



**AGENDA MEMORANDUM**  
Corpus Christi Business and Job Development Corporation Meeting  
(2/20/17)

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**DATE:** February 3, 2017

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

**THROUGH:** Margie C. Rose - City Manager

**FROM:** Eric Jaramillo, General Manager – SMG American Bank Center  
EricJ@cctexas.com  
361-826-4171

Arena Marketing/Co-Promotion Fund Request – American Spirit Championship
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**CAPTION:**

Motion authorizing the expenditure of \$10,000 from American Bank Center Arena Marketing Co-Promotion Fund for American Spirit Championship competition on March 25, 2017.

**PURPOSE:**

SMG/American Bank Center is requesting a total of \$10,000 from the Arena Marketing Co-Promotion Fund to act as an incentive for American Spirit Championship to consider Corpus Christi and the American Bank Center Arena for their Cheer Competition on March 25, 2017. The funds will be used to offset 100% of the Arena rental.

**BACKGROUND AND FINDINGS:**

American Spirit Championship is considering Corpus Christi and the American Bank Center for their South Texas Express Nationals competition on 3/25/2017. The consideration to call Corpus Christi their home annually will be contingent upon approved marketing funds allotted to offset 100% of the arena rental of space. The revenue from this event will be produced through ancillary revenue such as parking, equipment, facility fees, and considerable revenue from food and beverage/concessions.

**ALTERNATIVES:**

Not applicable

**OTHER CONSIDERATIONS:**

Estimated Overnight Attendees 711  
Total Room Nights: 300  
Estimated Economic Impact: \$100,699

**CONFORMITY TO CITY POLICY:**

Not applicable

**EMERGENCY / NON-EMERGENCY:**

Not applicable

**DEPARTMENTAL CLEARANCES:**

Legal  
Finance

**FINANCIAL IMPACT:**

☒ Operating      ☐ Revenue      ☐ Capital      ☐ Not applicable

<b>Fiscal Year: FY 17</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		\$60,000.00		\$60,000.00
This item		\$10,000.00		\$10,000.00
BALANCE		\$530,000.00		\$530,000.00

Fund(s): Visitors Facilities Fund, Arena Marketing/ Co-Promotion

**Comments:** None.

**RECOMMENDATION:**

Staff recommends the Type A Board authorize the expenditure of \$10,000 from the Arena Marketing/Co-Promotion Fund used as an incentive for American Spirit Championship on March 25, 2017.

**LIST OF SUPPORTING DOCUMENTS:**

Economic Impact - CCCVB DMAI Calculator