

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Convention and Visitors Bureau

**AGENDA DATE:** May 31, 2011

**CONTACT PERSON NAME AND PHONE NUMBER:** William Blaziek, 915-534-0600

**DISTRICT(S) AFFECTED:** All

**SUBJECT:**

**APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.**

Discussion and action to authorize the City to submit a bid to the United States Bowling Congress for the 2015 Open Championships, fund \$533,334 of the tournament site fee of \$1,600,000, and provide facilities, equipment and personnel at no cost to the tournament by allocating additional operating funds of approximately \$1,000,000 to the Convention and Performing Arts Centers budget in fiscal year 2015.

**BACKGROUND / DISCUSSION:**

**Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?**

The 2015 USBC Open Championship is estimated to bring 65,000 participants and 35,000 guests to El Paso for an average 4.5 day stay over a 100 day tournament period with an estimated economic impact of \$75 million.

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one?**

In 2005, the City, County and Sports Commission supported a bid for the 2010 USBC Women's Championship including a \$750,000 site fee. The tournament was awarded to El Paso in 2006 and held February – July 2010. Over 30,000 participants and 10,000 guests visited El Paso during the 100 day tournament generating an economic impact of \$42 million. The City contributed \$187,500 in Hotel Occupancy Funds toward the 2010 tournament site fee and incurred approximately \$900,000 in operating expenses in hosting the tournament. The City applied for reimbursement of the tournament operating expenses from the Texas Event Trust Fund and received \$774,262 in state trust funds to offset City expenses.

**AMOUNT AND SOURCE OF FUNDING:**

**How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?**

If USBC selects El Paso, a budget will be developed and the funding for the City's financial commitments will come from Hotel Occupancy Tax Funds. The City will seek reimbursement of eligible tournament expenses from the Texas Event Trust Fund subject to the event's eligibility and availability of Texas Event Trust Funds in 2015.

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**BOARD / COMMISSION ACTION:**

**Enter appropriate comments or N/A**

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**

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(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

*Information copy to appropriate Deputy City Manager*

## RESOLUTION

**WHEREAS**, in 2005, the City of El Paso partnered with the El Paso County Commissioners Court and El Paso Sports Commission to financially support the bid for the 2010 United States Bowling Congress Women's Championship;

**WHEREAS**, the United States Bowling Congress awarded the 2010 Women's Championship to the City of El Paso in March of 2006 and the tournament was held at the El Paso Convention Center from February through July of 2010;

**WHEREAS**, the 2010 tournament was a success with over 30,000 participants and 10,000 guests visiting El Paso for the tournament with an economic impact of over \$42 million;

**WHEREAS**, the United States Bowling Congress is requesting bids from cities to host the 2015 United States Bowling Congress Open Championship tournament;

**WHEREAS**, the 2015 Open Championship tournament is estimated to have over 65,000 participants and 35,000 guests with an economic impact of \$75 million.

### **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

1. **THAT** the City Council supports the submission of a competitive bid for the United States Bowling Congress Open Championship in 2015 and agrees that if the bid is awarded to the City and then subsequent to the bid award, if the El Paso Sports Commission provides \$533,333 and if the El Paso County Commissioners Court provides \$533,333, the City agrees to provide \$533,334, with these three dollar amounts making up the total site fee of \$1,600,000 for the tournament.
2. **THAT** the City acknowledges that should the City be awarded said bid and should the other entities provide the amounts stated in Paragraph 1 above, the City would have to provide support for the operating expenses of the tournament to include the use of City facilities, equipment and personnel at no cost to the tournament by allocating additional operating funds of approximately \$1,000,000 to the Convention and Performing Arts Centers budget in fiscal year 2015.
3. **THAT** the City Manager or her designee is authorized to execute all documents, subject to review by the City Attorney's Office, on behalf of the City related to the submission of the bid and hosting the tournament, name the City's Convention and Visitors Bureau as the point of contact, and make all necessary budget transfers and make any fund distributions in accordance with the terms of said documents.

**ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

THE CITY OF EL PASO

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John F. Cook  
Mayor

ATTEST:

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Richarda Duffy Momsen  
Municipal Clerk

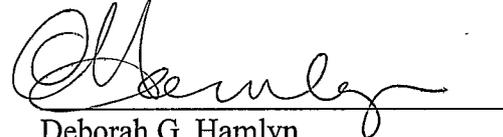
APPROVED AS TO FORM:



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Josette Flores  
Assistant City Attorney

APPROVED AS TO CONTENT:



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Deborah G. Hamlyn  
Deputy City Manager for  
Community Services

**REQUEST FOR PROPOSAL  
2015 USBC OPEN CHAMPIONSHIPS**

**SECTION II  
HISTORY OF THE USBC OPEN CHAMPIONSHIPS**

The United States Bowling Congress Open Championships is a prestigious event and championship competition anticipated annually by bowlers everywhere. This event has something for everyone—from the average weekly league bowler to the game's all-time greats. This is the only major sports event where virtually every bowler who holds USBC adult membership can compete regardless of skill level. As a result, the USBC Open Championships dwarfs everything else in sports in entrant numbers and where the pure anticipation and pleasure of competition outweighs the final results.

For the USBC member, the annual pilgrimage to this tournament is almost a Mecca-type experience. It's a vacation as well as the opportunity to compete in the sport's premier event, a time to see new things and make new acquaintances. Depending on the location and climate of the host city, items ranging from golf clubs to skis are as much a part of the entrants' travel necessities as bowling equipment. And the bowlers enjoy shopping, sightseeing, gambling and eating at unique restaurants.

This event has strong civic commitment and involvement. For the host city, the USBC Open Championships brings both prestige and economic impact. The duration of the event is upbeat, and the friendly mindset of the participants separates them from virtually every other convention and sports opportunity that cities traditionally pursue. The daily arrival of 600-800 bowlers and companions delivers a steady flow of fresh faces into hotels, restaurants and retail establishments—people in a positive frame of mind with money to spend.

Like football's Super Bowl and golf's U.S. Open, this event has traditionally moved locations on a regular basis with multiple appearances in certain key cities. Through the years, cities big and small have hosted this event.

The high profile and sheer size of this event also reflects positively on the host city. Historically, each tournament site has found the experience a decisive advantage when soliciting future convention business. The major league status that this event imparts on a city is recognized throughout the convention and tourism industry.

The Open Championships is conducted in an arena or convention center setting. The tournament venue is constructed from scratch in a convention center over an approximately six-week period of time and torn down in one week. The amount of lumber used is enough to construct three to five three-bedroom homes. More than six miles of wiring also is required to handle the tournament's electrical needs. All salvageable materials are donated to an area Habitat for Humanity.

Approximately 100,000 people (bowlers plus friends and family members) from all 50 states and some foreign countries will visit the host city during the run of the tournament. Every day, 600 to 800 people arrive and 600 to 800 depart after spending an average of 3.5 nights and spending \$180\* plus or minus each day per person.

A hosting community can expect to realize \$75 million\* in local economic impact.

\*Source: USBC 2010 participant survey.

**REQUEST FOR PROPOSAL  
2015 USBC OPEN CHAMPIONSHIPS**

Bowlers compete in three events - team, doubles and singles in two skill-based categories - Regular Division (181 average and above) for higher-average bowlers and Classified Division (180 average and below) for lower average bowlers. Each event consists of three games. Entry fee is \$45 per event per bowler plus \$15 for optional all-events (\$750 total for the entire team), creating a prize fund estimated between \$4.5-\$7.5 million.

Recent cities and the approximate number of 5-person teams are noted below.

<b>Year</b>	<b>Host City</b>	<b># of Participants</b>
2006	Corpus Christi, TX	63,030
2007	Reno, NV	81,175
2008	Albuquerque, NM	63,075
2009	Las Vegas, NV	86,100
2010	Reno, NV	70,945
2011	Reno, NV	64,185
2012	Baton Rouge, LA	60,000**
2013	Reno, NV	65,000**
2014	Reno, NV	65,000**

\*\*Anticipated.

**DEMOGRAPHICS**

It's been said bowlers are a reflection of American society. The USBC member is an affluent, educated consumer with a strong lifestyle profile. Bowler demographics are on par with other popular sports marketing target audiences including auto racing, baseball and golf.

Average number of days bowlers stay in area\*: 4.5 days per bowler (3.5 nights)  
 Average room-nights booked per tournament by USBC Travel: 60,000  
 Note: This does not include housing booked through other sources (Internet, travel agent, travel club) and represents approximately 40% of the bookings.  
 Average daily spending per bowler (includes lodging)\*: \$166 to \$180 per day/bowler

Participant Profile\*:  
 48 years – average age  
 76.5 % married  
 68% work full time (15% are retired)  
 20% veteran of the US military  
 \$73,800 median annual household income  
 \$405 average spending on gambling per stay

\*Source: USBC 2010 participant survey.