



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 20

**Agenda Date:** May 1, 2025

**In Control:** City Council A Session

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**DEPARTMENT:** Convention and Sports Facilities

**DEPARTMENT HEAD:** Patricia Muzquiz Cantor

**COUNCIL DISTRICTS IMPACTED:** District 1, District 2

**SUBJECT:**

Local contributions and reimbursements related to Event Trust Fund Program

**SUMMARY:**

This ordinance authorizes the submission of up to \$2,453,496.00 for the local contribution for the 2025 NCAA Men's Final Four on behalf of San Antonio Local Organizing Committee (SALOC) to the Texas Governor's Office Events Trust Fund. This ordinance also authorizes the acceptance of reimbursement of up to \$15,334,346.00 from the Program for qualified, event-related expenses.

**BACKGROUND INFORMATION:**

The Events Trust Fund Program includes both the Major Events Trust Fund and the Events Trust Fund ("Funds"), which were established pursuant to Texas Government Code Chapter 478 and 480, and provide municipalities and counties the opportunity to obtain reimbursement for eligible expenses related to hosting and attracting high-visibility, high-tax impact events to the State of Texas that would otherwise have taken place outside of the state. The Funds may be utilized to pay for eligible expenses in attracting and securing the event, along with costs associated with conducting an event, which may include the acquisition of equipment or improving facilities.

The Funds apply local and state gains from sales and use, auto rental, hotel and alcoholic beverage taxes generated over a 30-day period from the date of an event or series of events conducted no more than once annually. Reimbursable dollars for these events are based on the anticipated tax gain for a particular event and all allowable expenses for an event may be funded up to the amount of tax generated from a particular event. To obtain reimbursement for eligible expenses, municipalities are required to match funds that are deposited in the appropriate Fund on a ratio of 6.25:1. These matching funds, also referred to as “local contribution”, must also be spent on eligible event-related expenses.

Under the Program, the local contribution must be submitted to the State and are held in an account designated for the Event. Following a review of submitted costs for the Event by the Governor’s Office, funds are disbursed from the Program for allowable expenses and the City’s local contribution funds for the Event are returned to the City. The reimbursements from the Program along with the City’s local share funds are utilized to fund eligible expenses for the Event.

The San Antonio Local Organizing Committee, a partnership between community leaders, San Antonio Sports, UTSA, the University of Incarnate Word and the City of San Antonio, was awarded the opportunity to host the 2025 NCAA Division 1 Men’s Final Four Basketball Tournament at the Alamodome on April 5-7, 2025. This marks the fifth time San Antonio has hosted the NCAA Men’s Final Four Basketball tournament, along with hosting the NCAA Women’s Final Four Basketball tournament three times. The City is preparing for the upcoming NCAA Division 1 Women’s Volleyball Championship to be held in December 2026 at the Alamodome.

#### **ISSUE:**

This ordinance authorizes the submission of up to \$2,453,496.00 for the local contribution for the 2025 NCAA Men’s Final Four on behalf of San Antonio Local Organizing Committee (SALOC) to the Texas Governor’s Office Events Trust Fund. This ordinance also authorizes the acceptance of reimbursement from the Program of up to \$15,334,346.00 for qualified, event-related expenses under the Events Trust Fund Program.

As the host for the NCAA Men’s Final Four Basketball Tournament, San Antonio welcomed nearly 135,000 fans, filling the Alamodome for the semifinal and championship basketball games. The Final Four weekend averaged 16.4 million viewers for the three games, up 21 percent from last year and the highest figure in eight years. The national championship game had 18.1 million television viewers and broadcast to 179 countries. The championship game spurred 3.6 million social media engagements and 2.8 million live streams. More than 1,000 credentialed media chronicled the games to outlets worldwide. The tournament is estimated to generate \$440 million in economic impact to the City.

#### **ALTERNATIVES:**

If the local contributions related to the Events Trust Fund are not submitted, the City loses its opportunity to obtain reimbursement for eligible event-related expenses related to hosting these

events. Lack of financial support for sporting or major events jeopardizes the City's ability to remain competitive in hosting these events in the future.

**FISCAL IMPACT:**

Ordinance authorizes submission to the Texas Governor's Office Events Trust Fund in the amount of up to \$2,453,496.00 for the local contribution for the 2025 NCAA Men's Final Four on behalf of San Antonio Local Organizing Committee (SALOC), authorizes the acceptance of reimbursement of qualified expenses from the Program of up to \$15,334,346.00 for expenses related to the NCAA Men's Final Four.

**RECOMMENDATION:**

Staff recommends approval of this ordinance, which authorizes submission to the Texas Governor's Office Events Trust Fund local contribution for the 2025 NCAA Men's Final Four, authorizes the acceptance of reimbursement of qualified expenses.