

City of San Antonio



AGENDA

City Council A Session

Municipal Plaza Building
114 W. Commerce Street
San Antonio, Texas 78205

Thursday, May 1, 2025

9:00 AM

Municipal Plaza Building

The City Council will hold its regular meeting in the Norma S. Rodriguez Council Chamber in the Municipal Plaza Building beginning at the above referenced date and time for the following items. Once convened, the City Council will take up the following items in any order during the meeting but no sooner than the designated times.

9:00AM: Call to Order

Members of the public can comment on items on the agenda. To sign up to speak visit www.saspeakup.com. Click on meetings and events and select the meeting you'd like to participate in. Sign up to speak or submit a written comment. Questions relating to these rules may be directed to the Office of the City Clerk at (210) 207-7253.

Individuals signing up for public comment may register for VIA bus fare or parking validation at www.saspeakup.com. VIA bus fare or parking at City Tower Garage (located at 100 Blk N. Main) will be provided to individuals who request the assistance. Staff will provide VIA bus fare passes and parking validation tickets in the lobby of City Council Chambers.

To view the Live meeting please view our [Live Stream](#)

During the meeting, the City Council may meet in executive session for consultation with the City Attorney's Office concerning attorney-client matters under Chapter 551 of the Texas

Government Code.

ACCESS STATEMENT

The City of San Antonio ensures meaningful access to City meetings, programs and services by reasonably providing: translation and interpretation, materials in alternate formats, and other accommodations upon request. To request these services call (210) 207-2098 or Relay Texas 711 or by requesting these services online at <https://www.sanantonio.gov/DEI/Language-Services>. Providing at least 72 hours' notice will help to ensure availability.

Intérpretes en español estarán disponibles durante la junta del consejo de la ciudad para los asistentes que lo requieran. También se proveerán intérpretes para los ciudadanos que deseen exponer su punto de vista al consejo de la ciudad. Para más información, llame al (210) 207-7253.

For additional information on any item on this agenda, please visit www.sanantonio.gov or call (210) 207-7080.

- 20.** Ordinance authorizing submission of \$2,453,496 to the Texas Governor's Office Events Trust Fund Program ("Program") for local contributions for the 2025 NCAA Men's Final Four on behalf of the San Antonio Local Organizing Committee (SALOC) and reimbursement to the City from the Program for qualified expenses of up to \$15,334,346. [Alejandra Lopez, Assistant City Manager; Patricia Muzquiz Cantor, Executive Director, Convention & Sports Facilities]

THE CITY COUNCIL MAY RECESS FOR LUNCH AND RECONVENE TO CONSIDER ANY UNFINISHED COUNCIL BUSINESS

6:00 P.M. – If the Council has not yet adjourned, the presiding officer shall entertain a motion to continue the council meeting, postpone the remaining items to the next council meeting date, or recess and reconvene the meeting at a specified time on the following day.

Printed on: 05/04/2025 09:00 AM



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 20

Agenda Date: May 1, 2025

In Control: City Council A Session

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.

THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

ORDINANCE

AUTHORIZING SUBMISSION OF \$2,453,496.00 TO THE TEXAS GOVERNOR'S OFFICE EVENTS TRUST FUND PROGRAM ("PROGRAM") FOR LOCAL CONTRIBUTIONS FOR THE 2025 NCAA MEN'S FINAL FOUR ON BEHALF OF THE SAN ANTONIO LOCAL ORGANIZING COMMITTEE (SALOC) AND REIMBURSEMENT TO THE CITY FROM THE PROGRAM FOR QUALIFIED EXPENSES OF UP TO \$15,334,346.00.

* * * * *

WHEREAS, the Events Trust Fund Program, which includes the Major Events Trust Fund, established pursuant to Texas Government Code Chapter 478, and the Events Trust Fund, established pursuant to Texas Government Code Chapter 480 ("Program"), 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, and reimbursements are based on the anticipated tax gain for each particular event and require municipalities to match funds that are deposited in the Program at a 1:6.25 ratio; and

WHEREAS, the San Antonio Local Organizing Committee ("SALOC"), 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; and

WHEREAS, this proposed Ordinance authorizes the submission of a local contribution of up to \$2,453,496.00 for the 2025 NCAA Men's Final Four on behalf of SALOC to the Texas Governor's Office Events Trust Fund and authorizes the acceptance of reimbursement of up to \$15,334,346.00 for qualified, event-related expenses under the Events Trust Fund Program; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. Funding in the amount of \$2,898,577.00 for this Ordinance is available in Fund 29002001, Cost Center 8003020001 and General Ledger 5407560 as part of the Fiscal Year 2025 Adopted Budget approved by City Council.

SECTION 2. Payment is authorized to Texas Governor's Office Events Trust Fund and shall be encumbered with a purchase order.

SECTION 3. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to

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concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 4. This Ordinance shall take effect immediately upon the receipt of eight affirmative votes; otherwise, it shall be effective ten days after its passage.

PASSED AND APPROVED this 1st day of May, 2025.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Debbie Racca-Sittre, City Clerk

Andrew Segovia, City Attorney

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



- 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.

Local Contribution & Reimbursement Related to the Event Trust Fund

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