

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	24885	Agenda Number	19.
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Meeting Date:	5/23/2013	Department:	Austin Convention Center
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Subject

Approve a resolution authorizing the CIRCUIT EVENTS LOCAL ORGANIZING COMMITTEE to act on the City's behalf to apply to the Texas Comptroller for Texas Event Trust Fund for the Summer X Games 2014, 2015, and 2016, at the Circuit of the Americas facility in Austin and authorizing the City Manager to submit to council fee waivers and in-kind assistance in an amount not to exceed \$150,000 if Austin is selected for these games.

Amount and Source of Funding

Fiscal Note

A fiscal note will be submitted with the subsequent request for council approval of fee waivers and in-kind assistance.

Purchasing Language:	
Prior Council Action:	
For More Information:	Mark Tester, Director/Convention Center, 404-4000.
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

Circuit of the Americas, L.L.C. (COTA) has submitted a proposal to ESPN to enter a bidding process selecting a new host city for the 2014, 2015, and 2016 Summer X Games. At this juncture, Austin is one of four cities remaining in competition to host the X Games. Competing cities include Chicago, IL, Detroit, MI, and Charlotte, NC. ESPN is in the final phases of selection and will name the host city for the 2014 to 2016 X Games prior to August 2013.

The X Games is the premier Action Sports Competition and Lifestyle Event which hosts 200 elite athletes and incorporates cultural elements in style, film, and music, directed towards a youth lifestyle. The X Games is currently in the process of global expansion with events hosted in Spain, Germany, France and Brazil, as well as the North American cities of Aspen, Colorado and Los Angeles, California. Events are televised internationally on ESPN networks and through syndication.

Summer X Games utilize a combination of indoor and outdoor live performance venues to accommodate a vert ramp, park course, mega ramp, rally course, and moto cross course. The four day event has historically attracted 20,000 to 25,000 spectators per day. ESPN offers a range of benefits to host cities including marketing and promotion, multimedia offerings and highlights, and host city exposure.

In support of the competition, COTA has requested that the City of Austin act as the endorsing municipality for application to the Texas Event Trust Fund. If authorized by the City, the Circuit Events Local Organizing Committee (CELOC) may conduct an economic analysis and submit an application to the Comptroller for each of the events identified in this resolution to determine if the events qualify for the establishment of an Event Trust Fund. COTA has represented that CELOC has committed to fully funding the costs of any study, and any amounts determined by the Texas Comptroller to be due and owing by the City should these events qualify for Texas Event Trust Fund status. COTA has further requested the City contribute an amount not to exceed \$150,000 in fee waivers and in-kind assistance similar to South by Southwest and other events previously approved by Council. If approved, the City would incorporate the same terms as are imposed upon other events held at Circuit of the Americas. These requests are made in support of making Austin more competitive with the other cities that are seeking to attract these games to their cities.

Should Council approve this request, and Austin ultimately be selected for the Summer X Games, staff would return to Council with an itemized list of the associated fees and services for further Council consideration.