



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 19

**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 ratifies submission of \$177,690.00 and authorizes the submission of up to \$188,563.00 to the Texas Governor's Office Events Trust Fund for total local contribution shares of \$366,253. This ordinance also authorizes the acceptance of reimbursement of up to \$2,289,079 from the Program in qualified, event-related expenses for seven (7) events hosted in 2024 and 2025 under the Events Trust Fund Program and approves event support agreements for two of these events with third parties for a total amount of up to \$391,409.00.

**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 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 following table summarizes the City’s local share contribution and anticipated State reimbursement from the Program for each event.

Event	Anticipated State Reimbursement from Program	City’s Local Contribution	Total
National Rural Cooperatives Association	\$345,427	\$55,268	\$400,695
American Institute of Steel Construction	120,689	19,310	139,819
Ellucian	162,902	26,064	188,966
American Urological Association	445,403	71,265	516,668
National Cattlemen’s Beef Association Annual Convention and Tradeshow	665,534	106,486	772,020
Clasico Regio	319,733	51,157	370,890
All American Bowl	229,391	36,703	266,094
Total	\$2,289,079	\$366,253	\$2,655,332

#### ISSUE:

This ordinance ratifies submission in the amount of \$177,690.00 and authorizes the submission of up to \$188,563.00 to the Texas Governor’s Office Events Trust Fund for total local contribution shares of \$366,253.00. This ordinance also authorizes the acceptance and distribution of

reimbursement of qualified expenses of up to \$2,289,079 from the Program for seven (7) events hosted in 2024 and 2025 under the Events Trust Fund Program and approves Event Support Agreements for two of these events for a total amount of up to \$391,409.00, with NBC UniversalMedia, LLC and Primetime Sports & Entertainment.

The ratification request is associated with the submission of local contributions for the following events held in FY 2024 and FY 2025:

- National Rural Electric Cooperatives Association Annual Meeting held at the Henry B. Gonzalez Convention Center
- American Urological Association held at the Henry B Gonzalez Convention Center
- Clasico Regio held at Alamodome

The following four (4) events in 2024 and 2025 qualify under the Events Trust Fund program:

- American Institute of Steel Construction
- Ellucian
- National Cattlemen's Beef Association Annual Convention and Tradeshow
- All American Bowl

All of these events were held at the Henry B. Gonzalez Convention Center, except for the All American Bowl, which was held at the Alamodome.

#### **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 ratifying submission to the Texas Governor's Office Events Trust Fund in the amount of \$177,690.00 and authorizing the submission of up to \$188,563.00 for total local contribution shares of \$366,253.00, authorizes the acceptance and distribution of reimbursement of qualified expenses of up to \$2,289,079 from the Program for seven (7) events hosted in 2024 and 2025 and approves event support agreements for two of these events with third parties for a total amount of up to \$391,409.00.

#### **RECOMMENDATION:**

Staff recommends approval of this ordinance, which authorizes submission to the Texas Governor's Office Events Trust Fund local contribution shares for seven (7) events, authorizes the acceptance and distribution of reimbursement of qualified expenses and approves event support agreements for two of these events.