



**Keels & Wheels Concoors d'Elegance
May 6 – 7, 2023
Lakewood Yacht Club
Seabrook, TX**

City of Seabrook – Event Partner & Host City

HOT Funds – Post Event Report

Event Overview

The 27th Annual Keels & Wheels Concoors d'Elegance, the local antique and classic car and boat show, was held May 6 – 7, 2023 at the Lakewood Yacht Club in Seabrook, Texas. The City of Seabrook is the official Event Partner and Host City sponsor.

Keels & Wheels featured over 200 cars and 60 boats in its show that drew visitors and exhibitors from around Texas and the US. Ben Keating, motorsports racing driver and owner of the Keating Auto Group, was one of the special guests at this year's event and an exhibitor of two race cars. This Houston area native was fresh from his team's second place finish at this year's 6 Hours of Spa-Francorchamps endurance race in Belgium. Aaron Shelby, president of Shelby International and grandson of Carroll Shelby, was also an honored guest at the Concoors taking time to discuss the evolution of the Shelby Mustangs and GT 40's with event fans.

“Racing Thru Time, Man's Need for Speed” was this year's theme with an emphasis on race cars with the oldest one exhibited being a 1917 Miller Golden Submarine Indy Race Car from Humble, TX to Ben Keating's 2019 Ford GT Race Car that he drove in several big racing events including the 24 Hours of Le Mans. The 25 race cars exhibited also included these outstanding vehicles:

- 1937 Delahaye T145 Race Car from the Mullin Auto Museum, Oxnard, CA
- 1948 Bonnie Doon Special Midget Racer from the Studebaker National Museum, South Bend Indiana
- 1946 MG TC Convertible from Shelby International, the first car racing legend and designer Carroll Shelby ever drove in a race, Dallas, TX
- 1967 Chaparral 2F Coupe Race Car from Jim Hall's private collection courtesy of the Permian Basin Petroleum Museum of Midland, TX.

In celebration of the 70th Anniversary of Corvette, Keels & Wheels displayed over 30 of the iconic Chevrolet luxury sports cars from each of the eight design generations. Chevy began selling these popular automobiles in 1953 and they have remained a desired car for both personal use and professional racing ever since. For the show, the Petroleum Museum of Midland, TX sent their GSIIB Experimental Corvette that Jim Hall had used when developing the Chaparral. Additionally, the National Corvette Museum's Director of

Collections and Education, Brian Baker, was the guest speaker at an onsite seminar about the history of the Corvette.

Finally, in recognition of a century since Great Britain's famous sports car, the MG, came to market, Keels & Wheels hosted a special showcase of these vehicles near the entrance. Due to the MG's development of both sports cars and four passenger vehicles, they became popular with both American car enthusiasts and families after World War II. Even though MGs are no longer made, they are still the favorites of many car collectors worldwide and are supported by MG clubs around the United States. Keels & Wheels welcomed members from several Texas MG clubs both as visitors and exhibitors.

As the event name Keels & Wheels implies, the weekend recognizes the elegant charm of classic and antique boats in addition to the fine cars at the event. Whether shown on trailers or in the water, the boat owners were on deck to share stories about their vessels from acquisition through restoration to maintenance and upkeep. The wide variety of boats included inboard and outboard motors, sails, and even paddles to move the mostly wooden hulled crafts. The regal empresses of the sea, Liberty Belle and Serenity, docked near the smaller Chris Crafts, Centuries, and Higgins that dotted the marina at Lakewood's Inner Harbor. Keels & Wheels visitors who were watching the boats, both old and new, gently rocking in the waves could get an idea of what it is like to be on the open water in these treasures.

Keels & Wheels not only highlights these exquisite boats and cars, but also provides opportunities for local non-profit groups to promote their activities at the show in tents throughout the property. Corporate sponsors must contribute at least \$2,500 to be in one of these tents, but Keels & Wheels offers them to these groups at no cost. Charity and non-profit organizations with tents at the 2023 Keels & Wheels included:

- Skeleton Crew Adventures – works with veterans and first responders with post-traumatic stress disorder with excursions on the sea to learn to live with trauma and lessen stress.
- Houston Veterans' Chamber of Commerce – serves and promotes the veteran business community in the Greater Houston Area.
- Bay Area Pet Adoption – provides shelter, rescue, and adoption services to animals needing care and forever homes through their no-kill policies.
- Texas EquuSearch – offers search and recovery services for missing persons to families and law enforcement across the nation.
- United States Coast Guard Auxiliary – promotes and improves boating safety, provides safety patrols and search/rescue operations, assists with disaster response, and recruits for the Coast Guard under the direct authority of the U.S. Department of Homeland Security via the U.S. Coast Guard Commandant.
- Bay Area Houston Chamber of Commerce – supports and promotes the Houston-Galveston Bay Area's business and commercial growth.
- Yachty Gras – sponsors the largest free Mardi Gras boat parade in the country.
- Antique & Classic Boat Society – connects people who enjoy classic boats with resources, information, and outreach.

In addition, Keels & Wheels has provided support through contributions to fundraisers for the Clear Falls High School Sailing Team and the Ed White Elementary School Spring Carnival. Both schools are a part of Clear Creek Independent School District.

Finally, Keels & Wheels contributes to the Seabrook economy by relying on area businesses to provide services, items, and support to the show. Our local business partners, in addition to local hotels (see below), restaurants, and Lakewood Yacht Club, include Crown Trophy, Your Printing Now/By Morrell Printing, and TravelZone. Keels & Wheels spends thousands of dollars each to obtain awards, signs, posters, name badges, shuttle services, and other key resources for the show's operation. Keels & Wheels also has collaborations and partnerships with neighborhood businesses who donate financial and in-kind contributions including Seabrook Plaza/Compass by Margaritaville, TASC, Blue Dolphin, and Marine Max. By working with these businesses, Keels & Wheels is a conduit for revenue, visitors, and increased awareness of Seabrook.

Seabrook Hotels

Finding hotels space for other visitors to Keels & Wheels is a critical part of the annual planning process. Keels & Wheels works directly with Seabrook hotels and other accommodations in preparation for the annual show. There are several groups requiring hotel stays around show time including exhibitors, judges, special guests, and show attendees. Of the 206 cars exhibited at the show, 96 or 47%, had owners who lived an hour or more away from Seabrook. Similarly, 38 out of 58 boat owners, 66%, live an hour or more away as well.

Because owners, or their representatives, must be with their vehicles and boats for the Friday set-up and during the two-day show, those living an hour or more away need to stay in local accommodations to be easily available all three days. Given the Houston traffic issues that can arise at any time and the challenges of trailering vehicles and boats, exhibitors, regardless of their home location, often choose to reside at the local hotels for convenience. Keels & Wheels sponsors social events for them for Friday and Saturday evening which also encourages the exhibitors to stay close by. This results in a minimum of 134 exhibitors seeking hotel arrangements for the event. Added into this is a percentage of the regular judges, 100% of the 18 VIP judges, special guests of the show, and other visitors, local hotels easily fill up with those coming for Keels & Wheels.

For Keels & Wheels 2023, here are the local hotel reports:

- Springhill Suites, Seabrook: 155 room nights. Included the 9 judges that Keels & Wheels hosted there for 18 nights.
- Hampton Inn, Seabrook: 20 -30 room nights for Keels & Wheels.
- Best Western Plus, Seabrook: Hotel totally booked that weekend.
- Captain Inn & Suites, Seabrook: Very booked that weekend. 19-20 rooms for Keels & Wheels.
- Kemah Edgewater Hotel, Seabrook: 10 rooms
- Quality Inn & Suites, Seabrook: No Report.

Event Budget

Expenses within HOT Funds Guidelines

Registration: Supplies & Printing	\$2,459.28
Advertising: TV, Radio, Print, Social, Other	\$120,594.00
Transportation: Shuttle Services	\$9,760.00
TOTAL	\$132,813.28

Annual Budget

Seabrook Funding

The \$50,000 HOT Funds grant provided by Seabrook contributed to the items above.

Marketing Plan

Keels & Wheels employs multiple mediums and activities to promote the event including:

1. Recruiting classic car and boat owners to exhibit at the show
 - 300+ possible exhibitors receive postal and electronic mail with applications, hotel, and show overview
 - Accepted exhibitors receive follow-up packets to purchase tickets to social events, reserve hotel accommodations, information about area activities, and show specific details
2. Recruiting qualified VIP and regular judges of cars and boats
 - Send postal and electronic mail applications with hotel and show information to previous and future judges
 - Keels & Wheels pays for two nights of each VIP judge's stay in local hotels, approximately 20 people
3. Reaching out to previous and prospective sponsors to provide funding for the show
 - Brings awareness to the event and the City of Seabrook
 - Provide sponsors with out-of-town representatives with hotel and local activities information
 - Distribution of complimentary tickets to sponsors to promote attendance
4. Purchasing printed advertising space to promote the event to potential show attendees
 - Life is Good Magazine, two-page spread
 - One-page ads in specialty magazines including:
 - The Brass Bell, Chris Craft Antique Boat Club
 - 2023 SCM Amelia Island Guide
 - 2023 SCM Concours Guide
 - 2023 Rudders Magazine
 - Autotrader
5. Contracting with local television stations to create and run spots
 - KHOU, Channel 11 – 77 spots, April 24 – May 7, 2023
 - KHOU, Channel 11 – Good Day Houston appearance, April 30, 2023

- KPRC, Channel 2 – 46 spots, April 24 – May 7, 2023
- 6. Making appearances on local media shows to raise awareness of the event
 - In Wheel Time Radio Show with Podcast on April 29, 2023
 - I45 Now Interviews with multiple board members on May 5, 2023 plus I45 promos throughout the weekend
- 7. Utilizing social media accounts to reach local and interested audiences
 - Facebook, Instagram, Twitter accounts
 - YouTube
- 8. Partnering with Saltwater Recon Live feeds during the show
 - Websites: Saltwater Recon, Lakewood Yacht Club, Keels & Wheels
 - Social Media: Facebook (Saltwater Recon, Keels & Wheels), YouTube
- 9. Maintaining an interactive website for information, exhibitor registration, sponsorship, and ticket purchases
 - Sponsor logos are added to the website to promote support of their businesses, including the City of Seabrook
 - Hotel Information for participating locations is listed on a website page
 - Website visitors can purchase tickets directly with “Buy Tickets” buttons
- 10. Inviting media from local cities, large market areas, and high boater populations to attend the show to cover the event
 - Sent out press releases for several weeks prior to the show to promote various aspects
 - Galveston Daily News reporter came on Sunday for coverage with follow-up article
 - Multiple media outlets attended show
- 11. Hanging the Keels & Wheels Banner over NASA Parkway in Seabrook for several weeks before the show
- 12. Featuring the City of Seabrook prominently in the event program
 - City of Seabrook Logo appears on the cover
 - City of Seabrook full page ad is the inside front cover
 - Full page welcome letter from Seabrook Mayor Thom Kolupski
- 13. Providing promotional items including
 - Save-the-Date Cards with a reminder that children under 12 are free
 - Discounted Ticket Coupons for certain car clubs, organizations, and others
- 14. Contracting with event photographers
 - Keels & Wheels Photography Team – One Event Photographer
 - One Team Photographer available each day of the show
 - Event photographs from the Keels & Wheels Photography are available at no cost to the City of Seabrook

Event Permit (Next Page)



City License No. 2023-07

City of Seabrook
State of Texas

Special Event Permit

This is to certify that

LYC Concours Corp.
Lakewood Yacht Club
2322 Lakewood Yacht Club Drive
Seabrook, TX 77586

Having complied with requirements and governing ordinances of the City of Seabrook, and by reviewing and agreeing to all terms of the Special Event Permit as outlined and discussed, is hereby authorized to

Conduct the Keels and Wheels Concours D'Elegance event on May 6-7, 2023

Approved by Seabrook City Management on April 25, 2023

Permit Issued April 26, 2023

THIS LICENSE WILL EXPIRE ON SUNDAY, MAY 7, 2023 AT 6:00 PM

A handwritten signature in black ink, appearing to read "LeaAnn".

LeaAnn Dearman Petersen, Director of Public Affairs

Permit Fee - \$50 Paid

SPECIAL CONDITIONS OF PERMIT 2023-07

1. All Hotel Occupancy Tax Sponsored events must obtain a Special Event Permit as required by the HOT Sponsorship Guidelines.