

# Local Contribution & Reimbursement Related to the Event Trust Fund

City Council A Session  
May 1, 2025

Presented by: Patricia Muzquiz Cantor  
Convention & Sports Facilities,  
Executive Director

Agenda item# 20



# Background

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- The Events Trust Fund Program is administered through Texas Government Code Chapter 480.
- Provides municipalities the opportunity to obtain reimbursement for eligible expenses related to hosting high impact events.
- Reimbursable dollars for these events are based on anticipated state tax gains for a particular event.

# 2025 NCAA Men's Final Four



- San Antonio welcomed 135,000 fans
- Averaged 16.4 millions viewers for three games – up 21% from 2024
- National Championship game 18.1 million viewers & broadcast to 179 countries
- Spurred 3.6 million social media engagements & 2.8 million live streams
- Over 1,000 credentialed media
- \$440 million economic impact to San Antonio





# Recommendation



- Ordinance authorizing submission to the Texas Governor's Office Events Trust Fund of up to \$2,453,496 for local contribution shares for the 2025 NCAA Men's Final Four on behalf of the San Antonio Local Organizing Committee (SALOC).
- Authorizing acceptance of reimbursement up to \$15,334,346 from the Program for qualified, event related expenses.

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