



**AGENDA MEMORANDUM**  
Corpus Christi Business and Job Development Corporation Meeting (5/21/18)

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**DATE:** May 3, 2018  
**TO:** President and Honorable Board Members,  
Corpus Christi Business and Job Development Corporation  
**THROUGH:** Margie Rose, City Manager  
**FROM:** Matt Blasy, General Manager – SMG American Bank Center  
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361-826-4171

<b>Arena Marketing/Co-Promotion Fund Request - Rodeo Corpus Christi</b>
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**CAPTION:**

Motion authorizing the expenditure of \$110,000 from American Bank Center Arena Marketing Co-Promotion Fund for the continued expansion and growth opportunities of Rodeo Corpus Christi for fiscal years 2019 and 2020.

**PURPOSE:**

SMG/American Bank Center is requesting a total of \$110,000 (\$50,000 for 2019 and \$60,000 in 2020) from the Arena Marketing Co-Promotion Fund to assist the Buccaneer Commission in offsetting costs for the four event days of April 25-28, 2019 and April 23-26, 2020 Buc Day Rodeos.

The annual increase in funds will allow the Buccaneer Commission the opportunity to continue to attract talent with name recognition which in turn increases overall attendance and the financial impact. This is proven evident by comparing the 2017 top performer secured as part of the Concert Series and the impact it had on attendance. In 2017, Dwight Yoakam performed on Thursday night and attendance was 6,316 compared to this year's lesser known act drawing only 4,350 people.

Securing these funds well in advance allows the Buccaneer Commission additional time to book the performers.

**BACKGROUND AND FINDINGS:**

The Buccaneer Commission has produced Rodeo Corpus Christi for 27 years. Rodeo Corpus Christi is currently recognized as 1 of only 23 rodeos on the Wrangler Pro Rodeo 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. Positive impacts include:

- Attendance has increased each year since Concert Series started resulting in an increase in ancillary revenues (Parking, Concessions)
- Attracts more out of market attendees, as the event will have greater appeal throughout the region with the concert element
- Increases the local economic impact of Buc Days
- In 2017, more than \$106,000 was awarded in scholarships to Coastal Bend Students through Rodeo Corpus Christi and the other Buccaneer Commission Fundraisers, bringing the cumulative total to more than \$1 million.
- 2018 Scholarship giving will be determined by the Commission before its year end in June.

**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:**

☒ Operating      ☐ Revenue      ☐ Capital      ☐ Not applicable

<b>Fiscal Year: FY18</b>	<b>Current Year</b>
Line Item Budget	\$600,000
Encumbered / Expended Amount	\$210,000
This item	\$110,000
BALANCE	\$280,000

Fund(s): Visitors Facilities Fund 4710

**Comments:** None.

**RECOMMENDATION:**

N/A

**LIST OF SUPPORTING DOCUMENTS:**

Buc Days Commission Memo