

MEMORANDUM

To: Matt Blasy, General Manager
American Bank Center

From: Johnny Philipello, President & CEO
Buccaneer Commission

Date: May 3, 2018

Re: Rodeo Corpus Christi – Concert Series



The Buccaneer Commission has produced Rodeo Corpus Christi for 27 years. Rodeo Corpus Christi is currently is recognized as 1 of only 23 rodeos on the Wrangler ProRodeo Tour. Since 2006, Rodeo Corpus Christi has called the American Bank Center home. Rodeo Corpus Christi, with support from the Type A Board, has successfully implemented two years of Concert Series with the Rodeo. The community embraced the addition as Rodeo Corpus Christi saw over a 37% increase in attendance from the previous year. In 2017, through Rodeo Corpus Christi and the other Buccaneer Commission Fundraisers, more than \$106,000 was awarded in scholarships to Coastal Bend Students, bringing the cumulative total to more than \$1 million. 2018 Scholarship giving will be determined by the Commission before its year end in June.

The 2018 Rodeo Corpus Christi Concert Series provided the following results:

	Thursday	Friday	Saturday	Sunday	Total
2016 Attendance	2,461	4,125	5,635	3,269	15,554
2017 Attendance	6,316	5,798	4,767	4,343	21,224
2018 Attendance	4,350	5,594	5,819	5,854	21,617

In addition, the investment of \$45,000 which the Type A Board allocated to this endeavor, had a significant return on investment for the City of Corpus Christi/SMG through rent and concession gains as shown below:

	2016 (Prior to Concerts)	2017	2018	Difference
Rent	\$44,500	\$52,000	\$54,000	\$9,500
Concessions	\$100,453	\$186,059	\$191,677	\$91,224
Total	\$144,965	\$238,059	\$245,677	\$100,724
Type A Investment	0	\$30,000	\$45,000	

In the initial year of the Concert Series, the Buccaneer Commission invested over \$190,000 in expenses to produce this new addition. For 2018, the Buccaneer Commission has invested over \$240,000 for the Concert Series Production. Any support from SMG/City of Corpus Christi to enhance and/or offset cost associated with the Rodeo Corpus Christi Concert Series is greatly appreciated and will be used to support the purchase of entertainers for the Concert Series.