

July 11, 2024

Item No. 7.5.

Contract with USA Track & Field to host the 2024 USATF National Junior Olympic Track & Field Championships.

Sponsor: Jeremiah Cook

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a contract with USA Track & Field regarding hosting the 2024 USATF National Junior Olympic Track & Field Championships on July 22-28, 2024.

Relationship to Strategic Goals:

Diverse & Growing Economy

Recommendation(s): Staff recommends approval of the contract.

Summary: In 2020, staff bid on the 2024 USATF National Junior Olympic Track & Field Championships to be held in College Station to encourage economic growth through tourism. Staff worked with USATF, Texas A&M University, Destination Bryan, and USATF Gulf Association to ensure the premier execution of the event. Revenues are expected from the event to offset a significant portion of expenses. The event is expected to bring an estimated economic impact to the community of \$10,000,000 in direct visitor spending.

Budget & Financial Summary: To execute this event, the City anticipates costs will be approximately \$950,000, along with \$35,000 for the bid fee for this event. Revenues for the event will include athlete registrations, ticket sales, and partial reimbursement through the Texas Event Trust Fund (up to \$644,443).

Attachments:

1. Contract is on file in the City Secretary's Office
2. Texas Event Trust Fund
3. Economic Impact Study

Contract is on file in the City Secretary's Office.



**GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM**

April 5, 2024

Mr. Jeremiah Cook
Tourism Manager
Visit College Station
1207 Texas Avenue S
College Station, Texas 77840

Dear Mr. Cook:

Thank you for your interest in the establishment of an Event Trust Fund. The Office of the Governor has completed its review of the application and economic information submitted by Visit College Station for the establishment of an Event Trust Fund under Texas Government Code Chapter 480. Events Trust Fund relating to the 2024 USATF National Junior Olympic Track & Field Championships (the "event"). Based on the representations and the information submitted and certified in the application, the event meets the eligibility requirements set by the Texas Legislature. Establishment of an Event Trust Fund is therefore required by law, and upon receipt of the local share, a fund will be established as follows:

Event:	2024 USATF National Junior Olympic Track & Field Championships
Project Code:	240740
Location:	College Station, TX
Market Area:	Brazos County
Venue:	EB Cushing Stadium, Texas A&M University
Dates:	July 22 – 28, 2024

The estimated incremental increase in tax revenue to the State of Texas is \$644,443.00 or 6.25 times the amount of local revenue retained or remitted to the Texas Comptroller of Public Accounts as local funds from eligible endorsing municipalities.

Local funds required:	\$103,111.00
Total contribution to the Event Trust Fund established for this event:	\$747,554.00

Attendance metric used to estimate the incremental increase in tax revenue: 7,401 daily average of all attendees (July 22 – 28, 2024)

Page Two
Mr. Cook
April 5, 2024

Following the event, you will need to complete and submit the Attendance Certification Form, which is enclosed for your convenience. The Attendance Certification Form and supporting documentation must be submitted no later than 45 calendar days after the conclusion of the event.

The local funds must be submitted no later than 90 calendar days after the conclusion of the event. If the funds for the local share amount are not submitted by the 90-day deadline, the Event Trust Fund will not be available for disbursement.

To initiate a disbursement from an Event Trust Fund, a Disbursement Request Form, Disbursement Request Worksheet and all supporting documentation must be submitted no later than 180 calendar days after the conclusion of the event. The establishment of an Event Trust Fund does not entitle or guarantee that disbursements from the fund will be available for the reimbursement of any particular expenditure relating to the event. All disbursements will be subject to the requirements of Chapter 480. Events Trust Fund, the Event Fund Program Administrative Rules under Title 10, Chapter 184 of the Texas Administrative Code, and the policies and guidelines of the Office of Economic Development & Tourism within the Office of the Governor, including timely submittal of the Event Support Contract, Attendance Certification Form, local funds, Disbursement Request Form, and other documentation as required.

This letter addresses only the establishment of an Event Trust Fund under Chapter 480. Events Trust Fund and does not constitute approval of the event for any other purpose or supersede any applicable laws, including executive orders.

If you have any questions or need further assistance, please contact Cody Cruz at cody.cruz@gov.texas.gov or (512) 936-0248. If you'd like to reach another member of the program staff, they can be reached at eventsfund@gov.texas.gov or (512) 936-0100.

Thank you for all that your organization does to support the Texas economy.

Sincerely,



Terry Zrubek
Executive Deputy Director
Economic Development & Tourism

TZ: cc

Economic Impact Study

**2024 USATF National Junior Olympic Track &
Field Championships**

College Station, TX

July 22 – 28, 2024

Submitted for consideration under the Events Trust Fund by the

City of College Station

March 4th, 2024

Event Background

The 2024 USATF National Junior Olympic Track & Field Championships is the premier tournament for junior track and field athletes in the United States. This event, put on by the National Governing Body for Track and Field, requires qualifying in one of the 50+ associations across the United States. After a competitive bid process, College Station and Texas A&M were selected due to the high-quality facilities at Texas A&M University, namely E.B. Cushing Stadium. Previous locations include Eugene, OR in 2023, Sacramento, CA in 2022 and 2019, Jacksonville, FL in 2021, and Greensboro, NC in 2018. The event was canceled in 2020 due to the COVID-19 pandemic.

Table 1 outlines the expected schedule of events and the attendance of players, coaches, staff, college scouts, media/tv crews, friends, family, and spectators.

Table 1
Expected Schedule of Events and Total Attendance¹

Date	Schedule	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators	Total
7/19/2024	Staff Report and Load In			50				50
7/20/2024	Load In			50				50
7/21/2024	Athletes Report	500	50	100	20	20	300	990
7/22/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	500	50	300	20	25	1300	2195
7/23/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	500	100	300	20	25	1300	2245
7/24/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	3500	100	300	20	25	7500	11445
7/25/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	3500	100	300	20	25	7500	11445
7/26/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	3500	100	300	20	25	7500	11445
7/27/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	1750	50	300	20	20	4375	6515
7/28/2024	Events 8AM-3:30PM & 6:30PM-9:30PM	1750	50	300	20	20	4375	6515
7/29/2024	Load Out			50				50
								52945

¹ Total attendance is determined based on historical attendance and estimates provided by the event organizer.

Total Economic Gain

The economic gain from events such as the 2024 USATF National Junior Olympic Track & Field Championships, which is expected to bring in more than 9,000 athletes from around Texas and the United States to Texas is significant for the state and local economy. Events of this magnitude help generate state economic contributions by keeping expenditures in Texas that otherwise had left the state and bringing in outside expenditures from outside the state.

As is detailed in Table 2, the 2024 USATF National Junior Olympic Track & Field Championships should fill more than 18,912 hotel room nights and generate an estimated total spending by teams, media, staff, scouts, and fans of \$9,810,606. This gain is comprised of \$2,672,112 in lodging expenditures, \$2,915,721 in food and non-alcoholic beverage expenditures, \$3,162,816 in entertainment and shopping expenditures \$102,179 in alcoholic beverage expenditures, and \$957,779 in vehicle rental expenditures.

Table 2
Expenditure and Impact Summary
USA Track and Field Junior Olympics 2024

Total Hotel Room Nights	18912
Hotel Expenditure	\$2,672,112
Food and Non-Alcoholic Beverage	\$2,915,721
Entertainment & Shopping	\$3,162,816
Alcoholic Beverage	\$102,179
Vehicle Rental	\$957,779
Total Economic Impact	\$9,810,606

Event Trust Fund Gain

In 2009, the Texas legislature established the Events Trust Fund to assist in attracting to Texas or retaining in Texas sporting and other events that could be moved or held outside the state. The provisions of this law allow the Comptroller to deposit into a trust fund established for a qualifying event by the Governor's Office of Economic Development and Tourism the amount of state hotel, sales, and use, motor vehicle rental, and alcohol taxes that can be attributed to the incremental gain in economic activity to the state from hosting the event. To qualify for reimbursement from the Trust Fund, the local sponsoring municipality or county must contribute matching tax revenues received from hosting the event at the rate of \$1 local tax dollar for every \$6.25 in state tax contributions.

Based on the attendance and schedule of events presented in Table 1, Appendix A estimates the incremental tax gain to the state and the City of College Station, as well as the surrounding area, from *out-of-state visitors* of USA Track and Field Junior Olympics 2024. In addition, Appendix B estimates the incremental tax gain to the state and the City of College Station, as well as the surrounding area, from *Texas visitors originating from more than 50 miles away* from College Station, Texas. In total, this event is estimated to generate a total of \$644,443 in state tax revenues which could be deposited into a trust fund supporting this event. Appendices A and B also note the total local tax gain to the City of College Station, and the surrounding areas, is estimated to reach \$103,111, which is required by the city to fully match the state funds for a maximum total trust fund level of \$747,554 for this event.

The primary costs of presenting USA Track and Field Junior Olympics 2024 are estimated to be in excess of \$800,000 to include facility costs, water, volunteer meals, transportation, housing, and food for workers and athletes. Since expected expenditures on this event are above expected allowable state and local tax gains under the Event Trust Fund statutes and rules, this report requests that the Governor's Office of Economic Development and Tourism approve a trust fund for this event under Texas Government Code Chapter 480. Events Trust Fund to receive \$644,443 in state tax contributions that when matched by \$103,111 in tax contributions by the City of College Station account for a total Trust Fund level of \$747,554.

Appendix A

**Out-of-State Participants Only
Estimated Player, Coach, Fan and Other Attendance
2024 USATF National Junior Olympic Track & Field Championships, July 22-28, 2024**

Date	Schedule	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators	Total
7/19/2024	Staff Report and Load In	0	0	50	0	0	0	50
7/20/2024	Load In	0	0	50	0	0	0	50
7/21/2024	Athletes Report	300	30	100	19	1	180	630
7/22/2024	Events 8AM-4PM	300	30	300	19	1	780	1430
7/23/2024	Events 8AM-4PM	300	60	300	19	1	780	1460
7/24/2024	Events 8AM-4PM	2100	60	300	19	1	4500	6980
7/25/2024	Events 8AM-4PM	2100	60	300	19	1	4500	6980
7/26/2024	Events 8AM-4PM	2100	60	300	19	1	4500	6980
7/27/2024	Events 8AM-4PM	1050	30	300	19	1	2625	4025
7/28/2024	Events 8AM-4PM	1050	30	300	19	1	2625	4025
7/29/2024	Load Out	0	0	50	0	0	0	50
		9300	360	2350	154	9	20490	32663

**State & Local Tax and Expenditure Summary
2024 USATF National Junior Olympic Track & Field Championships, July 22-28, 2024**

Hotel Expenditures	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators	Total Spending	State Tax	Room Nights
Persons/ hotel room	2.5	2	2	1	1	2.7			
Percent Staying in hotel	100%	100%	100%	90%	100%	90%			
Hotel Cost rm/night	\$141.29	\$141.29	\$141.29	\$141.29	\$141.29	\$141.29			
Day									
7/19/2024	\$0	\$0	\$3,532	\$0	\$0	\$0	\$3,532	\$212	25
7/20/2024	\$0	\$0	\$3,532	\$0	\$0	\$0	\$3,532	\$212	25
7/21/2024	\$16,955	\$2,119	\$7,065	\$2,441	\$141	\$8,477	\$37,199	\$2,232	263
7/22/2024	\$16,955	\$2,119	\$21,194	\$2,441	\$177	\$36,735	\$79,621	\$4,777	564
7/23/2024	\$16,955	\$4,239	\$21,194	\$2,441	\$177	\$36,735	\$81,741	\$4,904	579
7/24/2024	\$118,684	\$4,239	\$21,194	\$2,441	\$177	\$211,935	\$358,669	\$21,520	2539
7/25/2024	\$118,684	\$4,239	\$21,194	\$2,441	\$177	\$211,935	\$358,669	\$21,520	2539
7/26/2024	\$118,684	\$4,239	\$21,194	\$2,441	\$177	\$211,935	\$358,669	\$21,520	2539
7/27/2024	\$59,342	\$2,119	\$21,194	\$2,441	\$141	\$123,629	\$208,866	\$12,532	1478
7/28/2024	\$59,342	\$2,119	\$21,194	\$2,441	\$141	\$123,629	\$208,866	\$12,532	1478
7/29/2024	\$0	\$0	\$3,532	\$0	\$0	\$0	\$3,532	\$212	25
							\$1,812,290	\$108,737	12,827

Spending Rate for Food & Non-Alcoholic Beverages:	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$2,950	\$0	\$0	\$0	\$2,950	\$184
7/20/2024	\$0	\$0	\$2,950	\$0	\$0	\$0	\$2,950	\$184
7/21/2024	\$17,700	\$1,770	\$5,900	\$1,133	\$59	\$10,620	\$37,182	\$2,324
7/22/2024	\$17,700	\$1,770	\$17,700	\$1,133	\$74	\$46,020	\$84,397	\$5,275
7/23/2024	\$17,700	\$3,540	\$17,700	\$1,133	\$74	\$46,020	\$86,167	\$5,385
7/24/2024	\$123,900	\$3,540	\$17,700	\$1,133	\$74	\$265,500	\$411,847	\$25,740
7/25/2024	\$123,900	\$3,540	\$17,700	\$1,133	\$74	\$265,500	\$411,847	\$25,740
7/26/2024	\$123,900	\$3,540	\$17,700	\$1,133	\$74	\$265,500	\$411,847	\$25,740
7/27/2024	\$61,950	\$1,770	\$17,700	\$1,133	\$59	\$154,875	\$237,487	\$14,843
7/28/2024	\$61,950	\$1,770	\$17,700	\$1,133	\$59	\$154,875	\$237,487	\$14,843
7/29/2024	\$0	\$0	\$2,950	\$0	\$0	\$0	\$2,950	\$184
							\$1,927,108	\$120,444

Spending Rate for Shopping and Entertainment:	\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$64.00		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$3,200	\$0	\$0	\$0	\$3,200	\$200
7/20/2024	\$0	\$0	\$3,200	\$0	\$0	\$0	\$3,200	\$200
7/21/2024	\$19,200	\$1,920	\$6,400	\$1,229	\$64	\$11,520	\$40,333	\$2,521
7/22/2024	\$19,200	\$1,920	\$19,200	\$1,229	\$80	\$49,920	\$91,549	\$5,722
7/23/2024	\$19,200	\$3,840	\$19,200	\$1,229	\$80	\$49,920	\$93,469	\$5,842
7/24/2024	\$134,400	\$3,840	\$19,200	\$1,229	\$80	\$288,000	\$446,749	\$27,922
7/25/2024	\$134,400	\$3,840	\$19,200	\$1,229	\$80	\$288,000	\$446,749	\$27,922
7/26/2024	\$134,400	\$3,840	\$19,200	\$1,229	\$80	\$288,000	\$446,749	\$27,922
7/27/2024	\$67,200	\$1,920	\$19,200	\$1,229	\$64	\$168,000	\$257,613	\$16,101
7/28/2024	\$67,200	\$1,920	\$19,200	\$1,229	\$64	\$168,000	\$257,613	\$16,101
7/29/2024	\$0	\$0	\$3,200	\$0	\$0	\$0	\$3,200	\$200
							\$2,090,422	\$130,651

State Mixed Beverage Tax								
Spending Rate for Alcoholic Beverages	\$14.00	\$14.00	\$14.00	\$14.00	\$14.00	\$14.00		
Percent Consuming Alcoholic Beverages	0%	10%	20%	50%	50%	20%		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$140	\$0	\$0	\$0	\$140	\$12
7/20/2024	\$0	\$0	\$140	\$0	\$0	\$0	\$140	\$12
7/21/2024	\$0	\$42	\$280	\$134	\$7	\$504	\$967	\$80
7/22/2024	\$0	\$42	\$840	\$134	\$9	\$2,184	\$3,209	\$265
7/23/2024	\$0	\$84	\$840	\$134	\$9	\$2,184	\$3,251	\$268
7/24/2024	\$0	\$84	\$840	\$134	\$9	\$12,600	\$13,667	\$1,128
7/25/2024	\$0	\$84	\$840	\$134	\$9	\$12,600	\$13,667	\$1,128
7/26/2024	\$0	\$84	\$840	\$134	\$9	\$12,600	\$13,667	\$1,128
7/27/2024	\$0	\$42	\$840	\$134	\$7	\$7,350	\$8,373	\$691
7/28/2024	\$0	\$42	\$840	\$134	\$7	\$7,350	\$8,373	\$691
7/29/2024	\$0	\$0	\$140	\$0	\$0	\$0	\$140	\$12
							\$65,596	\$5,412

Vehicle Rental Tax ²	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Percent Renting	7%	10%	50%	50%	10%	30%		
Cost per Day	\$146	\$76	\$76	\$76	\$76	\$76		
Average People per Rental Car	8.00	2.00	1.50	1.50	1.50	2.50		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$1,895	\$0	\$0	\$0	\$1,895	\$190
7/20/2024	\$0	\$0	\$1,895	\$0	\$0	\$0	\$1,895	\$190
7/21/2024	\$3,070	\$227	\$3,790	\$728	\$8	\$4,093	\$11,916	\$1,192
7/22/2024	\$3,070	\$227	\$11,370	\$728	\$9	\$17,737	\$33,142	\$3,314
7/23/2024	\$3,070	\$455	\$11,370	\$728	\$9	\$17,737	\$33,369	\$3,337
7/24/2024	\$21,491	\$455	\$11,370	\$728	\$9	\$102,330	\$136,383	\$13,638
7/25/2024	\$21,491	\$455	\$11,370	\$728	\$9	\$102,330	\$136,383	\$13,638
7/26/2024	\$21,491	\$455	\$11,370	\$728	\$9	\$102,330	\$136,383	\$13,638
7/27/2024	\$10,746	\$227	\$11,370	\$728	\$8	\$59,693	\$82,771	\$8,277
7/28/2024	\$10,746	\$227	\$11,370	\$728	\$8	\$59,693	\$82,771	\$8,277
7/29/2024	\$0	\$0	\$1,895	\$0	\$0	\$0	\$1,895	\$190
							\$658,804	\$65,880

² Based on average pre-tax prices of Expedia search (first page of search) at rental car companies at Bush International Airport on February 26, 2024 from July 22-26, 2024. Standard size car, paid at pick up, no additional charges. Rental cost for 'Players' is based on a similar search for passenger vans to transport entire team.

Appendix B

**Texas Visitors (outside of 50 miles of College Station) Participants Only
Estimated Player, Coach, Fan and Other Attendance
2024 USATF National Junior Olympic Track & Field Championships, July 22-28, 2024**

Date	Schedule	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators	Total
7/19/2024	Staff Report and Load In	0	0	0	0	0	0	0
7/20/2024	Load In	0	0	0	0	0	0	0
7/21/2024	Athletes Report	200	20	0	1	7	90	318
7/22/2024	Events 8AM-4PM	200	20	0	1	9	390	620
7/23/2024	Events 8AM-4PM	200	40	0	1	9	390	640
7/24/2024	Events 8AM-4PM	1400	40	0	1	9	2250	3700
7/25/2024	Events 8AM-4PM	1400	40	0	1	9	2250	3700
7/26/2024	Events 8AM-4PM	1400	40	0	1	9	2250	3700
7/27/2024	Events 8AM-4PM	700	20	0	1	7	1313	2040
7/28/2024	Events 8AM-4PM	700	20	0	1	7	1313	2040
7/29/2024	Load Out	0	0	0	0	0	0	0
		6200	240	0	6	65	10245	16756

**State & Local Tax and Expenditure Summary
2024 USATF National Junior Olympic Track & Field Championships, July 22-28, 2024**

Hotel Expenditures	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators	Total Spending	State Tax	Room Nights
Persons/ hotel room	2.5	2	2	1	1	2.7			
Percent Staying in hotel	100%	100%	100%	90%	100%	90%			
Hotel Cost rm/night	\$141.29	\$141.29	\$141.29	\$141.29	\$141.29	\$141.29			
Day									
7/19/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
7/20/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
7/21/2024	\$11,303	\$1,413	\$0	\$102	\$989	\$4,239	\$18,046	\$1,083	128
7/22/2024	\$11,303	\$1,413	\$0	\$102	\$1,236	\$18,368	\$32,422	\$1,945	229
7/23/2024	\$11,303	\$2,826	\$0	\$102	\$1,236	\$18,368	\$33,835	\$2,030	239
7/24/2024	\$79,122	\$2,826	\$0	\$102	\$1,236	\$105,968	\$189,254	\$11,355	1339
7/25/2024	\$79,122	\$2,826	\$0	\$102	\$1,236	\$105,968	\$189,254	\$11,355	1339
7/26/2024	\$79,122	\$2,826	\$0	\$102	\$1,236	\$105,968	\$189,254	\$11,355	1339
7/27/2024	\$39,561	\$1,413	\$0	\$102	\$989	\$61,814	\$103,879	\$6,233	735
7/28/2024	\$39,561	\$1,413	\$0	\$102	\$989	\$61,814	\$103,879	\$6,233	735
7/29/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
							\$859,822	\$51,589	6086

Spending Rate for Food & Non-Alcoholic Beverages:	\$ 59.00	\$ 59.00	\$ 59.00	\$ 59.00	\$ 59.00	\$ 59.00		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/20/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2024	\$11,800	\$1,180	\$0	\$47	\$413	\$5,310	\$18,750	\$1,172
7/22/2024	\$11,800	\$1,180	\$0	\$47	\$516	\$23,010	\$36,553	\$2,285
7/23/2024	\$11,800	\$2,360	\$0	\$47	\$516	\$23,010	\$37,733	\$2,358
7/24/2024	\$82,600	\$2,360	\$0	\$47	\$516	\$132,750	\$218,273	\$13,642
7/25/2024	\$82,600	\$2,360	\$0	\$47	\$516	\$132,750	\$218,273	\$13,642
7/26/2024	\$82,600	\$2,360	\$0	\$47	\$516	\$132,750	\$218,273	\$13,642
7/27/2024	\$41,300	\$1,180	\$0	\$47	\$413	\$77,438	\$120,378	\$7,524
7/28/2024	\$41,300	\$1,180	\$0	\$47	\$413	\$77,438	\$120,378	\$7,524
7/29/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
							\$988,613	\$61,788

Spending Rate for Shopping and Entertainment:	\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$64.00		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/20/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2024	\$12,800	\$1,280	\$0	\$51	\$448	\$5,760	\$20,339	\$1,271
7/22/2024	\$12,800	\$1,280	\$0	\$51	\$560	\$24,960	\$39,651	\$2,478
7/23/2024	\$12,800	\$2,560	\$0	\$51	\$560	\$24,960	\$40,931	\$2,558
7/24/2024	\$89,600	\$2,560	\$0	\$51	\$560	\$144,000	\$236,771	\$14,798
7/25/2024	\$89,600	\$2,560	\$0	\$51	\$560	\$144,000	\$236,771	\$14,798
7/26/2024	\$89,600	\$2,560	\$0	\$51	\$560	\$144,000	\$236,771	\$14,798
7/27/2024	\$44,800	\$1,280	\$0	\$51	\$448	\$84,000	\$130,579	\$8,161
7/28/2024	\$44,800	\$1,280	\$0	\$51	\$448	\$84,000	\$130,579	\$8,161
7/29/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
							\$1,072,394	\$67,025

State Mixed Beverage Tax:								
Spending Rate for Alcoholic Beverages:	\$14.00	\$14.00	\$14.00	\$14.00	\$14.00	\$14.00		
Percent Consuming Alcoholic Beverages	0%	10%	20%	30%	40%	25%		
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/20/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2024	\$0	\$28	\$0	\$3	\$39	\$315	\$386	\$32
7/22/2024	\$0	\$28	\$0	\$3	\$49	\$1,365	\$1,445	\$119
7/23/2024	\$0	\$56	\$0	\$3	\$49	\$1,365	\$1,473	\$122
7/24/2024	\$0	\$56	\$0	\$3	\$49	\$7,875	\$7,983	\$659
7/25/2024	\$0	\$56	\$0	\$3	\$49	\$7,875	\$7,983	\$659
7/26/2024	\$0	\$56	\$0	\$3	\$49	\$7,875	\$7,983	\$659
7/27/2024	\$0	\$28	\$0	\$3	\$39	\$4,594	\$4,664	\$385
7/28/2024	\$0	\$28	\$0	\$3	\$39	\$4,594	\$4,664	\$385
7/29/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
							\$36,583	\$3,018

Vehicle Rental Tax³:								
	Competitors	Coaches	Staff	Scouts	Media / TV Crew	Friends, Family, Spectators		
Percent Renting	7%	10%	50%	50%	10%	30%		
Cost per Day	\$146	\$76	\$76	\$76	\$76	\$76		
Average People per Rental Car	8.00	2.00	1.50	1.50	1.50	2.50		
Day							Total Spending	State Tax
7/19/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/20/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2024	\$2,047	\$152	\$0	\$30	\$53	\$2,047	\$4,328	\$433
7/22/2024	\$2,047	\$152	\$0	\$30	\$66	\$8,869	\$11,164	\$1,116
7/23/2024	\$2,047	\$303	\$0	\$30	\$66	\$8,869	\$11,315	\$1,132
7/24/2024	\$14,328	\$303	\$0	\$30	\$66	\$51,165	\$65,892	\$6,589
7/25/2024	\$14,328	\$303	\$0	\$30	\$66	\$51,165	\$65,892	\$6,589
7/26/2024	\$14,328	\$303	\$0	\$30	\$66	\$51,165	\$65,892	\$6,589
7/27/2024	\$7,164	\$152	\$0	\$30	\$53	\$29,846	\$37,245	\$3,725
7/28/2024	\$7,164	\$152	\$0	\$30	\$53	\$29,846	\$37,245	\$3,725
7/29/2024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
							\$298,975	\$29,897

³ Based on average pre-tax prices of Expedia search (first page of search) at rental car companies at Bush International Airport on February 26, 2024 from July 22-26, 2024. Standard size car, paid at pick up, no additional charges. Rental cost for 'Players' is based on a similar search for passenger vans to transport entire team.

July 11, 2024

Item No. 7.6.

Memorandum of Agreement with Texas A&M University regarding the 2024 USATF National Junior Olympic Track & Field Championships

Sponsor: Jeremiah Cook

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Memorandum of Agreement between the City of College Station and Texas A&M University regarding event oversight of the 2024 USATF National Junior Olympic Track & Field Championships, on the campus of Texas A&M University, in an amount not to exceed \$950,000.

Relationship to Strategic Goals:

Diverse & Growing Economy

Recommendation(s): Staff recommends approval of the agreement.

Summary: In 2020, staff bid on the 2024 USATF National Junior Olympic Track & Field Championships to be held in College Station to encourage economic growth through tourism. Staff has worked with USATF, Texas A&M University, Destination Bryan, and USATF Gulf Association to ensure the premier execution of the event. Revenues are expected from the event to offset a significant portion of expenses. The event is expected to bring an estimated economic impact to the community of \$10,000,000 in direct visitor spending.

Budget & Financial Summary: To execute this event, the City anticipates costs will be approximately \$950,000. Revenues for the event will include athlete registrations, ticket sales, and partial reimbursement through the Texas Event Trust Fund (up to \$644,443).

Attachments:

1. Agreement is on file in the City Secretary's Office

Contract is on file in the City Secretary's Office.