



AGENDA MEMORANDUM

Corpus Christi Business and Job Development Corporation Meeting
April 15, 2019

DATE: April 4, 2019
TO: President and Honorable Board Members,
Corpus Christi Business and Job Development Corporation

THROUGH: Keith Selman, Interim City Manager

FROM: Matt Blasy, General Manager – SMG American Bank Center
MattB@cctexas.com
361-826-4171

Arena Marketing/Co-Promotion Fund Request – Coastal Bender

CAPTION:

Motion authorizing the expenditure of \$30,000 from American Bank Center Arena Marketing Co-Promotion Fund to offset direct costs of operating the inaugural Coastal Bender, a South Texas fishing tournament and festival.

PURPOSE:

To utilize \$30,000 from the Arena Marketing Co-Promotion Fund to continue to create homegrown content that can be developed into annual events which generate a positive impact.

BACKGROUND AND FINDINGS:

The objective of the American Bank Center Arena Marketing/Co-Promotion Fund is to provide funding to the American Bank Center Arena to offset event related expenses incurred for the purpose of attracting business to the Arena such as: tenant leases, conventions, and other events and business opportunities that generate a positive impact for the City of Corpus Christi. This request relates to other events and business opportunities.

The purpose of this request is to continue to create Homegrown content and develop them into annual events. SMG successfully hosted Brew Ha Ha, Wingapalooza, and Coastal Christmas and is planning to add another event with Coastal Bender. The event will attract people to the American Bank Center for a 'one of a kind' experience in Corpus Christi during the summer months. The event will take place August 1 – 4, 2019.

Coastal Bender is a fishing tournament that involves other elements to maximize interest and attendance of the event. The four-day event will include an array of content true to the Texas Gulf Coast including a bar-b-que cookoff, Outdoor expo (boats, fishing and hunting), and a concert.

SMG is working in partnership with Corpus Christi native Roger Creager. Roger Creager is a well-known musician who will play 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.'

The event will take place on Shoreline Boulevard including the barge dock outside the American Bank Center as well as inside the Arena. The Arena will host the Captains Dinner on Thursday, August 1 and have several vendors for outdoor expo taking place Thursday, August 2 – Sunday, August 4.

The Type A Marketing Co-Promotion funds would go toward rental and staffing expenses associated with hosting the event in the Arena as well as contribute to the overall marketing plan. This financial assistance is critical in establishing the inaugural Coastal Bender as a major event at the American Bank Center and will allow a minimal entry fee on to the event grounds (\$5) and concert (\$25) resulting in increased attendance and exposure. High attendance will significantly increase the likelihood of the event breaking even the first year which is critical for it to develop into an annual event with continued growth in future years.

SMG recognizes Coastal Bender as a wonderful opportunity to give back to the community and its non-profit organizations. SMG will be partnering with several organizations in which a portion of the proceeds will go to their cause. Specific charitable groups are still being identified but will focus on benefiting youth organizations.

During the Coastal Bender, SMG will provide the Type A Board with the following:

Advertising:

- Type A Logo on Arena ribbon board
- Type A Logo on event website

OTHER CONSIDERATIONS: Not Applicable.

CONFORMITY TO CITY POLICY:

This request conforms to the Arena's Marketing/Co-Promotion Fund policy which has been approved by the City of Corpus Christi and the Type A Board.

DEPARTMENTAL CLEARANCES:

City Manager's Office

Legal

Finance

FINANCIAL IMPACT:

X Operating Revenue Capital Not applicable

Fiscal Year: FY19	Current Year
Line Item Budget	\$650,000
Encumbered / Expended Amount (pending Texas Skills USA approval)	\$170,000
This item	\$30,000
BALANCE	\$450,000

Fund(s): Visitors Facilities Fund 4710

Comments: None.

RECOMMENDATION: Staff recommends approval of this item.

LIST OF SUPPORTING DOCUMENTS:

Coastal Bender Event Overview