A MEETING OF THE EXECUTIVE COMMITTEE OF THE PUEBLO CITY COUNCIL WILL BE HELD ON SEPTEMBER 23, 2019 COMMENCING AT 5:30 P.M. IN THE CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL, ONE CITY HALL PLACE, PUEBLO, COLORADO 81003.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Individuals requiring special accommodation are requested to please notify the ADA Coordinator of their needs at (719) 553-2295 by noon on the Friday preceding the meeting.

THE AGENDA FOR THE EXECUTIVE COMMITTEE MEETING IS AS FOLLOWS:

AGENDA

I. Call To Order And Welcome - Bob Schilling, Work Session Chair

II. Topics

1. PBR SPORTS PERFORMANCE CENTER UPDATE (5:30 P.M. - 5:55 P.M.)
   
   PURPOSE:
   Presentation to City Council on the PBR Sports Performance Center

   CALL TO PODIUM
   Mr. Antwon Burton, Executive Director-Sports Performance Center
   Mrs. Melissa Henricks, VP, Athlete Initiatives & Development-Sports Performance Center

   TIME ALLOTTED:
NOTICE OF MEETINGS OF THE EXECUTIVE COMMITTEE
OF THE PUEBLO CITY COUNCIL

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   Mr. Antwon Burton, Executive Director - Sports Performance Center
   Mrs. Melissa Henricks, VP, Athlete Initiatives & Development - Sports Performance Center

   TIME ALLOTTED:
   15 Minutes -- Presentation
   10 Minutes -- Questions

   SUPPORTING BACKGROUND:
   Presentation to City Council on the PBR Sports Performance Center.

   Documents:
   9-23-19 PBR SPORTS PERFORMANCE CENTER PRESENTATION.PDF

2. UNITED WAY CAMPAIGN KICK-OFF (5:55 P.M. - 6:25 P.M.)

   PURPOSE:
   A presentation to City Council on United Way.

   CALL TO PODIUM
   Mr. Shawn Shelton, Campaign Chair - United Way
   Ms. Paula Chostner, Director of Fund Development & Campaign - United Way

   TIME ALLOTTED:
   15 Minutes -- Presentation
   10 Minutes -- Questions

   SUPPORTING BACKGROUND:
   A presentation to City Council on United Way.

3. SARAH SHAW MEMORIAL STATUE (6:25 P.M. - 6:50 P.M.)

   PURPOSE:
   Presentation to City Council on the placement of the Sarah Shaw Memorial

   CALL TO PODIUM
   Ms. Becky Cafasso, Chair - Sarah Shaw Memorial Committee

   TIME ALLOTTED:
   15 Minutes -- Presentation
   10 Minutes -- Questions

   SUPPORTING BACKGROUND:
   Presentation to City Council on the placement of the Sarah Shaw Memorial

III. Adjournment
ACTIVITY OVERVIEW

• 15 sports camps targeted in the first year of operation to come through the center. Bull riding, bronc riding, barrel racing, baseball, wrestling, soccer, volleyball, football, etc.

• 10 events already completed since May, 2019 including filming that will be used for promotion globally.

• Multiple individual athlete visits including current NFL players, current and upcoming PBR stars, world ranked racquetball and more.

• Partnership with the Pueblo Bulls hockey team has been signed and training has commenced.
Yoga by Studio Share, a local business in Pueblo, now operating out of the SPC.

Pueblo area memberships to be made available in fall 2019.

Potential sponsors & partners such as Coke, Pepsi, Whole Foods, Pueblo Police, Ft. Carson, CSU Pueblo and Colorado Switchbacks have already or are scheduled to visit the facility.
- Multi sport camp held in May prior to the grand opening which hosted athletes from bull riding, baseball, soccer and more. 22 athletes in attendance, both local and from outside of Colorado.

- 3 day Soccer camp featuring Ahj Roberts, Canadian Adidas Ambassador and trainer to stars from the US, Canada, Germany, Italy and more, in June with 27 local athletes in attendance.

- 1 day football camp with defensive end for the LA Rams, Morgan Fox and wide receiver specialist David Robinson who trains Antonio Brown from the Oakland Raiders and Emmanuel Sanders of the Denver Broncos. 35 athletes in attendance.
• Various individual athlete personal training including Deyon Sizer of the Denver Broncos

• PBR Town Hall in June held at the Sport Performance Center with all local employees in attendance, broadcast to all remote employees across the USA and three of the highest level executives from Endeavor in attendance.

• Multiple visits from Endeavor executives in 2019.

• PBR’s annual sponsor summit with approximately 50 PBR sponsors in attendance. Previously this summit has been held around live events in cities such as Nashville and now may periodically take place at the PBR Sport Performance Center.
• 3 day Mental Toughness training put on by Western Sports Foundation with 23 Bull Riders in attendance and 7 speakers including 6 from outside of Pueblo.

• Filming for PBR Global Cup TV series with 2 current PBR Riders highlighting the rehab and recovery portion of the SPC. Air dates and broadcast partner TBD.

• Popsugar.com did an interview and a shoot with Kelsey Martinez, who is the first female assistant coach for the Oakland Raiders, at the SPC.

• Tiana Cooks, who will be competing in the upcoming Miss. Colorado pageant did a video shoot at the SPC which she will distribute through her social media channels and media outlets as requested.

• Carla Muñoz, internationally ranked top10 in racquetball trained at the SPC. Promotional video was shot at the SPC and will be used through her career.
UPCOMING

• Jan - Feb, 2020: NFL Combine Training. 8 week training camp with 5-7 NFL hopefuls.

• Rehab and recovery will be lead by Chris Knott who has been imperative in the success of Super Bowl 50 MVP Von Miller and Odell Beckham Jr.
15 articles / press releases through both national media as well as PBR.com specific to the Sport Performance Center. Articles ran in outlets such as the Pueblo Chieftain, Sports Business Daily, Ag Journal Online, Cowgirl Magazine, Western Media and Sports and more.

Multiple mentions in various print, radio, podcast and television interviews with PBR executives.

Nationally aired commercial on CBS and CBS Sports Channels, RidePass, PBR Social Media as well as in arena at both PBR Unleash the Beast and Velocity Tour events since February 2019.
MEDIA VALUATION

AS OF JULY 2019

Roughly $300,000 in media value to both the state of Colorado and the City of Pueblo delivered through:

CBS & CBS Sports Networks
- SPC Commercial broadcast 3 times on CBS and 39 times on CBS Sports Network.

PBR Ride Pass
- 56 Commercial units in RidePass Broadcasts
- 28 In broadcast live mentions

Social Media
- 18 posts on PBR Facebook, Twitter and Instagram + 15 Instagram story slides.
  4,071,668 impressions.
$775,000 in media value to both the state of Colorado and the City of Pueblo delivered through:

- 100+ CBS and CBS Sports Network commercial and organic placements.
- 200+ commercials / live organic placements on PBR RidePass.
- PBR owned digital and social platforms that will deliver 10MM impressions.
- In arena support reaching 775,000 fans through in show commercials, live PA’s and digital signage.
VISITOR TRACKING

AS OF AUGUST 2019

Approximately 150 visitors to the PBR Sport Performance Center so far including notables such as:

- Current PBR Stars: Chase Outlaw, Cody Nance, Gage Gay, Ezekiel Mitchell, Rubens Barbosa
- PBR Legends and World Champions: Ty Murray, Cody Lambert, Justin McBride, Kody Lostroh and Colby Yates.
- High Level executives from CBS, Wrangler, Monster, Endeavor, Ariat, Boot Barn, Bass Pro Shops, Caterpillar, US Bank, Pendleton Whiskey and more.
- Visitor hotel stays, restaurant visits and local activities are being tracked and will be shared with city representatives regularly.
PBR MARKETING AND SUPPORT

• Live Events: 775k+ North America Attendees
  • Digital Signage
  • LED/Ribbon Board Logo Rotation
  • :30sec commercial
  • Interactive Display
  • In Event Feature Announcement

• CBS and CBSSN Television Broadcasts: 20MM+ Total Viewers
  • Network Feature
  • Highlights
  • :30 Commercial Placements
  • Organic Color Commentating

• Ride Pass
  • Network Features & Content Creation
  • Highlights
  • :30 Commercial Placements
  • Organic Color Commentating
PBR MARKETING AND SUPPORT

• Digital & Social: 4.2M followers across YouTube, Facebook Twitter and Instagram, 1.7M average monthly PBR.com pageviews
  • Dedicated website
  • Feature Stories
  • ROS Web Banners
  • Paid and Organic media campaign through digital and social channels

• Public Relations:
  • International release to endemic and sports media
  • Active pitches to targeted media outlets
  • Minimum of 2 posts on each social media platform per month promoting the center
PBR MARKETING AND SUPPORT

- MISC:
  - Direct to Rider campaign
  - Direct to athlete targeted campaigns
    - Gyms
    - Sports Orgs
    - Youth Orgs
      - List generation
      - Cold Call
      - Direct Mail

Kenny Johnson
BOLT WRESTLING SEMINAR
FÜR MMA & NOGI
06.02.2018

Jackson Wink
NATIONAL PARTNERS
Thank you