



Statement of Support:

The Greater San Antonio Chamber of Commerce fully supports the implementation of the Coliseum Complex Venue Project approved by Bexar County voters through Proposition A on November 4, 2025.

We believe implementation of the Coliseum Project should embrace and champion the San Antonio Stock Show & Rodeo as the defining anchor of the campus, as approved by voters. The County should be bold in encouraging and incentivizing private investment and redevelopment to capitalize on the robust opportunities this year-round program creates for youth education, tourism, small-business growth and job creation. These efforts should not conflict, displace or diminish rodeo operations.

The San Antonio Livestock Exposition d/b/a San Antonio Stock Show & Rodeo (SALE) is a premier economic and cultural institution for our region. For more than 75 years, it has generated significant economic activity, attracted visitors from across Texas, the United States, and the world, invested millions of dollars in youth education and scholarships, and served as an anchor for economic growth and revitalization on San Antonio's East Side.

In early 2025, Bexar County began advancing a long-term vision for the redevelopment of the Freeman Coliseum campus through the Coliseum Complex Venue Project ([Coliseum Complex Venue Project | Bexar County, TX - Official Website](#)), a comprehensive initiative to modernize the County-owned venue complex, strengthen the long-term success of the San Antonio Stock Show & Rodeo (SALE), and expand year-round economic activity on San Antonio's East Side.

On February 4, 2025, the Bexar County Commissioners Court authorized County Judge Peter Sakai to negotiate agreements supporting a comprehensive venue strategy while planning for improvements to the Freeman Coliseum campus. As planning progressed, Bexar County, the Community Arenas Board (CAB), and the San Antonio Livestock Exposition (SALE) negotiated a Memorandum of Understanding establishing a collaborative framework for implementation of the Coliseum Complex Venue Project. On June 10, 2025, the Commissioners' Court approved the Coliseum Complex Venue Project Resolution ([Designation of Venue Projects Resolution](#)), formally establishing the venue project and authorizing the agreements necessary to advance the initiative. The Court also approved the Memorandum of Understanding between Bexar County, the Community Arenas Board, and SALE ([Bexar-County--Community-Arenas-Board--SA-Stock-Show--Rodeo-Memorandum-of-Understanding](#)).

As presented to the Commissioners Court and to Bexar County voters, the

Coliseum Complex Venue Project was intended to modernize the Freeman Coliseum campus, enhance facilities supporting the San Antonio Stock Show & Rodeo, and create a vibrant, year-round destination to strengthen tourism, economic development, and East Side revitalization. [CAB-SA-Rodeo-Presentation-on-Proposed-Redevelopment](#)

On June 27, 2025, Bexar County, through the Community Arenas Board, issued a Request for Qualifications (RFQ) seeking a master developer to lead the planning and redevelopment of portions of the Freeman Coliseum. ([BCCA RFQ 07032025 final.pdf](#)) The RFQ contemplated a mixed-use district complementary to the venue complex and established the process for evaluating qualified development teams. Responses to the RFQ were due on August 12, 2025.

On August 5, 2025, the Commissioners Court voted to call a countywide venue tax election ([Commissioners-Court-Orders-Venue-Tax-Election](#)). Proposition A authorized the use of venue tax revenues for the planning, acquisition, development, construction, renovation, and financing of the Coliseum Complex Venue Project.

Proposition A Ballot Language: Proposition A would raise the Hotel Occupancy Tax from 1.75% to 2.00% to finance redevelopment and improvements to the County-owned Frost Bank Center, Freeman Coliseum, and other facilities on the Coliseum grounds operated by the San Antonio Stock Show and Rodeo.

NOTE: The language of the ballot did not include any reference to the use of voter-approved funds outside of the Freeman Coliseum Grounds.

On November 4, 2025, Proposition A was approved by a vote of 137,960 (55.91%) in favor and 108,781 (44.09%) opposed, authorizing venue tax revenues to implement the Coliseum Complex Venue Project. [November-2025-Results](#)

Since the vote, Bexar County has been exploring the Coliseum Complex Venue Project through the Community Arenas Board (CAB), including advancement of plans for a comprehensive mixed-use redevelopment in partnership with a private development.

The San Antonio Livestock Exposition (SALE) has now raised concerns that elements of the evolving redevelopment concept could negatively affect existing Rodeo operations and the long-term vision, including: the preservation of land necessary for livestock movement, trailer circulation, temporary facilities, parking,

event logistics, and future expansion of Rodeo-related programming. At the same time, Bexar County continues to pursue redevelopment objectives outside the scope of the ballot language. [Lincoln-Hunt-RFQ-1.pdf](#)