for a November grand opening in Webster, a company official said.

"The buzz for Topgolf Webster has been fantastic," said Holly Barragan, director of operations for Topgolf Webster.

"Webster is a fast-growing community ... (and) we can't wait to open our doors and bring another option for entertainment to the south Houston and Galveston region."

Construction is under way on the new state-of-the-art facility at 21401 Gulf Freeway, which will be Topgolf's third Houston-area location. Topgolf opened its first Houston-area

location in Katy, followed by its second location in Spring earlier this year.

The new three-level facility will include 102 climate-controlled hitting bays that can host up to six players at a time. For those who just want to relax in the upscale ambience, there will be more than

TOPGOLF >> PAGE 6

Seabrook renames Second Street to Main Street; plans big party



Photo by Jennifer Reynolds

Seabrook Mayor Glenn Royal announces that Second Street will be renamed Main Street and they are launching a new event, "Celebration Seabrook," along with the renamed street in November.

By Robert Stanton

In an effort to revitalize Old Seabrook and boost economic development, Seabrook city officials have renamed a primary section of Second Street to Main Street.

"All great cities in the United States have a Main Street, and this is ours and it was that way 100 years ago," Mayor Glenn Royal said of the former Second Street, which is home to a restaurant, beauty salons, a clothing boutique and other Mom & Pop businesses.

With the name change, Royal said, "We've made it (business district) a formality. But we want

SEABROOK >> PAGE 6

FACEBOOKING ALZHEIMER'S

Author, former KLOL star Steele brings humor, honesty to Alzheimer's struggle. >> 7





Architectural Photography by Michael Baxter, Baxter Imaging LLC

TOPGOLF >>

Continued from PAGE 1

230 high-definition flat-screen TVs, pool tables, shuffleboards and Xbox Kinect games.

Guests can also enjoy an extensive food and beverage menu, said company spokeswoman Adrienne Chance, adding that most of the food is prepared from scratch daily. The new facility also will include 3,000 square feet of private event space for private parties and gatherings.

The facility offers competitive golfing games for all ages and skill levels, and uses advanced technology — microchips placed in the golf balls — to track every player's shot.

Unlike a typical driving range, the trench target at Topgolf is 250 yards away, versus the standard 420 yards from tee off, said Don Bachman, director of operations at Topgolf Spring.

"We're more than a driving range," he said. "It is a place where you can work on your short game."

Topgolf officials expect about 450,000 visitors in its first year at the Webster location, which is expected to bring hundreds of jobs to the area. The company plans to fill more than 450 positions in September and October. For job post-

GET CONNECTED >>**Topgolf Webster highlights**

- 65,000-square-foot venue
- 215-yard outfield
- 102 climate-controlled hitting bays
- 200-plus HDTVs. Guests can change the channel on the TV in their hitting bay
- Full-service restaurant and bar
- Rooftop terrace with stage for live musical performances
- Lower lounge with free pool tables, shuffleboard and Xbox Kinect

Track Topgolf Webster's progress online at topgolf.com/webster Facebook.com/topgolfwebster Or @topgolffhouston on Twitter and Instagram.

ings, visit www.topgolf.com/careers.

With the Webster opening, Topgolf's economic output in the area is expected to exceed \$793 million over a 10-year period, company officials said, citing a third-party audit.

Topgolf is booking social and corporate events for the Webster location. For more details, visit www.topgolf.com/events.



Photo by Jennifer Reynolds

City officials in Seabrook announced that Second Street will be renamed Main Street.

SEABROOK >>

Continued from PAGE 1

to remain Seabrook. We don't want to be Kemah or Webster or Houston or Galveston. We would like to bring back to life Old Seabrook while keeping its quaint charm and character."

While other cities have moved their business districts to the edges of town, where many main streets "typically die out," Royal said, "We're bringing the focus back to this part of town by renaming Main and getting the revitalization going."

Royal said he has received overwhelming support from residents on the name change idea. Only "one or two" longtime residents that he spoke to expressed opposition to the plan, he said.

Earlier this year, Seabrook City Council and staff held their annual Strategic Planning Session, which helps to define the goals for the upcoming fiscal year. The 2015 Strategic Plan included economic development initiatives that will help to revitalize and redevelop the Old Seabrook District, city spokeswoman LeaAnn Dearman said.

The city decided to rename Second Street to Main Street because it is the primary center of the Old Seabrook District. With the renaming, city staff may now apply for grants and other funding that is available through Main Street redevelopment programs."

Lisa Finklea, new owner of Back Bay Boutique at 1409 Second St., said she supports the name change. Anything

GET CONNECTED >>

For more information about Celebration Seabrook, contact Debra Ford at 281-415-0673, or via email at debra@fordandcompany.com. Or go to the website www.celebrationseabrook.com.

that will boost business in the area, she said, is a winning scenario.

"Being a brand new owner, I think it will be exciting to have restaurants and shops in the area, bring out the history of the area," she said. "But I don't want strip centers over here, and I don't want it to turn too commercial. I want it to keep its local charm."

Mayor Royal said that the planned widening of state Highway 146 would provide another boost to the area, because revised plans for the project include an exit off 146 that would feed into Old Seabrook District.

"In the (Texas Department of Transportation) design change, if you're headed northbound through Seabrook, there'll be an exit at NASA 1 that leads into the new Main Street, and that's definitely going to help (business).

In conjunction with the renaming, Seabrook officials will launch "Celebration Seabrook," a new event this fall that will include music, wine, craft beer and gourmet food trucks. The one-day event will take place from 11 a.m.-9 p.m. along on the newly dubbed Main Street.



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National > [League City - Clear Lake Home](#) > [Calendar](#) > [Celebration Seabrook](#)

Celebration Seabrook

Saturday, November 14, 2015

Set sail for the inaugural Celebration Seabrook on November 14 from 11 a.m. – 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family. The Kid & Family Zone at Celebration Seabrook is going to be so AWESOME! Kids 10 and under are FREE and ALL kids activities are also FREE!!!
Buccaneer Bouncy Houses: Pirate themed bouncy houses open from 11 a.m. to 5 p.m.

Pirate Hat Making Party and Parade: Make a pirate hat with us and then sport it in a parade up and down Main Street. Hat making from 11 a.m. to 3 p.m. and the Parade at 3:30 p.m.

Interactive Mural: Pick up a paint brush and help us paint a larger than life Pelican mural with street artist Robert Kilsby. Paint your own Pelican Feather and take it home. Painting between 11 a.m. to 5 p.m.

Water Balls: Roll, flip, run and spin like a hamster without getting wet in one of our giant hamster balls. Water Balls are inflatable balls that you crawl inside. Once inside, the ball is filled with air and you can run and spin while on top of water! Open Noon to 5 p.m.

Magic Show: Who doesn't like magic? You and your kids will be amazed with our Celebration Seabrook magician. Magic wands, bunnies in hats and disappearing tricks! Noon to 2 p.m.

Face Painting: What festival wouldn't be complete without Face Painting! From beautiful flowers to super heroes and even some pirate theme options your child will have several options to choose from. Noon to 2 p.m.

Bugs on Wheels: Giant millipedes, hissing cockroaches, stunning walking sticks, and beautiful butterflies will fascinate students of all ages during a hands-on presentation from the Houston Museum of Natural Science. Noon to 5 p.m.

Kids' Fish: Join us on Main Street as we host a catch and release Kids' Fish that is fun for both your and your children! We will provide bait and poles so no need to bring them with you. 1 p.m. to 3 p.m.

Pirates Ahoy: Join us for Pirates Ahoy as the Children's Museum of Houston sets sail on a pirate's journey at Celebration Seabrook. This high sea adventure will take young pirates through fun-filled activities and events. Children take the pirate oath and train for pirate jobs, just in time to



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—
EVENTS
—

CELEBRATION SEABROOK

 November 14, 2015
 12:00 pm
 Seabrook

Hayden Jones and Amy Wilkinson perform their acoustic duo at noon.

www.celebrationseabrook.com



Lisa Carey

Houston Family Examiner

Read Bio



LIFE / FAMILY & PARENTING / FAMILY

See also: activities, seabrook, festivals, food trucks, family fun

Celebration Seabrook Inaugural event features family fun and food

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November 6, 2015 11:45 AM MST



FEATURED VIDEO



Extreme Rope Swing: Daredevil Celebrates Successful Slackline Crossing

Celebration Seabrook

November 14, 2015 11 am - 9 pm.

Main Street, Seabrook, TX



Advertisement

QuickTips: 3 Vaccines Every Child Needs

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Remembering Old Atlanta: Rich's Department Store Bakery cake recipes

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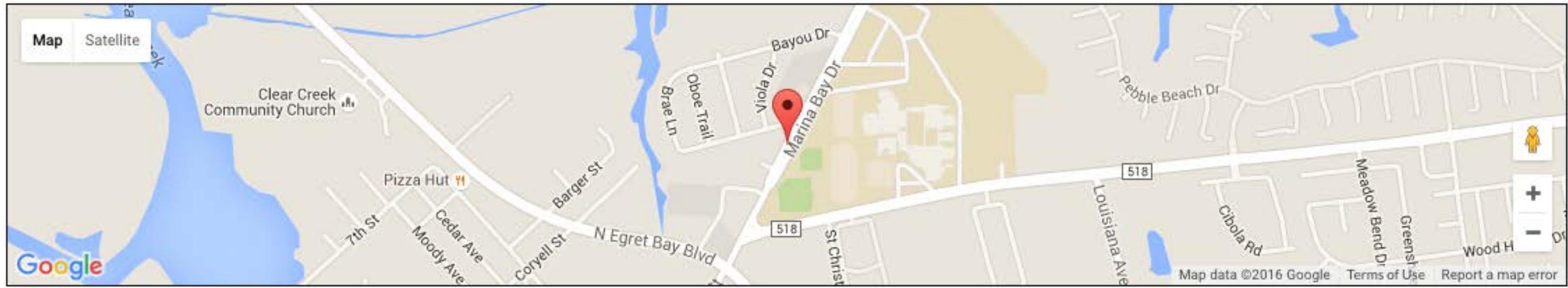


CELEBRATION SEABROOK

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SATURDAY NOVEMBER 14TH @ 11:00AM TO 9:00PM CELEBRATION SEABROOK

Main Street, Seabrook



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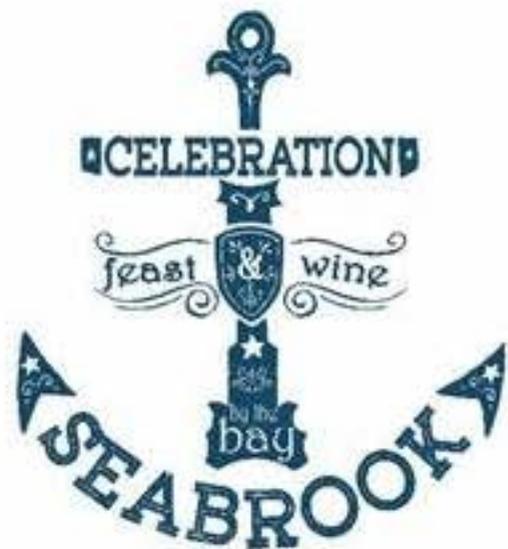
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Celebration Seabrook

Posted: Thursday, August 27, 2015 8:05 am



Celebration Seabrook is scheduled for Nov. 14.

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Browse the week's employment listings or advertise job openings.

NASA/JSC Contractor Seeks Motivated individuals to fill Master Gardener Position

Updated: 12:00 am

ADA Women's Center now accepting apps for •LCDC/QCC 2yrs exp..

Updated: 12:00 am

News

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Arabella Jones to Appear at the Inaugural Celebration Seabrook

Arabella will appear at the inaugural **Celebration Seabrook** on November 14 at 4 PM on the Gourmet Galley stage. Celebration Seabrook will run from 11 am 9 pm on Main Street (formally known as Second Street) in Seabrook. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family.

More News



Arabella Jones to Appear at the Inaugural Celebration Seabrook

October 17, 2015



Arabella Jones Announces Kickstarter Campaign For New EP

September 28, 2015



Arabella Jones to Perform at HOB Houston 8/23

August 9, 2015



Arabella Jones Performs Live on Fox 26 Houston (video)

July 31, 2015



Arabella Jones Books Show at Legendary Firehouse Saloon

July 25, 2015

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Tuesday January 12, 2016

City of Seabrook's Inaugural Celebration set sail Nov. 14 for Feast & Wine by the Bay

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Posted: Wednesday, August 26, 2015 11:00 am

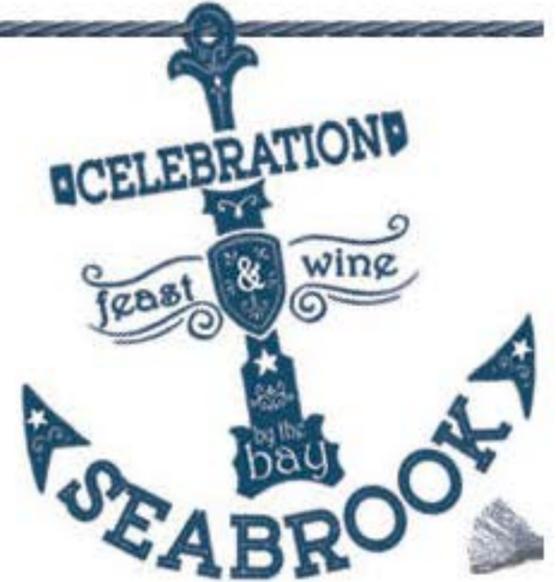
Set sail for the inaugural Celebration Seabrook on Nov. 14 from 11 a.m. to 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family.

The City of Seabrook has long enjoyed its reputation as a treasured and historic town on the water. Since 1832 residents and visitors alike have been drawn to its relaxed lifestyle, affordable water-front property, Gulf coast seafood and friendly business climate. Conveniently located just 30 minutes South of Houston and in between Galveston and Clear Lake, Seabrook beckons to those who love the water.

"We've long known what a treasure our community is and offers," said Mayor Glenn Royal. "We want to share that with the entire Houston area in a way that all can enjoy. A destination event highlighting the best of Seabrook and bay life seemed like the perfect idea. We are all looking forward to Celebration Seabrook this fall and for many years to come. Whether it's your first or fifteenth visit to Seabrook we hope you'll visit often," he added.

Visitors to Celebration Seabrook will find a host of interactive experiences for all ages including: a Kids' Fish and Family Fun Experience Zone; seafood cooking demonstrations; live music; a Craft Beer Garden; food trucks like Cousins Maine Lobster and St. John's Fire and more. Be sure to snap a photo with a pelican—Seabrook's celebrated mascot.

Want to make a weekend of it? Area hotels and B&B's are offering special hotel packages. To book your stay visit www.celebrationseabrook.com/stay.



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Michelle Puckett

Designer Diva Resale

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Celebration Seabrook



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Nov 2016 | Seabrook, TX | Music

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About This Festival

Set sail for the inaugural Celebration Seabrook on Main Street (2nd Street) in Seabrook, TX on November 14 from 11 a.m. – 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family. Visitors to Celebration Seabrook will find a host of interactive experiences for all ages including: a Kids' Fish and Family Fun Experience Zone; seafood cooking demonstrations; live music; a Craft Beer Garden; food trucks like Cousins Maine Lobster and St. John's Fire and more. Be sure to snap a photo with a pelican—Seabrook's celebrated mascot. Want to make a weekend of it? Area hotels and B&B's are offering special hotel packages. To book your stay visit



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Set sail for the inaugural
CELEBRATION SEABROOK
November 14 from 11 a.m. to 9 p.m.

Come stroll down Main Street and Celebrate Seabrook! This one-day annual destination event celebrates a love of the coast with music, wine, craft beer, gourmet food trucks and more.

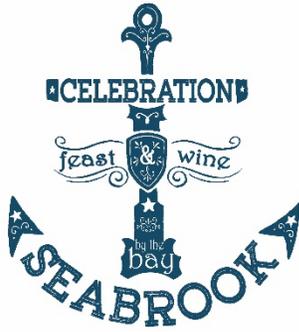
Experience Seabrook's charm and enjoy two live music stages, seafood cooking demonstrations by Gulf coast culinary masters, the Cobb Fendley & Associates Kid's Zone and more. Sip on fine wines and craft beers in the wine and beer garden. It's a day at the bay for the whole family.

Tickets on sale now at
www.celebrationseabrook.com



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Contact: Debra Ford, debra@fordandcompany.com
281-415-0673 or
LeaAnn Derman, ldearman@seabrooktx.gov
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City of Seabrook Announces New Inaugural Celebration Set Sail November 14 for Feast & Wine by the Bay

Seabrook, Texas (August 25, 2015)...Set sail for the inaugural [Celebration Seabrook](http://www.celebrationseabrook.com) on November 14 from 11 a.m. – 9 p.m. This one-day event celebrates coastal living and a love for the bay with music, wine, craft beer, gourmet food trucks and more. Catch the island vibe and enjoy two live music stages. Share a love of seafood cooking with demonstrations by Gulf coast culinary masters. Sip on fine wines and craft beers. It's a day at the bay for the whole family.

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"We've long known what a treasure our community is and offers," said Mayor Glenn Royal. "We want to share that with the entire Houston area in a way that all can enjoy. A destination event highlighting the best of Seabrook and bay life seemed like the perfect idea. We are all looking forward to Celebration Seabrook this fall and for many years to come. Whether it's your first or fifteenth visit to Seabrook we hope you'll visit often," he added.

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Want to make a weekend of it? Area hotels and B&B's are offering special hotel packages. To book your stay visit www.celebrationseabrook.com/stay/.

To get tickets or more information visit www.celebrationseabrook.com. Tickets are \$25 for adults; \$15 for 11 – 20 yrs. old; children under 10 FREE. The event is co-presented by the Seabrook Economic Development Council and the Seabrook Association. Event sponsors include Cobb Fendley & Associates, Inc.

###

**Galveston Bay Songwriters Festival
Event Application & Supplemental Materials**

Hotel Occupancy Tax Funding Request

Please select before proceeding	I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.
Organization/Group Name	Galveston Bay Songwriters Festival / Pirates & Poets
Organization/Group Address	2799 Spring Moss Dr LEAGUE CITY, TX 77573 United States 🇺🇸
Organization/Group Contact Name	Jon Burns
Contact's Email	jonboy820@gmail.com
Contact's Phone	501-231-1432
Website Address for Event or Organization	www.galvestonbaysongwriters.com
Non-Profit or For-Profit Status	For-Profit
FEIN#	27-234-4671
Organization's Incorporation/Creation Date	November 2011
Purpose or Mission of Organization/Group	The Galveston Bay Songwriters Festival will bring world class songwriters to Galveston Bay area while showcasing our beautiful region to the world. Pattered after festivals such as The Key West Songwriters Festival (keywestsongwritersfestival.com), the GBSWF will bring songwriters from Texas, Nashville, and beyond to showcase their talents on the shores of Galveston Bay. The heart of the GBSWF will be dozens of free shows held at live music venues in the cities of Seabrook and Kemah, TX. While most shows will be open to the public, with a handful of performances being ticketed events. The GBSWF will be produced by Pirates & Poets, a organization that has spent the past 5 years promoting and supporting independent songwriters and musicians. 2015 was a wildly successful year for Pirates & Poets, with sold out shows in New Orleans and Port Aransas, along with 10 well attended shows in Kemah, TX.
Name of event/program to be funded	Galveston Bay Songwriters Festival
Primary location of event/program	Seabrook & Kemah, TX.
Please list any additional locations that pertain to this event/program.	Our primary venues will be restaurants and other venues that already host live music in Seabrook and Kemah. While those cities will be our primary homes its possible we may also have shows in Clear Lake Shores, League City, Houston, or unincorporated areas of Galveston or Harris counties.

Date of event/program	09/30/2017
Expected total attendance	10,000
How many times has this event/program been held?	New event.
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).	This a a new event that will debut in 2017.
Which HOT funding category does this event/program fall?	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, photograph
What is the primary purpose of the event/program for which this application applies?	Promoting songwriters from Texas and beyond.
Please indicate the amount of funds you are seeking from the City of Seabrook.	\$20,000
How will the funds be used?	Funds received from the City of Seabrook will be used to compensate songwriters for their time and cover travel expenses. It may also be used to pay for sound systems, equipment rentals, and the cost of advertising and promoting the GBSWF. Funds received from the City of Seabrook will be used to fun portions of the festival that are held within the Seabrook city limits.
What is the total event/program budget?	\$100,000
Please upload your entire event/program budget.	GBSWFBudget.pdf
FY2015/16 Fund Assistance Received	N/A
FY2014/15 Fund Assistance Received	N/A
FY2013/14 Fund Assistance Received	N/A
Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your event/program.	\$80,000
Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program.	Seabrook Businesses/Organizations Businesses/Organizations Outside of Seabrook Newspaper Internet

Check all the promotional efforts your organization/group coordinates:

Radio
Facebook
Twitter
YouTube
Email
Other

Do you submit press releases about your event/program? Yes

Please identify the number of releases you typically send out prior to your event/program and which media outlets you target.

Do you run advertisements with or send press releases to publications or agencies further than 75 miles away? Yes

What geographic area does your advertising and promotions reach? We plan to market the GBSWF throughout the state of Texas and bordering states. We will also explore opportunities to promote the festival at similar events such as the Key West Songwriters Festival and the 30A Songwriters Festival in Destin, FL.

Please upload your Marketing Plan for the event/program for which funds are being requested.

Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

How many Seabrook hotel rooms were occupied for your FY2015/16 event/program?

How many Seabrook hotel rooms were occupied for your FY2014/15 event/program?

How many Seabrook hotel rooms were occupied for your FY2013/14 event/program?

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

How many nights are they expected to stay?

Will you reserve a room block at a Seabrook hotel for this event/program?

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, survey of attendees, etc.)

Organization/Group Name

Organization/Group Contact Name

Title of Organization/Group Contact

Authorized Signature

Single Line Text

Created: Feb 25, 2016 04:06:36 PM, IP: 24.149.192.5, By: Public

Galveston Bay Songwriters Festival
2017 Proposed Budget

Talent	\$35,000
Travel	\$15,000
Sound/Stage	\$10,000
Advertising	\$10,000
Merchandise	\$7,500
Staff	\$7,500
VIP/Hospitality	\$2,500
Security	\$2,500
Promotions/Web	\$2,500
Printing	\$2,500
Insurance	\$2,500
Equipment Rentals	\$2,500
Total Budget	\$100,000

For more information please contact Jon Burns at 501-231-1432 or jonboy820@gmail.com. You may also visit www.galvestonbaysongwriters.com

Last Update - 3/3/16.



**MARKETING &
ADVERTISING PLAN**

JON BURNS

501-231-1432

JONBOY820@GMAIL.COM

WWW.GALVESTONBAYSONGWRITERS.COM

1.0 Target Audience

The primary target audience for the Galveston Bay Songwriters Festival will be adults between the ages of 35 and 65 who also have a high interest in popular music, and live music on a regular basis. They may also enjoy travel and visiting new places.

Smaller subsets of the primary target audience will be songwriter “fanatics” that travel the country to attend similar events in Florida, Tennessee, and other states. as well as those who travel regularly to follow their favorite artists.

2.0 Marketing Plan

Our marketing plan will consist of three main areas - Online, Physical, and Public Relations. Every effort will be made to reach as many people as possible while minimizing the cost involved.

2.1 Online Marketing

Our online marketing plan will focus on social media and building a newsletter email list.

Email newsletters remain the best and most cost effective way to reach our target audience. We will start building our email list from the day the GBSWF is announced. The Pirates & Poets team has a long track record of success with email newsletters, and it will be one of our primary ways of building our audience.

We will also have a strong presence on social media, with an emphasis on Facebook and Twitter. These platforms offer a great way to stay in contact with the festival’s potential audience, while also obtaining important demographic information about our followers.

2.2 Physical Marketing

Physical marketing, by methods such as flyers, postcards, banners and brochures will play a key role in helping us reach a new audience. These will be distributed across the Galveston Bay region and at select locations in the greater Houston area.

2.3 Public Relations

Media Relations will play a vital role in the growth of the GBSWF. We plan to hold 3-4 press conferences in the year leading up to the inaugural event. We will also send out press releases each time we update our schedule, add sponsors or venues, and book new artists.

We will work with our “headliner” type artists and local media to produce feature stories about our artists that will increase public interest in the GBSWF.

2.4 Cross Promotion

Significant cross promotion should occur once we announce the festival lineup. Songwriters scheduled to perform at the GBSWF will promote the event through their own email lists, social media accounts, websites, etc.

3.0 Advertising Plan

3.1 Print Advertisements

The GBSWF will utilize print ads in newspapers and magazines such as the Galveston County News, The Bay Area Citizen, The Houston Press and more to spread the word about our event. While some of these ads will be paid for we do hope to establish sponsor type relationships with some of these outlets which could result in free or discounted ad space.

3.2 Online Advertisements

Most of our online advertising will be on Facebook. Facebook ads offer a wide reach for a fairly small investment. It is possible to target specific audiences with them and get in depth statistics once a campaign is over. This will be one of the primary ways we reach people outside of the Galveston Bay/Houston area.

3.3 Radio Advertisements

We will explore the possibility of purchasing some radio ads in the greater Houston market. This may not be possible given our small budget.

We will also explore advertising on internet radio stations that reach hardcore music fans without confining themselves to a specific geographic area. This would be another way of reaching fans outside the Galveston Bay/Houston area.

4.0 Follow-Up

It's important that the GBSWF follow up with our audience after the festival in order to find out what they did and didn't like about festival. This will be done two different ways.

4.1 On Site Surveys

Event Staff will survey attendees during the event for information such as their home town, how many days they will be attending, lodging arrangements, sponsor engagement, and other information.

4.2 Email Survey

A more detailed survey will be sent to everyone on the GBSWF email list shortly after the event's completion.

FOR IMMEDIATE RELEASE:

First Annual Galveston Bay Songwriter Festival Scheduled for Fall 2017

Seabrook, TX - September 29, 2016. Some of the best songwriters in Texas, as well as the entire country, will soon be visiting the Galveston Bay region.

Pirates & Poets announced its plans to hold the first annual Galveston Bay Songwriters Festival in the fall of 2017. "The inaugural festival will kick off one year from today," said Festival Organizer Jon Burns at a press conference announcing the event.

The festival will feature dozens of songwriters from Texas and beyond. Headliners will include Red Dirt legend Ray Wylie Hubbard, hit songwriter Thom Shepherd (writer of "Redneck Yacht Club"), and country artist Tracy Byrd. The festival will include nationally known acts as well as local favorites from the Houston area. The complete lineup will be announced next summer.

The festival will cover three days and will include performances at venues such as T-Bone Tom's, Tookie's Seafood, Outriggers and many others. The majority of festivals will be free to the public, with a handful of ticketed shows and special events, such as a Sunset Sail on Clear Lake.

"We've patterned the event after the Key West Songwriters Festival, with lots of free shows that will draw the public in and make it easy for them to get exposed to and interested in these writers and their music," Said Burns.

The Galveston Bay Songwriters Festival is hosted by the City of Seabrook and the City of Kemah. Sponsors include Exxon, Coca-Cola, and Landshark Lager.

"I think the Songwriters Festival will give Bay Area Residents a unique opportunity to enjoy music in a really special way." Said Barry Terrell, owner of Tookie's and T-Bone Tom's. "Plus it will bring in some out of town folks who might never have visited the area otherwise." He added.

Interested parties can learn more about the Festival at www.galvestonbaysongwriters.com. Event organizers have also started an email newsletter and a Facebook page.

Contact:

Jon Burns
jonboy820@gmail.com
501-231-1432
2799 Spring Moss
League City TX, 77573
www.galvestonbaysongwriters.com

###

Note - This is a fictional press release, for display purposes only. At this time none of the artists, sponsors, and venues named are affiliated with the festival in any way. They are simply being used to show what a GBSWF press release might look like. The email list and Facebook are not active at this point.