



**AGENDA MEMORANDUM**  
Action Item for the Corpus Christi Business and Job Development Corporation  
Meeting October 28, 2019

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**DATE:** October 2, 2019

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

**FROM:** Matt Blasy, General Manager, American Bank Center  
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**Arena Marketing/Co-Promotion Fund Request  
Texas A&M-University Corpus Christi Athletics**

**CAPTION:**

Motion authorizing the expenditure of \$100,000 from American Bank Center Arena Marketing/Co-Promotion Fund to provide marketing support of Texas A&M-University Corpus Christi Athletics for Fiscal Year 2020.

**SUMMARY:**

SMG/American Bank Center is requesting a total of \$100,000 from the Arena Marketing/Co-Promotion Fund to assist Islanders Athletics by providing marketing support for their 2019-2020 season.

**BACKGROUND AND FINDINGS:**

The objective of the American Bank Center Arena Marketing/Co-Promotion Fund is to provide funding to the American Bank Center Arena to offset event related expenses incurred for the purpose of attracting business to the Arena such as tenant leases, conventions, and other events and business opportunities. The purpose of this memo is related to the sports-related tenant part of our business.

This financial assistance will be instrumental in building a comprehensive approach to marketing and fan engagement in support of Corpus Christi's only National Collegiate Athletic Association (NCAA) Division I Athletics program.

**ADVERTISING (BILLBOARDS, RADIO, TELEVISION) "YOUR CITY, YOUR TEAM"**

The funding will allow the Islanders Athletics department to enhance existing advertising efforts to create a more coordinated advertising campaign to promote and publicize Islanders basketball games at the American Bank Center. This will utilize billboards, radio and television advertising, social media and other targeted media opportunities to share the "Your City, Your Team" slogan to connect with Corpus Christi residents and attract new fans to the American Bank Center to

watch Islanders basketball.

### **TICKET VOUCHER PROGRAM & EDUCATION DAY PROGRAM**

In exchange for this financial assistance, the Islanders will implement several ticket voucher distribution programs. The first will be an Education Day program designed to provide tickets to local school children and implement an educational program during the selected game. There will be incentives for the schools with the highest attendance to receive various prizes such as a pizza party with the TAMU-CC basketball team in an effort to maximize attendance. This program will provide an opportunity to children who may not ordinarily have access to the games. It will also expose them to the university and promote their continued pursuit of their education.

### **STUDENT FREE ADMISSION & CONCESSIONS VOUCHER PROGRAM**

Additionally, Islanders Athletics will provide students free admission as well as concessions voucher program for several games. For selected games, the first 500 students in attendance will receive free admission and a voucher for a free concessions item. This will supplement the concessions business of the American Bank Center during those selected games.

### **COMMITMENT TO COMMUNITY**

Islanders Athletics serves as the “front porch” of the university and acts as a first point of contact for many individuals in the local community. Dr. Kelly Quintanilla, the President of Texas A&M University-Corpus Christi has made it a point of emphasis to raise the profile of the Islanders as Corpus Christi’s “hometown team”. Providing a high-quality game day experience for local fans at the American Bank Center to support basketball programs that will compete for championships is key to engaging the local community. Islanders Athletics recently released a five-year strategic plan, with “Commitment to Community” as a core value. Islanders student-athletes performed over 1,100 hours of community service during the 2018-2019 academic year and have raised their goal to 2,000 hours for the 2019-2020 academic year. Charities and organizations which Islanders student-athletes have served and plan to serve this year include:

- Boys and Girls Club of Corpus Christi
- Conquer the Coast Cycling Event
- Gloria Hicks Elementary
- Harbor Lights Festival
- Kaffie Middle School
- Ronald McDonald House
- Rotary Club Flags for Heroes
- South Texas Lighthouse for the Blind
- South Texas Special Olympics

In addition, Islanders Athletics programs hold numerous free youth clinics throughout the year.

### **SPONSORSHIP ADVERTISING**

During the 2019-20 Season, the Islanders will provide the Type A Board with the following:

Advertising:

- Type A logo on digital LED signage rotation during all games at American Bank Center
- Type A Logo on goislanders.com home page
- Type A Logo on promotional giveaway item

### **ADDITIONAL INFORMATION**

Texas A&M University-Corpus Christi has consistently proven to be a valued tenant and a respected member of the community. As one of the leading centers of higher education in the Gulf of Mexico region, the University serves the intellectual, cultural, social, environmental and economic needs of Corpus Christi and all of South Texas. The University is dedicated to excellence in teaching, research, creative activity and service. The University's federal designation as a Hispanic Serving Institution provides a foundation for closing educational gaps. As the lone institution in Corpus Christi offering a four-year degree, the University provides opportunity for accessible, high quality education and career preparation. Additionally, the University provides hundreds of jobs on campus as well as millions of dollars in business to the community annually.

- The Islanders are one of two anchor tenants at the American Bank Center (23 games during 2019-20 season)
- The Islanders averaged 1,424 fans per men's basketball game over the last two seasons
- 485 + hotel rooms (visiting teams, referees, league officials and supervisors, parents and fans/booster clubs)
- Those teams, referees, league officials, parents, etc. eat in local restaurants and purchase gas, goods and rent vehicles.
- Many students and alumni frequent downtown Corpus Christi restaurants before and after each home game.
- 68 Full Time Employees
- 4 Part-Time Employees
- 100 + Employees per night at the American Bank Center between (including parking, box office, ushers/ticket takers, security, changeover crew, EMT, cleanup crew, concessionaire, video board operators, PA announcer, etc.).

### **ALTERNATIVES:**

The Islanders would have to forego the marketing and fan engagement opportunities discussed above to drive additional interest in the basketball program, including the Education Day and student voucher programs. The opportunity to drive more local residents, alumni, and students to the American Bank Center to purchase tickets, concessions, and frequent local business before and after games will also be lost.

### **FISCAL IMPACT:**

The Islanders currently generate a net profit for to the American Bank Center's financials.

### **Funding Detail:**

Fund: 4710 Visitor Facility  
Organization/Activity: 13615 Arena Marketing/Co-Promotion  
Mission Element: 734 Tourism  
Project # (CIP Only): N/A  
Account: 530500 Printing Advertising & PR

### **RECOMMENDATION:**

Staff recommends approval of this item.

### **LIST OF SUPPORTING DOCUMENTS:**

N/A