

AGENDA SPACE REQUEST

DATE (To appear on Agenda): June 24, 2026

BY (Department Head): Mayor-President, Visit Baton Rouge, and ASM Global

To Appear on the Following Agenda (Select One):

Regular Council Meeting - "Introduction" ☒

Regular Council Meeting - "Item" ☐

Regular Council Meeting - "Administrative Matter" ☐

APPROVED BY CAO-(MAYOR'S OFFICE): _____

APPROVED BY COUNCIL BUDGET OFFICE: _____
(Grant Matters)

ITEM TO APPEAR ON THE AGENDA:

Authorizing the Mayor-President to amend of the Raising Cane's River Center Rental Waiver Agreement with Visit Baton Rouge and ASM Global for the period January 1, 2025 through December 31, 2028 to increase the total rental waivers available to be awarded for calendar year 2027 by \$325,000, to an amount not exceed \$725,000.

SUPPORTING DOCUMENTATION:

Approval is requested for the City-Parish to amend the agreement with Visit Baton Rouge and ASM Global that provides for a rental waiver program at the Raising Cane's River Center. This program is used as a tool to attract events that generate significant convention and tourist activity ultimately stimulating the general economy of East Baton Rouge Parish. The rental waiver program has been in existence since 2006.

The agreement currently states that rental waivers awarded shall not exceed \$400,000 in any given calendar year. The estimated rental cost for the 2027 USA Boxing Olympic Trials is approximately \$325,000. When combined with previously approved rental waivers, the grand total for 2027 would exceed the \$400,000 maximum, effectively restricting Baton Rouge's opportunity to host this extraordinary event.

Approval of this amendment will help towards securing the 2027 USA Boxing Olympic Trials for Baton Rouge, positioning the city as the next host destination for this nationally recognized competition. This is a highly significant event within U.S. amateur boxing, as it determines which athletes advance toward representing the United States at the Olympic Games. It attracts top-tier athletes, coaches, and officials, along with national attention, and typically generates substantial economic and tourism impact for host cities due to the influx of participants and spectators traveling from across the country.

Amendment the Cooperative Endeavor Agreement between City-Parish of East Baton Rouge, Visit Baton Rouge, and ASM Global

Amendment Provisions

This amendment to the Cooperative Endeavor Agreement, is made and entered into between the City of Baton Rouge and Parish of East Baton Rouge (hereinafter referred to as "City-Parish") Visit Baton Rouge, and ASM Global, hereby amends the last paragraph in Section III. Rental Waiver Inducement as follows:

Total rental waivers available to be awarded shall not exceed \$400,000.00 in any given calendar year, as determined by the year the event occurs. However, for calendar year 2027, the total amount of rental waivers available shall not exceed \$725,000.00 in the event the Raising Cane's River Center hosts the 2027 USA Boxing Olympic Trials. ASM and the City-Parish Finance Department will track all qualified waivers and for the purposes of year-end financial evaluation, ASM will be credited full value of all Rent waived pursuant to this Agreement during a calendar year.

All other terms not in conflict herewith will remain the same.

WITNESSES

CITY OF BATON ROUGE AND PARISH OF EAST BATON ROUGE

Emile "Sid" Edwards, Mayor-President

Date: _____

VISIT BATON ROUGE

BY: _____
Jill Kidder, President and CEO

Date: _____

ASM GLOBAL

BY: _____
Wayne Hodes, Regional General Manager

Date: _____

Approved as to Form

Office of the Parish Attorney