



Agenda Item: Discuss and Consider Special Event Incubator Funding for 2021 Galveston Island E-Sports Summit

Background: The 2nd Annual Galveston Island Esports Summit is designed to bring together Esports educators, influencers, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market.

The event will open on Friday with Galveston ISD-sponsored workshops that will offer Continuing Education Units to educators as well as seminars led by the US Army Esports Division, the Esports Trade Association (ESTA), and Women in Games (WIDI).

Friday, Saturday and Sunday the Summit will feature exhibits, interactive activities, panels, industry merchandise and service vendors, and Esports tournaments. Esports tournaments will be managed by the US Army, highlighting their Army Esports mobile tournament center.

NASA will contribute to the virtual reality (VR) segment of the summit by premiering their VR tour of the International Space Station. They will also exhibit their Mars Rover, robotics exhibit, and space memorabilia.

New this year are workshops on the STEM benefits of gaming, moral and ethical codes, and security. Entertainment will feature the US debut of Sherlana, singer, TV host, and professional gamer ranked #5 in Call of Duty League. She is only one of 2% of females in the esports industry who successfully played in the COD WARZONE championships on both mobile and console.

Proposed schedule is as follows:

Friday, August 27

9:00 am – 3:00 pm - Workshops
10:00 am – 6:00 pm - Expo and Tournaments
6:30 pm – 8:00 pm - Summit Preview Benefitting
Texas Scholastic Esports Federation

Saturday, August 28

10:00 am – 6:00 pm - Expo and Tournaments

Sunday, August 29

10:00 am - 4:00 pm - Expo and Tournaments

The promoter has a robust marketing plan in place which includes social media promotion and digital, print, radio and TV advertising. Attendance is expected to exceed 2,500 and generate more than 1,500 lodging room nights.

Staff Recommendation: E-Sports continues to develop as one of the most rapidly-growing industries across the globe. Therefore, the event is well-positioned for sustainable growth. Staff recommends approval of up to \$10,000 in funding.

Funding Source (if applicable): FY '20-'21 Special Event Incubator Fund. Balance of that fund, including tentative commitments, is \$24,256