



# City of San Antonio

## Agenda Memorandum

**File Number:**13-753

---

**Agenda Item Number:** 26.

**Agenda Date:** 11/7/2013

**In Control:** City Council A Session

---

**DEPARTMENT:** San Antonio Convention & Visitors Bureau

**DEPARTMENT HEAD:** Casandra Matej

**COUNCIL DISTRICTS IMPACTED:** City-wide

### **SUBJECT:**

Professional Services Agreement - San Antonio Sports

### **SUMMARY:**

An ordinance authorizing the execution of a one-year Professional Services Agreement, in an amount not to exceed \$200,000.00 with San Antonio Sports to assist the San Antonio Convention and Visitors Bureau in the solicitation of select amateur regional, national and international sporting events.

### **BACKGROUND INFORMATION:**

San Antonio Sports (SAS), through its members, has worked with the City of San Antonio on establishing San Antonio as a premier host city of sporting events. Several City departments directly support SAS activities including Convention & Visitors Bureau; Convention and Sports Facilities; Parks & Recreation; Public Works and the San Antonio Police Department.

The City has worked jointly with the SAS to bring sport-related events to San Antonio for many years. During FY 2013, San Antonio hosted the Big 12 Conference Soccer Championships, NCAA Division III Men's and Women's Soccer Championships, National Collegiate Fencing Championships, Rock n Roll Marathon, and USA Diving Junior West National Championship. In FY 2014, San Antonio will host a number of events including the 2013 NCAA Division III Men's and Women's Soccer Championships and the 2014 NCAA Division I Men's Basketball Championship - 2<sup>nd</sup> & 3<sup>rd</sup> Rounds.

Over the past several years, the City has contracted annually with the SAS to assist in bringing sport-related events to San Antonio and to provide a service to the City that would otherwise have to be met by City staff at an additional cost and the Fiscal Year 2013-14 adopted budget allocated \$200,000.00 for the recurring program.

The State of Texas provides a mechanism entitled the “Events Trust Fund” which allows for governmental entities to receive reimbursement for expenses related to certain premier sporting events and the City has worked with San Antonio Sports to utilize this statutory tool to recoup eligible expenses that have been incurred in hosting various qualifying events that were jointly negotiated. As a result, guidelines have been developed and incorporated into the proposed Professional Services Agreement to assist both the City and SAS when determining if a particular event, which may be scheduled at a City facility (e.g. Convention Center/Alamodome), is a viable candidate to participate in the Trust Fund program.

#### **ISSUE:**

There are several “showcase” sporting events held both in America and abroad which offer communities an excellent opportunity for increased exposure. These events such as the Women’s Final Four and Rock ‘n’ Roll Marathon positively stimulate our economy through both direct and indirect expenditures. Events of this magnitude also facilitate and encourage other sporting and non-sporting organizations to consider the City as a promising option for their next event.

#### **ALTERNATIVES:**

The annual agreement assists in providing a service to the City that would otherwise need to be met by City staff at an additional cost.

#### **FISCAL IMPACT:**

This ordinance allows for a professional services agreement with SAS through September 30, 2014 in an amount not to exceed \$200,000.00. This Agreement is funded fully by Hotel Occupancy Tax through the Convention & Visitors Bureau Fund.

#### **RECOMMENDATION:**

Staff recommends approval of the agreement with SAS to help ensure San Antonio continues to be a premier host city in attracting major sporting events.