

**CITY OF SAN ANTONIO  
INTERDEPARTMENTAL MEMORANDUM  
CONVENTION AND VISITORS BUREAU**

**TO:** Mayor and City Council

**FROM:** Dale Lockett, Acting Director Convention & Visitors Bureau

**THROUGH:** Terry M. Brechtel, City Manager

**COPIES:** Roland A. Lozano, Assistant to the City Manager;  
Andrew Martin, City Attorney;  
Edward C. Garcia, Convention Facilities

**SUBJECT:** 2003 Miss USA Pageant Hosting Agreement

December 19, 2002

**SUMMARY AND RECOMMENDATIONS:**

This ordinance authorizes the Convention and Visitors Bureau to enter into a Hosting Agreement on behalf of the City of San Antonio with Miss Universe L.P., LLLP in order to host the 2003 Miss USA Pageant at Municipal Auditorium scheduled for broadcast on March 24, 2003 on the National Broadcasting Company (NBC) network, and authorizing payment in an amount not to exceed \$500,000 for associated staging and production requirements.

Staff recommends approval of this Ordinance.

**BACKGROUND:**

Over the past 30 years, the Columbia Broadcasting System (CBS) network has televised the Miss USA Pageant. Recently, Miss Universe L.P., LLLP entered into a five (5) year contractual agreement beginning in 2003 to televise the Miss Universe, Miss USA and Miss Teen USA Pageants on the NBC network.

The NBC Network will broadcast the pageant live from San Antonio's Municipal Auditorium on Monday, March 24, 2003, with additional support from the Telemundo Network. Additionally, it will be internationally syndicated to approximately 50 countries around the world. Various taped segments of the show will take place at locations around our City.

**POLICY ANALYSIS:**

Hosting the 2003 Miss USA Pageant is a premier destination marketing opportunity for San Antonio and will allow our City to gain major national and international media exposure, reinforcing to millions of viewers that San Antonio is a world-class destination,

and one of the most beautiful backdrops anywhere for national and international television production.

During the NBC broadcast on March 24, 2003, San Antonio will receive nine (9) minutes of television exposure to a world-wide audience resulting in an estimated \$2 million in associated advertising value. Over the pageant period, Miss Universe will videotape activities in various remote locations throughout the City showcasing our destination. Broadcast on CBS in 2002, the Miss USA Pageant was watched by approximately 7.6 million consumers. It is anticipated that due to the NBC networks commitment to the Miss USA pageant the audience exposure will far exceed the 7.6 million viewers in 2002.

Miss Universe brings a strong community investment into the host city through community outreach and promotional events. The CVB team will build upon these promotions with Miss Universe for various public relations opportunities.

Additional exposure opportunities are available for local participating partners such as telecast exposure, program book, internet, promotional events, press opportunities, VIP tickets, and other opportunities.

The City's financial obligation to Miss Universe for staging the 2003 Miss USA Pageant is \$400,000 with an additional \$100,000 committed for the various hosting requirements related to accommodations, promotion, meals, security, telephones, transportation and facilities. The total financial obligation to Miss Universe is \$500,000.

With regards to hosting requirements, this is a major production opportunity and calls for a true public/private partnership. The City of San Antonio staff will work with Miss Universe L.P., LLLP to obtain either complimentary or reduced rates for various hosting requirements such as hotel accommodations (up to 2,600 room nights), security, meals, local ground transportation, parking, telephones, craft services, functions, and ancillary events. The City's financial obligation to Miss Universe L.P., LLLP towards these hosting requirements is limited to the \$100,000 noted above.

The Miss USA production will utilize the Municipal Auditorium for the period March 9, through March 28, 2003. The City may incur costs associated to the facility, in-house security, and other related promotional and operational needs of the event. An accounting of any additional costs will be maintained as they may develop. It is recommended these costs may be reimbursed to the City from funds designated for event development, if available from the Pan American Games reserve.

**FINANCIAL IMPACT:**

The City's financial obligation to Miss Universe L.P., LLLP is not to exceed \$500,000. These funds are appropriated in the FY 2003 adopted budget for event development and were derived from the Pan American Games reserve. The breakdown of funding requirements is \$400,000 for staging the 2003 Miss USA Pageant and up to \$100,000 to be

applied to various related hosting requirements. The City may incur additional internal costs for facility, in-house security, as well as enhanced promotional and operational efforts. These costs may be reimbursed to the City from funds designated for event development, if available from the Pan American Games reserve or from the operating budget.

**COORDINATION:**

This hosting agreement has been coordinated with the City Attorney's Office, Convention Facilities and Convention and Visitors Bureau.

**SUPPLEMENTARY COMMENTS:**

A Discretionary Contract Disclosure Form has been completed and is attached.

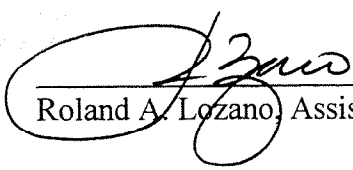



Dale Lockett, Acting Director  
Convention & Visitors Bureau



Edward C. Garcia, Director  
Convention Facilities

Approved:

  
Roland A. Lozano, Assistant to the City Manager  
Terry M. Brechtel, City Manager

## City of San Antonio Discretionary Contracts Disclosure\*

For use of this form, see City of San Antonio Ethics Code, Part D, Sections 1&2

Attach additional sheets if space provided is not sufficient.

State "Not Applicable" for questions that do not apply.

\* This form is required to be supplemented in the event there is any change in the information under (1), (2), or (3) below, before the discretionary contract is the subject of council action, and no later than five (5) business days after any change about which information is required to be filed.

### Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

(1) the identity of any individual who would be a party to the discretionary contract:

N/A

(2) the identity of any business entity that would be a party to the discretionary contract: Miss Universe L.P., LLP and the name of

(A) any individual or business entity that would be a subcontractor on the discretionary contract.

N/A at this time.

(B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract.

Donald J. Trump; Trump Pageants, Inc., Trump Hotels and Casino Resorts Holdings, L.P.; NBC Pageants, Inc.

(3) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by an individual or business entity who would be a party to the discretionary contract.

N/A

<sup>1</sup> A business entity means a sole proprietorship, partnership, firm, corporation, holding company, joint-stock company, receivership, trust, unincorporated association, or any other entity recognized by law.

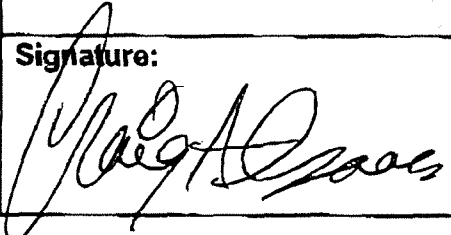
**Political Contributions**

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any *current or former member* of City Council, any *candidate* for City Council, or to any *political action committee* that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, attorneys, or registered lobbyists of the entity.

To Whom Made:	Amount:	Date of Contribution:
N/A		

**Disclosure of Impropriety**

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question as to whether any city official or employee would violate Section 1 of Part B, Improper Economic Benefit, by participating in official action relating to the discretionary contract.

N/A		
Signature: 	Title: V.P., Legal Affairs Company: MISS Universe L.P., LLP	Date: 12/12/02

<sup>2</sup> For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.