



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve a service agreement for the February 2027 Los Fresnos Rodeo.

Recommendation:

The Thirty-Seventh Annual Los Fresnos Rodeo is set for February 18-21, 2027. Representatives will be at the meeting to provide information and answer questions. Annually, the City has utilized Hotel/Motel taxes to enter into an agreement with the Rodeo to support their efforts. There are sufficient funds available for the agreement amount to stay the same. The Hotel/Motel tax can only be utilized for events that puts heads in beds (motel stays) and must be at least over a 2-day period.

The following are the amounts supported in prior years.

Platinum: \$10,000

Saturday Concert: \$3,500

Sky Box: \$2,500

Total proposed this year is \$16,000

2004-2005	\$ 3,500
2005-2006	\$ 5,000
2006-2007	\$ 6,500
2007-2008	\$ 6,500
2008-2009	\$ 7,000
2009-2010	\$ 7,000
2010-2011	\$ 7,000
2011-2012	\$ 7,000 Plus \$20,000 to start Concert
2012-2013	\$ 8,000
2013-2014	\$10,000 Plus \$2,000 for Social Media
2014-2015	\$11,500 Plus \$2,500 for Social Media
2015-2016	\$12,000 Plus \$2,500 for Social Media
2016-2017	\$12,000 Plus \$2,500 for Social Media
2017-2018	\$13,500
2018-2019	\$13,500
2019-2020	\$13,500
2020-2021	\$ 0 Cancelled due to COVID
2021-2022	\$13,500
2022-2023	\$13,500
2023-2024	\$13,500
2024-2025	\$16,000
2025-2026	\$16,000

The Police Department has provided security during the event like it is done for the Conjunto Festival. The Rodeo does provide a lot of private security as well, but the presence of LF Police is important.

Additionally, the Rodeo would like to continue to have the City sell advance tickets as has been done for the last 10 years. The City is the number 1 ticket outlet with mostly Winter Texans making a day trip with many visiting our businesses. The last 3 years there has been between 335 to 1250 sold. The Police Department sold tickets as well but there are not enough sold to make it worthwhile.