



CELEBRATION SEABROOK

A Bigger, Better Bayfestival!

SATURDAY * OCTOBER 6, 2018
— 11:00am - 7:30pm —
MEADOR PARK * SEABROOK, TEXAS



ONLY
\$5

Kids 10 and under - ALWAYS FREE!

“Great event for kids and adults! Loved the bouncy houses, the climbing wall, and all the food and drinks! Great live music too!”

2018 Celebration Seabrook Recap

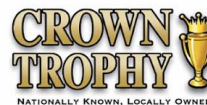
Live Music • Art • Kid Fun • Food Trucks • Pelicans • Craft Beer • Wine

Celebration Seabrook made possible by these great sponsors!

| PRESENTED BY |



| SPONSORED BY |



Record Attendance



For this year's event we reduced our ticket price to \$5, making the event affordable for everyone. Kids 10 and under have always been free and our extensive Kid Zone is also 100% FREE!



↑ 72%

increase in attendance from 2017

*More than 300 participants
Over 2,000 Adult Attendees
Approximately 1,200 Kids*



*The most affordable fun my family can have,
all year. Good food, good music, lots of fun!*

Ahoy Kids' Zone

Sponsored in part by



Did we mention that our Kids' Zone is FREE?
And yes, we mean everything is **FREE!**

OBSTACLE BOUNCE COURSE

MEGA INFLATABLE SLIDE

TODDLER BOUNCE HOUSE

MECHANICAL SHARK **ROCK WALL**

MAGIC SHOW

FACE PAINTING

PIRATE SHOW

BALLOON TWISTING

LIBRARY FUN

HENNA TATTOOS

BOAT MAKING

KIDS BEACH

PELICAN T-SHIRTS



*They had an amazing children's section.
My 2 year old was entertained all afternoon!*

Live Music Stage

Sponsored in part by 



This year we partnered with Budweiser who donated their music stage! Plus we had BIGGER & BETTER entertainment featuring a stellar line up of country music artists.



Jaimie Wyatt



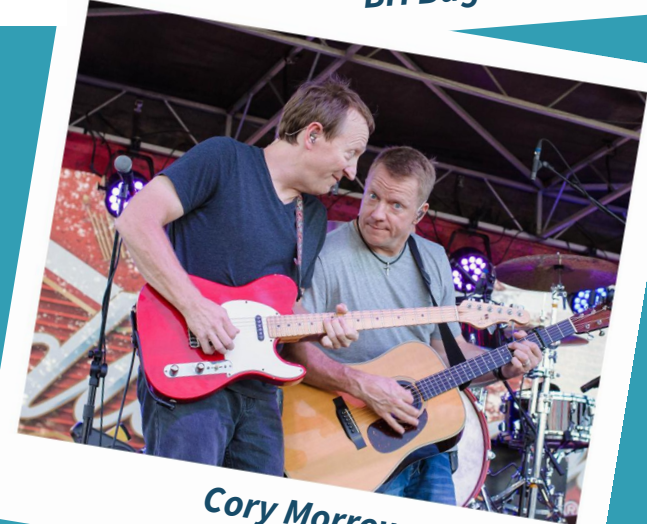
Grant Gilbert



Bri Bagwell



Brandon Rhyder



Cory Morrow

“Great music,
great food and fun!”

Sea of Art

Sponsored in part by



Shelbi Nicole continued her mural work on our skatepark, Debi Starr returned to paint more pelicans, our popular chalk artists rendered new Seabrook Love and Seabrook Public Safety chalk drawings plus we hosted over 16 unique artists that sold one-of-a-kind pieces of art!



Seabrook Rocks also returned and we painted pumpkins with Animal Control.

“ I sold more pieces at this year's event than I have at any other event this year! I plan to come back next year for sure.

Merchant Village

Sponsored in part by



A variety of sponsors and merchants filled up our Merchant Village with repeat participants such as Bundt-Cake-Aholics, Cutco and the Texas Beer Bus Tours. Seabrook locals included events such as the Lucky Trail Marathon and Keels and Wheels plus businesses like Chesapeake Bay Active Senior Living, Crossfit Asteria, and Damn Fine Coffee Roasters.



I thoroughly enjoyed attending this event in my hometown, Seabrook, Texas. I love being part of my community.

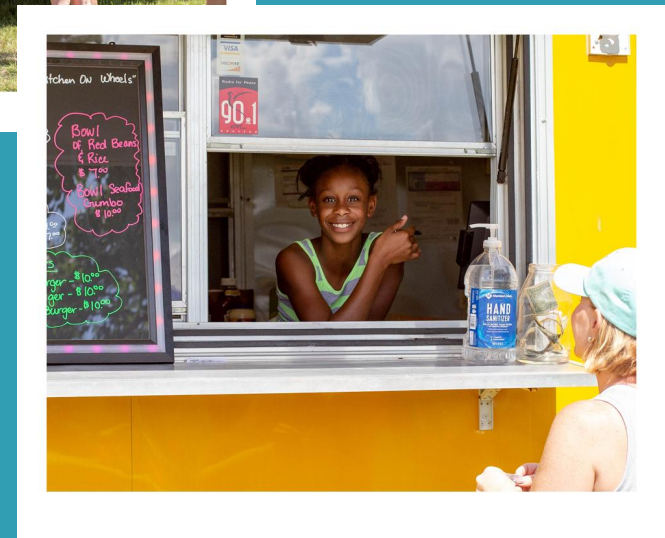
Food Truck Galley

Sponsored in part by



No one went hungry at this year's event with 8 food trucks plus Mario's serving up hot pasta all day!

- Rolling Republic BBQ
- D'Lish Curbside
- Nom Mi Street
- CC's Creole Corner
- French Bread Pizza Factory
- Mario's Pizza and Pasta
- Kona Ice
- Angie's Cake Balls
- Tasty Treats and Eats



With so many options I didn't know what to choose! I finally decided to have BBQ and I was extremely happy with my choice!

Event Production Team



The City of Seabrook took a new direction this year and partnered with a new event team Max Gray Productions. Max Gray's team alongside of city staff knocked this year's event out of the park. All sponsorship and vendor procurement were brought in-house this year and not only did we save by doing this we also surpassed previous year's revenue.

City Event Director, LeaAnn Petersen

City Event Coordinator, Amanda Alvarado

Owner, Max Gray Productions, Travis Adair

Owner, Max Gray Productions, Robert Martinez

*Special thank you and shout out to **Seabrook Public Works** who do so much to help prepare for the festival including taking our Pelicans on a field trip to the park so they too can attend! **Seabrook City Management**, the **Police Department** and the **Office of Emergency Management** also help with this great event... Not to mention the employees who took the time to volunteer on a Saturday.*



Great event. Well organized. Can't wait until next time.

Marketing Efforts

Created in part by



This year we contracted with the minds at Mindecology to market the 2018 event. City staff along with ME developed:

- New Creative
 - [Billboards](#)
 - [Rack Cards](#)
 - [Social & Digital Ads](#)
 - [Video Promos](#)
 - [Website Redesign](#)
- Social Media Ads
 - 372,527 Impressions
 - 2,825 Clicks
- Google Ads
 - 878,876 Impressions
 - .42% Click-thru-rate
- [Facebook](#) & [Instagram](#)
 - 700 New Followers
 - 100+ Posts July-October
- The Bull 100.3 FM
 - 162 Radio Spots
 - 25 Promos
 - Web Contest for Tickets
- Billboards
 - 5 Boards, included Seabrook/Kemah Bridge
 - 1,453,908 Gross Impressions



Financial Overview



| REVENUE | | | | |
|----------------------------|------------------|------------------|------------------|------------------|
| Description | 2015 | 2016 | 2017 | 2018 |
| Sponsors | \$95,050 | \$113,250 | \$109,750 | \$127,420 |
| Merchants | \$5,594 | \$4,581 | \$2,877 | \$3,351 |
| Artists | n/a | \$930 | \$1,910 | \$1,777 |
| Food Vendors | \$1,890 | \$1,150 | \$1,811 | \$1,165 |
| Online Ticket Sales | \$13,030 | \$8,711 | \$2,980 | \$220 |
| Walk Up CC Sales | \$7,491 | \$2,566 | \$2,953 | \$478 |
| Walk Up Cash Sales | \$9,840 | \$6,080 | \$6,905 | \$5,745 |
| Kid Zone Wristbands | n/a | n/a | n/a | n/a |
| Drinks | \$16,501 | \$10,390 | \$6,873 | \$8,567 |
| Merchandise | n/a | \$960 | \$1,418 | \$449 |
| Miscellaneous | \$2,230 | \$116 | \$120 | \$80 |
| TOTAL | \$151,626 | \$148,735 | \$137,597 | \$149,251 |
| Difference per year | | -\$2,891 | -\$11,138 | \$11,654 |

Sponsorship line item includes Council approved and budgeted amount from Hotel Occupancy Tax.

Additional city funds will not be needed to cover 2018 event expenditures.



| EXPENDITURES | | | | |
|----------------------------|------------------|------------------|------------------|------------------|
| Description | 2015 | 2016 | 2017 | 2018 |
| Production Fees | \$35,000 | \$38,500 | \$46,000 | \$15,000 |
| Commissions | \$9,520 | \$9,185 | \$7,150 | \$0 |
| Entertainment | \$12,200 | \$6,000 | \$7,300 | \$33,178 |
| Kid Activities | \$6,259 | \$9,031 | \$7,813 | \$9,618 |
| Beverages | \$8,785 | \$8,263 | \$6,765 | \$2,829 |
| Parking | \$400 | \$660 | \$285 | |
| Transportation | \$2,975 | \$4,165 | \$0 | \$1,950 |
| Rentals | \$37,876 | \$39,106 | \$28,091 | \$23,734 |
| Supplies | \$2,314 | \$643 | \$0 | \$665 |
| Staffing | \$10,586 | \$14,117 | \$11,535 | \$10,550 |
| Permitting | \$481 | \$401 | \$265 | |
| Insurance | \$4,660 | \$4,060 | \$4,465 | \$4,741 |
| Lease Agreements | \$200 | \$1,300 | \$0 | \$0 |
| General Misc. | \$1,671 | \$3,785 | \$800 | \$1,886 |
| Graphic Design | \$2,200 | \$2,000 | \$500 | \$1,010 |
| Printing | \$700 | \$906 | \$675 | \$2,641 |
| Promotional Items | \$1,750 | \$2,525 | \$1,185 | \$647 |
| Signage | \$3,419 | \$2,028 | \$1,725 | \$35 |
| Digital Advertising | \$375 | \$700 | \$1,980 | |
| Print Advertising | \$4,465 | \$4,092 | \$4,363 | |
| Radio Advertising | \$8,935 | \$6,995 | \$5,005 | |
| Social Media Advertising | \$997 | \$742 | \$755 | |
| Bulletin Boards | \$0 | \$7,416 | \$7,023 | \$15,973 |
| Public Relations | \$8,000 | \$9,000 | \$8,000 | \$8,000 |
| Art Components | \$0 | \$6,189 | \$8,500 | \$6,051 |
| HOT Miscellaneous | \$112 | \$0 | \$500 | \$0 |
| TOTAL | \$163,880 | \$181,808 | \$160,679 | \$138,507 |
| Difference per year | | \$17,929 | -\$21,129 | -\$22,172 |

↓ 72%

decrease for production/commission fees

20%

cost savings - actual vs. forecasted

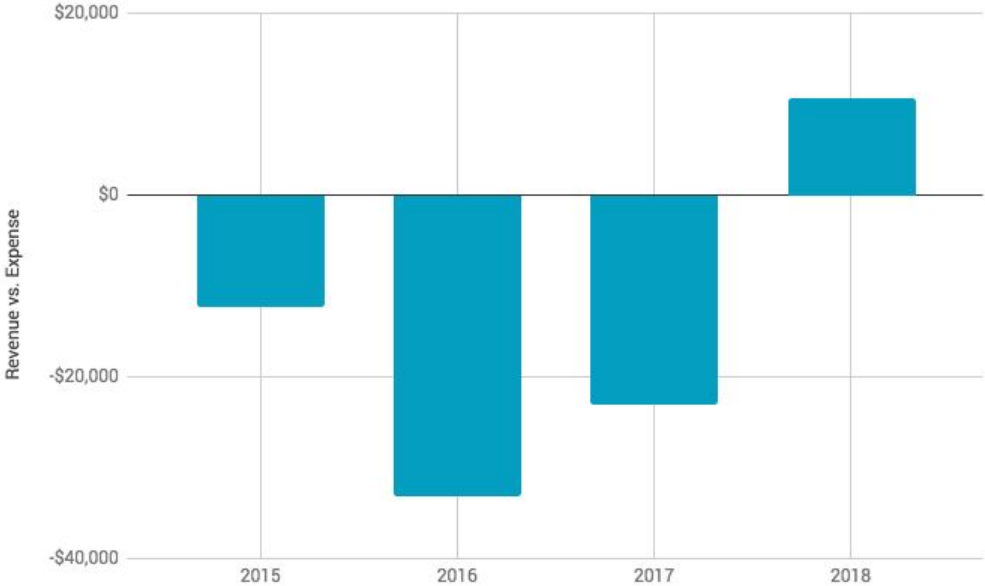


Financial Overview Cont.

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| | 2015 | 2016 | 2017 | 2018 |
|-------------------------------|-----------|-----------|-----------|----------|
| Revenue vs. Expense | -\$12,254 | -\$33,073 | -\$23,081 | \$10,744 |
| General Reserves | \$12,254 | \$33,073 | \$0 | \$0 |
| HOT Reserves | \$0 | \$0 | \$23,081 | \$0 |
| Available Charitable Donation | \$0 | \$0 | \$0 | \$8,000 |
| <i>Remaining balance</i> | | | | \$2,744 |



*For the first time in the event's history proceeds are available to benefit **Share Your Christmas** and the **Seabrook Animal Shelter and Adoption Center!***

Save the Date



The 2018 event has us so excited we are ready to start planning for 2019 so mark your calendars now!

Next year we plan to consider:

- Revisiting Main Street
- Adding a Cook Off
- New Features for All Ages
- VIP Improvements