

**Special Events, Reservations, & Marketing
Leadership Katy, November 10, 2011**

The Merrell Center

- 6,000 seat multipurpose arena
- Facility Event Goals
 - Approximately 50% Katy ISD events and 50% Non-Katy ISD events
 - Provide the community an avenue for entertainment opportunities
 - Approximately 400,000 patrons attend events annually
- Not funded by the G.O.F.
 - Tax Increment Reinvestment Zone (T.I.R.Z.)
Funding for the Merrell Center came from a Tax Increment Reinvestment Zone (TIRZ), developed in partnership with the City of Katy and the Katy Development Authority and, as a result, no additional taxpayer dollars were used to build the Merrell Center. Property tax revenue generated by the Katy Mills Mall is used to pay for the Merrell Center and its operations. The bonds are not Katy ISD bonds, but are issued by the City of Katy and the Katy Development Authority. The Merrell Center does not add any additional tax or debt burden to the district.
 - Contributes to “heads in beds” for the City of Katy and helps support local businesses
- Katy ISD Special Events
 - Graduation
 - PIE Open House
 - VIPS Breakfast
 - College & Career Night
 - Teacher Fair
 - Katy ISD Basketball Classic
 - Houston Rodeo Livestock Show Art Display
 - Parents Center End-of-Year Banquet
 - UIL Athletic Competitions
- Non-Katy ISD Events
 - Katy Home and Garden Show
 - Southland Conference Men’s & Women’s NCAA Basketball Tournaments
 - The Woodworking Show
 - Martial Arts Events
 - Cheerleading Competitions
 - Houston Stallions Indoor Football
 - Lamar Consolidated ISD and Royal ISD Graduation Ceremonies
 - Agreement with the United States Coast Guard

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Campus Event Reservations

- Approximately 38,000 annual reservations
- Different Classifications of Facility Users
 - A – School Sponsored or District Related Activities
 - B – School Affiliated Support Organizations
 - C – Non Profit Student Organizations
 - D – Service, Educational, Civic, & Governmental Organizations
 - E – Adult Sports, Churches, Businesses
 - F – Summer Sports Camps
- Types of Facility Users
 - Katy Youth Basketball
 - Area Youth Football Leagues
 - Boy / Girl Scouts
 - Martial Arts Events
 - Homeowners Association Meetings
 - Churches
 - Dance & Performing Groups (Performing Arts Center Events)

Marketing & Advertising

- Initiative to increase awareness of Katy ISD while generating additional revenue for the district
- All revenue goes into the district's GOF; approximately \$250,000 annually
- Not limited to Athletics – the program is district wide
- Live Action Media Broadcasting System (L.A.M.B.S.)
 - Certification for students
 - Student workers paid as game employees
 - Enhance spectator game experience