



**AGENDA MEMORANDUM**  
Corpus Christi Business and Job Development Corporation Meeting  
(09/19/16)

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**DATE:** September 2, 2016

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

**THROUGH:** Margie Rose, City Manager

**FROM:** Jim Salamenta, General Manager – SMG American Bank Center  
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Arena Marketing/Co-Promotion Fund Request - Rodeo Corpus Christi Concert Series

**CAPTION:**

Motion authorizing the expenditure of \$30,000 from American Bank Center Arena Marketing Co-Promotion Fund for Rodeo Corpus Christi Concert Series on April 23-30, 2017.

**PURPOSE:**

To secure authorization for the expenditure of \$30,000 from American Bank Center Arena Marketing Co-Promotion Fund for Rodeo Corpus Christi Concert Series on April 23-30, 2017.

**BACKGROUND AND FINDINGS:**

The Buccaneer Commission has produced Rodeo Corpus Christi for 25 years. Rodeo Corpus Christi, currently ranks as one of the 10 largest in the Texas. Since 2006, Rodeo Corpus Christi has called the American Bank Center home. Annually over the course of 4 days, 15,000+ attendees participate in this portion of Buc Days. To date, through Rodeo Corpus Christi and the other Buccaneer Commission Fundraisers, more than \$850,000 has been awarded in scholarships to Coastal Bend Students.

In an effort to continue growing Rodeo Corpus Christi and the Scholarship Program, the Buccaneer Commission approved establishing a Concert Series as part of the Rodeo Corpus Christi 2017. The premise of the Concert Series is to have a 2-hour Rodeo nightly, 15-minute intermission in which a trailered stage is setup and then a 50-minute concert.

In other markets (i.e. Austin, Houston, San Antonio) that host a concert series with the Rodeo, findings show that 50% of the audience is attending primarily for the rodeo and 50% is attending primarily for the concert. Thus, the investment that the Buccaneer Commission is making in this venture should do the following:

- Fill more of the 13,000 unsold seats over the course of the 4-day event
- Increase concessions sales. In other markets the intermission between the concert and the rodeo is a prime opportunity for selling additional concessions
- Attract more out of market attendees, as the event will have greater appeal throughout the region with the concert element
- Increase revenue for both the Buccaneer Commission and American Bank Center
- Increase the economic impact of Buc Days on the Corpus Christi Economy (See attached 2014 Study- Estimated \$9.5 million in 2014)

The annual investment by the Buccaneer and the support from SMG/City of Corpus Christi to offset cost associated with the Rodeo Corpus Christi Concert Series is greatly appreciated.

**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:**

Legal  
Finance

**FINANCIAL IMPACT:**

X Operating       Revenue       Capital       Not applicable

<b>Fiscal Year: FY 16</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		\$350,000.00/\$325,000.00		\$350,000.00/\$325,000.00
This item		\$30,000.00		\$30,000.00
BALANCE		\$250,000.00		\$250,000.00

Fund(s): Visitors Facilities Fund 4710

**Comments:** None.

**RECOMMENDATION:**

Staff recommends the Type A Board authorize the expenditure of \$30,000 from the Arena Marketing/Co-Promotion Fund used as an incentive for Rodeo Corpus Christi Concert Series on April 23-30, 2017.

**LIST OF SUPPORTING DOCUMENTS:**

Buc Days Rodeo Economic Impact Report