



AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting July 23, 2019
Second Reading Ordinance for the City Council Meeting July 30, 2019

DATE: July 9, 2019
TO: Peter Zaroni, City Manager
FROM: Esther Velazquez, Assistant to the City Manager
EstherV@cctexas.com
361.826.3093

2019 Coastal Bender Lease Agreement

CAPTION:

Ordinance authorizing lease agreement with SMG to allow use of streets bounded by Fitzgerald Street, N. Water Street, Resaca Street and Shoreline Blvd. and including portions of Bayfront Park located along Shoreline Blvd. between Resaca Street and Fitzgerald Street for the 2019 Coastal Bender event and related activities to be held on August 1 - 4, 2019, which requires SMG to pay all permit fees required for the event, estimated at \$1,000.00.

PURPOSE:

Seeking City Council approval of a Lease Agreement for temporary street closures and closure of approximately 30% of the Bayfront Park during the 2019 Coastal Bender event at the American Bank Center.

BACKGROUND AND FINDINGS:

This will be the inaugural year for the 2019 Coastal Bender, which is a homegrown event created and developed by SMG. The Coastal Bender is a fishing tournament that includes other elements to maximize interest in and attendance of the event.

The four-day event will include an array of content true to the Texas Gulf Coast including a welcome dinner and silent auction for tournament participants on Thursday, August 1, two youth fishing tournaments on Friday, August 2, an all day fishing tournament on Saturday, August 3 with five divisions (Bay, Kayak Bay, Offshore, Offshore Kayak and Beach/Surf), a closing brunch and winners award ceremony for tournament participants on Sunday, August 4. Other festival activities include a bar-b-que cookoff, outdoor expo (boats, fishing and hunting), and a concert. This event will take place August 1-4, 2019 and will attract

people to the American Bank Center for a one-of-a-kind experience in Corpus Christi during the summer.

SMG is working in partnership with Corpus Christi native Roger Creager, a well-known musician who is playing a key role in attracting artists, anglers, and fans to attend the event. The event name is being branded as 'Roger Creager's Coastal Bender.' This event involves revenue sharing and use of the artist's name in lieu of the typical guaranteed fee for the headliner. This structure limits risk by eliminating the fixed cost paying an artist to perform.

The event will take place on Shoreline Boulevard, including the barge dock, outside the American Bank Center as well as inside the Arena. Activities listed for Thursday, August 1, 2019 on the Event Plan are for tournament registrants and are not open to the general public.

We are not anticipating any negative impact from the partial closure of the Bayfront Park as the section being closed is the area that contains the currently inoperable water feature. Use of this portion of the park was approved by the Director of Parks and Recreation.

A minimal general admission fee in the amount of \$5 will be charged for entry into the event grounds resulting in increased attendance and exposure. There will be a separate \$25 fee to attend the concert.

The FY19 Adopted Budget includes \$650,000 of Arena Marketing and Co-Promotion Funds for the purpose of offsetting event related expenses incurred in attracting business to the Arena. The Corpus Christi Business and Job Development Corporation approved \$30,000 for the Coastal Bender event at their April 15, 2019 regular meeting.

SMG recognizes Coastal Bender as a wonderful opportunity to give back to our community's youth and has partnered with Driscoll Children's Hospital, Ronald McDonald House and Hookspit Junior Anglers Association, an under privileged youth fishing group. The kids will participate in the event free of charge and the organizations will receive publicity and public education about their programs from the event ad campaigns.

ALTERNATIVES:

Do not approve event agreement.

OTHER CONSIDERATIONS:

None

CONFORMITY TO CITY POLICY:

City Council's action is required for lease agreements in conjunction with public events.

EMERGENCY / NON-EMERGENCY:

Non-emergency

DEPARTMENTAL CLEARANCES:

Legal

FINANCIAL IMPACT:

X Operating Revenue Capital Not applicable

Fiscal Year: 2018-2019	Current Year
Line Item Budget	\$650,000
Encumbered / Expended Amount	\$219,000
This item	\$1,000
BALANCE	\$380,000

Expense Funding Detail:

Fund: 4710 Visitors Facility
Organization/Activity: 13615 Arena-Marketing/Co-Promotion
Mission Element: 734 Tourism
Project # (CIP Only): N/A
Account: 530500 Printing Advertising & PR

Revenue Detail

The permit fees will be deposited into the following accounts:
\$450 to Visitors Facility, Cultural Services, Special Events Permits: 4710-13710-888-302350 for Special Event Application Fee (\$50) and the Special Event Permit Fee (\$400)

\$550 to Streets, Traffic Engineering, Special Events Permits: 1041-12300-888-302350 for traffic engineering control plans

RECOMMENDATION:

Staff recommends approval of this agreement.

LIST OF SUPPORTING DOCUMENTS:

Ordinance
Lease Agreement
Event Plan