



## AGENDA MEMORANDUM

Corpus Christi Business and Job Development Corporation Meeting (10/19/15)

**DATE:** October 5, 2015

**TO:** President and Honorable Board Members,  
Corpus Christi Business and Job Development Corporation

**THROUGH:** Ronald L. Olson, City Manager

**FROM:** Donna Cannatella, Sr. Regional Director of Sales - SMG/American Bank Center  
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**Arena Marketing Co-Promotion Fund Request -  
CC Force Volleyball Club/Lone Star Championship Series**

**CAPTION:**

Motion approving \$25,000 expenditure from the Arena Marketing/Co-Promotion Fund to SMG/American Bank Center to offset Arena rental fees as an incentive for the CC Force Volleyball Club/Lone Star Championship Series on February 20 & 21, 2016.

**PURPOSE:**

The purpose of this item is to provide a \$25,000 subsidy for American Bank Center Arena rental fees to the CC Force Volleyball Club/Lone Star Championship Series as an incentive to secure their business for the Arena.

**BACKGROUND AND FINDINGS:**

CC Force Volleyball is considering Corpus Christi and the American Bank Center for its Championship Game on February 20-21, 2016. The decision to select Corpus Christi as its annual choice of venue is contingent upon our ability offset 100% of the arena rental fee. The revenue from this event will be produced via ancillary fees such as parking, equipment, facility fees, and considerable revenue will be generated from food and beverage/concessions.

The client's company has grown and so they will be utilizing the Arena for the first time in addition to Exhibit Halls A & B in the convention center. Although the number of teams competing has grown, CC Force Volleyball has a strict budget in which renting the Arena at full cost is not an option.

The mission of CC Force Volleyball Club is to offer junior girls in the Corpus Christi area the unique opportunity of participating on a National Junior Girls Volleyball team that travels around the U.S. They strive to excel in the game of volleyball while teaching and emphasizing the moral virtues of good sportsmanship, winning with humility, losing with grace and dignity, and demonstrating respect for their competitors, teammates, coaches, parents, as well as themselves.

**ALTERNATIVES:**

There are no identified alternatives to providing for offsets to rental rates.

**OTHER CONSIDERATIONS:**

Overnight Attendees: 3,294  
Day Attendees: 824  
Estimated Room Demand: 2,217  
Estimated Economic Impact: \$1,443,480

**CONFORMITY TO CITY POLICY:**

Not applicable

**EMERGENCY / NON-EMERGENCY:**

Not applicable

**DEPARTMENTAL CLEARANCES:**

ACM-General Government & Operations Support

**FINANCIAL IMPACT:**

Operating       Revenue       Capital       Not applicable

<b>Fiscal Year: 2015-2016</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget		\$600,000.00		\$600,000.00
Encumbered / Expended Amount		\$120,000.00		\$120,000.00
This item		\$25,000.00		\$25,000.00
BALANCE				\$455,000.00

Fund(s): Visitors Facility Fund 4710

**Comments:** The City Manager approval fund balance is \$200,000. No encumbrances have been made from this portion of the fund. The Type A Board approval fund balance is \$280,000 (\$120,000 have been encumbered in FY16). If this item is approved, the Type A approval fund balance will be \$255,000.

**RECOMMENDATION:**

Staff recommends approving the motion for a \$25,000 incentive for the CC Force Volleyball Club/Lone Star Championship Series on February 20 & 21, 2016.

**LIST OF SUPPORTING DOCUMENTS:**

Event Economic Impact- Lone Star CC Force Volleyball