



City of San Antonio

Agenda Memorandum

File Number: 15-4708

Agenda Item Number: 16.

Agenda Date: 10/15/2015

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 Professional Services Agreement, in an amount not to exceed \$250,000.00 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 for the period October 1, 2015 through December 31, 2016.

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 SAS to bring sport-related events to San Antonio for many years. During FY 2015, San Antonio hosted various events including the US Masters Swimming Spring Nationals, NCAA Division I Women's Golf Regional, UIL High School Basketball Championships, and the Rock n Roll Marathon. Some upcoming events in the next 15 months include the UIL State Boys and Girls Basketball Tournament and Rock n Roll Marathon.

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. In addition, San Antonio sports takes lead or plays a key role in bidding and soliciting significant sporting events for San Antonio including the recent NCAA Men's Basketball Final Four occurring in 2018 and most recently a city-wide marathon event. The Fiscal Year 2015-16 adopted budget allocated \$250,000.00 for this 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.

ISSUE:

The current annual agreement expires on September 30, 2015. 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 NCAA Men's Final Four, Rock 'n' Roll Marathon, and U.S. Masters Swimming 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:

This ongoing partnership 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 December 31, 2016 in an amount not to exceed \$250,000.00. 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.