

City of San Marcos
Coronavirus State and Local Fiscal Recovery Funds
Application



Name of Agency/Organization: Mermaid Society SMTX

Address: 1000 Prospect Street (Mailing Address - P.O. Box 963 San Marcos 78667)

City, State & Zip: San Marcos, Texas 78666

Contact Person: July Moreno Title: Executive Director

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Program Title: Mermaid Capital of Texas Fest

Amount of Funds Requested: \$25,000

Program Status: (check one) ☒ Existing Program ☐ Program Expansion ☐ New Program

Category: (check one) ☒ Supporting Public Health Response ☒ Addressing Negative Economic Impact
☐ Serving Hardest Hit Communities and Families

NOTE: Events funded will be required to comply with CDC guidelines

Describe the program/event being funded with CSLFR funds: Attach additional sheet, if necessary

Submitted By:

July Moreno
Signature

August 27, 2021

Date

July Moreno - Executive Director

Printed Name and Title

Description of project

Mermaid Capital of Texas Fest – Mermaid Promenade & Downtown Street Faire

Both events will take place downtown San Marcos. The Mermaid Promenade will feature approx. 100 parade participants representative of area schools, organizations, and businesses as well as out of town participants.

Downtown Street Faire takes place on the Hays County courthouse lawn and San Antonio and LBJ streets. Over 100 Artisan vendors will line the streets and set-up on the courthouse grounds. Food trucks, live music and dance performances will be available.

Work plan or timeline for project

The events are scheduled for September 11th - September 25th, 2021

Mermaid Promenade is scheduled 10:00 – NOON

Downtown Street Faire NOON – 8:00 p.m.

How the program/event qualifies under CSLFRF

Mermaid Society depends primarily on funding that is generated from our annual festival for operations. In 2020 the Society cancelled the festival due to the pandemic. In 2021 the Society had to make the difficult decision to cancel most festival events due to Covid-19 and the delta variant. However, the decision was made to move forward with only two of the seven festival events – the Mermaid Promenade and Downtown Street Faire. Unlike businesses who could apply for federal funding Mermaid Society did not fit the criteria for consideration.

Community benefits made possible by the festival

- Create economic opportunities for all downtown businesses
- Encourage hotel stays
- Help to promote tourism in San Marcos
- Increased awareness of San Marcos and the San Marcos River through media efforts.
- Create economic opportunities for market vendors
- Create economic opportunities and promotion for music performers
- Create promotion for vaccinations and face mask wearing. The Society will utilize the festival platform to promote getting vaccinated and wearing face masks. The Mermaid Society Team has confirmed there will be a vaccination center on-site inside the courthouse. Also, volunteers will be tasked with distributing face masks to the public. There will be hand sanitizing stations and hand washing stations in locations around the parade route. Additionally, PSA's will be recorded to run from 8:00 a.m. – 12:30 p.m. on all parade route speakers – approx. 90 units throughout the parade route. Parade announcers (6) will also make announcements about safe distancing, vaccination opportunity and free face masks. Banners will be featured in the parade promoting vaccinations and face mask wearing.

Geographic area and demographics of target population

The events are designed for children and family -FREE to the public. San Marcos and the surrounding cities.

Evaluation plan for project outcome

A post-event evaluation is scheduled within two weeks after the event. Board members, key committee members and staff will evaluate all parts of the events. The evaluation is then used as a starting point for 2022 Festival planning.

Any other additional information that will help support use of CSLFRF funds

Funding is invested locally and supports the production costs associated with the festival. This investment is recirculated in our community, thereby creating economic opportunities for local businesses, artists, and entrepreneurs. Additionally, the festival serves as Mermaid Society's only fundraiser to support our youth programming and community outreach efforts.