



## **Where the Money Goes**

### **Economic impact to St. Mary's University and the San Antonio Community**

The Fiesta Oyster Bake Committee and the St. Mary's University Alumni Association thank the 7,000 volunteers for their 50,000+ volunteer hours, our numerous corporate sponsors, especially Bud Light, and the 60,000+ patrons who help make the Fiesta Oyster Bake a great success every year!

Although Fiesta Oyster Bake is a great party during San Antonio's Fiesta Week, our mission is to be successful in raising funds for St. Mary's University student scholarships and university and alumni programs.

The following information is a highlight as to where the money goes from this event. As you can see, the Fiesta Oyster Bake provides a great economic boost to St. Mary's University and the San Antonio community.

#### **\$7 Million Scholarship Endowment Fund**

This fund provided full or partial scholarships to more than 70+ St. Mary's University students this year.

#### **St. Mary's University Schools**

Based on the success of the Fiesta Oyster Bake, the Alumni Association gives each St. Mary's University school – Greehey School of Business, School of Humanities and Social Sciences, School of Law and School of Science, Engineering and Technology - funds to be used for special Homecoming Weekend Reunion programs, faculty conferences, equipment upgrades, etc.

## **\$3.1 Million Gift to the Alumni Athletics and Convocation Center**

Because of the success of the Fiesta Oyster Bake, the Alumni Association made the lead gift in this fundraising campaign. This state of the art facility features workout facilities, an indoor swimming pool, racquetball courts, multiple basketball courts, 3,500 seat arena, etc.

It also gives the university the opportunity to offer concerts, plays, speakers, etc., for the St. Mary's University students and alumni, as well as the San Antonio community.

## **Alumni Association Operating Budget**

To maintain the mission of providing programs to our alumni, of which there are more than 14,000 in the San Antonio area, this money is used for some of the following activities:

- Coordinate Homecoming Weekend activities
  
- Implement a professional networking program
  
- Develop student and alumni programs
  
- Host receptions for our alumni and potential St. Mary's students and their parents in areas outside of San Antonio, including Austin, Dallas/Fort Worth, El Paso, Houston, Laredo, McAllen, St. Louis, Washington, D.C., and Chicago/Great Lakes area
  
- Sponsor and Produce the Distinguished Alumni Awards Dinner, Faculty Appreciation and Awards Dinner, Oysters and Pearls Scholarship Gala, Alumni Golf Tournament

## **Alumni Chapter and Affiliate Groups**

Our alumni chapters from cities outside of San Antonio and Texas as well as our affiliate groups, Rattler Nation and Law Alumni Association, operate booths at the event. They receive a portion of the proceeds from their respective booths so they can develop and implement programs for St. Mary's alumni and students from their areas.

## **St. Mary's University Student Organizations**

Besides the alumni booths, we give as many as 35 St. Mary's University student groups the opportunity to operate various booths at the event. Each group is required to submit a proposal for the opportunity to operate a booth. This provides them a "real world" example of how to develop a complete business plan.

Each group receives a portion of the proceeds from their respective booths, and they use the money to help fund speakers, send students to conferences or give back to a special community service cause. Over the last 15 years, the Fiesta Oyster Bake has helped St. Mary's student groups and other participating groups raise more than \$750,000.

## **Supplemental Income (Physical Plant, Students, Security)**

The Fiesta Oyster Bake provides supplemental income for St. Mary's University students, in addition to employees of the Physical Plant Department and Campus Police Department. This supplemental income enables students and staff to better support themselves and their families.

## **Capital Improvements**

Each year, the St. Mary's Alumni Association gives back to the university in the form of capital improvements to various campus facilities, including the Alumni Pavilion in the historic Pecan Grove.

## **Reserve**

To be fiscally responsible, it is important for the Alumni Association to keep some money in reserve so that in case of a rain out, we have the funds needed to conduct the annual operations of the Alumni Association.

## **VIP Packages (Community Involvement)**

The Fiesta Oyster Bake is committed to the various programs in and around the San Antonio community. We donate hundreds of dollars each year in the form of VIP ticket and merchandise packages to many charitable organizations.

[www.stmarytx.edu](http://www.stmarytx.edu)

<http://visitsanantonio.com/>

[www.fiesta-sa.org](http://www.fiesta-sa.org)



**Fiesta  
Oyster Bake®**  
*The Heartbeat of Fiesta®*

## Fiesta Oyster Bake Timeline

Oyster Bake held at St. Mary's College located along the banks of the San Antonio River where La Mansion Del Rio Hotel is now located.

1916

The annual Oyster Bake is moved from its river location to St. Mary's University current campus. Until the mid-1930s, the event is held on the dirt floor of the incomplete Alumni gym (dirt floor due to lack of funds needed for a wood floor because of the Great Depression).

1929

Earliest copy of expense report: 1½ barrels of oysters, one keg of beer, charcoal and horseradish = \$26.25.

1931

1937

Event moves to Pecan Grove (which remains part of current grounds).

The Father of the Oyster Bake, Charles W. Meyer, dies after serving as Oyster Bake Head Chef for almost 30 years.

1947

1951

First recorded Oyster Bake profit, consisting of \$165.96.

1965 First annual Alumni Association scholarship is awarded, with funds received from Oyster Bake income, to Richard F. Gunst, Central Catholic High School graduate, in amount of \$640 (his first-year tuition).

1965

1970

The general public is first invited to the Bake; menu expands from only oysters and shrimp.

Robert Meyer, son of Charles W. Meyer and Oyster Bake Head Chef since 1947, dies.

1971

Alumni Association establishes an undergraduate Scholarship Endowment Fund; initial contribution to the fund was \$40,000; the first four-year scholarship award from the endowment is made to Joachim L. Huerter.

First gate admission fee (\$1) is charged and first temporary fencing is erected on part of the Bake grounds to mark the perimeter of the event.

For three consecutive years (1982-84), Douglas Cross, chairs the Bake. He expands the grounds, increases gate admissions fees, recruits student organizations to operate booths, implements Park-and-Ride bus service, and adds a live auction to the event.

Alumni Oyster Bake moved to week before the main Oyster Bake; gate admissions fee for Bake increases to \$5 for adults.

Last year the costumed family of four oysters (mom, dad, son, and daughter) is used on souvenirs.

1973

Alumni Association chartered as non-profit organization.

1974

Bake becomes official Fiesta San Antonio event (due to efforts of Alumni Director Louis Sanchez).

1976

First Spring Sweepstakes for Scholarships instituted by Alumni Association and held at the Bake; the establishment of the program is led by the Association's first female president, Henrietta "Hank" Montagna.

1979

Scholarship endowment fund exceeds \$100,000.

1980

1982

Grounds first completely fenced and expanded around the university's Business School, Law School, and Law Library; gate entrances increased to three.

1983

Name of homecoming event for university changed to Alumni Oyster Bake and held the night before the Oyster Bake.

1984

1987

The Alumni Association joins the International Festivals and Events Association; Alumni Scholarship Endowment Fund exceeds \$500,000.

1988

First year of oyster-shucking contest.

1989

Scholarship endowment reaches \$1 million; introduced Shuckie as a three-dimensional graphic and created a Shuckie costume.

1990

1991

CNN News covers the Fiesta Oyster Bake event world-wide and reports on the enjoyment of attending an Oyster Bake. Alumni Association begins recycling oyster shells to improve environment.

Winner of oyster-shucking contest at Bake wins the U.S. Title in Maryland and competes in Ireland for international title.

1992

First focus on soliciting corporate sponsors to help support the Bake.

Friday evening festivities added to the event and named the "Bake and a Half". The Scholarship Endowment Fund reaches \$2.4 million.

1993

1994

Added Shuckie Street section to the Bake with rides/games for children and families.

Alumni Association commits to a lead gift donation of \$2.5 million for the Alumni Athletics and Convocation Center using Oyster Bake revenue.

1995

1996

Fiesta Oyster Bake adds the first Fireworks show to its Friday Night event. The Alumni Association builds a storage building to house all of the equipment and supplies for the Bake.

Entrance fee for Saturday Oyster Bake increased to \$10 at gate and \$7 pre-sale; Alumni Association hires first fulltime Oyster Bake Assistant Director.

1998

1999

Highest net income (\$771,662) in the history of the Bake achieved by the 1999 Oyster Bake Chair, Robert L. Mason. Establishment of first Fiesta Oyster Bake web site at <http://www.oysterbake.com>.

Beer and soda at the Bake is served in plastic bottles rather than in souvenir beverage cups.

2000

Highest gross income (\$1,978,000) in the history of the Bake achieved by the first female Oyster Bake Chair, Corrine Vela-Zapata.

First Sponsorship Village created at the Oyster Bake in conjunction with the San Antonio Fiesta Commission.

Pecan Grove is opened on Friday for the first time.

The Fiesta Oyster Bake event rebounds from two consecutive years of rain to set a record gross of \$2,277,000.

Highest Gross Revenue: \$2,630,000

Main Stage area (Section 1) is relocated to the Flex Field of the new Park at St. Mary's  
<https://www.stmarytx.edu/about/thepark/>

2003

Largest gross revenue for a Friday night in the history of the Bake due to the popularity of Robert Earl Keene singing on the main stage.

2005

2006

Fiesta Oyster Bake celebrates its 90th anniversary. The Scholarship Endowment Fund exceeds \$6 million and funds over 78 student scholarships annually. First wine-tasting area added in the jazz section on Friday evening.

2007

2008

Highest gross revenue (\$2,234,000).

2009

2010

Significant rain the entire weekend severely impacts the event, but thanks to the support of our volunteers, sponsors, entertainers, and staff, the event is not cancelled, and we actually made a little money to support student scholarships.

2011

Bud Light becomes the Official beer of Fiesta Oyster Bake

2012

Highest gross revenue: \$2,507,000

The world famous Budweiser Clydesdales visit the Fiesta Oyster Bake grounds.

2013

2014

Highest Gross Revenue: \$2,702,000



The ground's layout underwent a significant relocation of food, beverage, and stage facilities. Rain and rain forecasts for most of the weekend severely impacts the event, but thanks to the support of our volunteers, sponsors, entertainers, and staff, the event is not cancelled, and we actually made a little money to support student scholarships. The Fiesta Oyster Bake Committee approves its largest entertainment budget.

2015

Bob Mason is selected as the 2016 (100th Anniversary) Fiesta Oyster Bake Chair

2016

Fiesta Oyster Bake celebrates its 100<sup>th</sup> Anniversary!

Brother Cletus Behlmann, S.M., designs the anniversary poster.

Oyster Bake mascots, Shuckie and Pearl "tie the knot!"

Friday night's event is the most successful Friday; Rain and rain forecast negatively impacts Saturday's success.



## Fiesta Oyster Bake Awards

<b>Year</b>	<b>Organization*</b>	<b>Awards</b>
1993	TFA	Volunteer-of-the-year-award: Oran J. Tsakopoulos
1995	TFEA	Volunteer-of-the-year-award: Robert L. Mason
1997	TFEA	Volunteer-of-the-year-award: Louis Lecoche Jr.
2003	TFEA	Volunteer-of-the-year-award: Herman Ahr
2003	IFEA	Volunteer-of-the-year-award finalist: Herman Ahr
2006	TFEA	Volunteer-of-the-year-award: Corrine Vela-Zapata
2006	TFEA	Lifetime achievement award: Steve Rosenauer
2006	TFEA	Hall-of-honor inductee: Steve Rosenauer
2007	TFEA	Lifetime achievement award: Rissa Potter
2007	TFEA	Hall-of-honor inductee: Rissa Potter
2012	TFEA	Volunteer-of-the-year-award: Darrell Stewart

### Awards

1992	TFEA	Best Souvenir T-Shirt
1995	TFEA	Best Souvenir Pin / Button
	IFEA	Best Souvenir T-Shirt - Gold
	IFEA	Best Merchandise Program - Gold
1996	IFEA	Best Souvenir Pin / Button - Bronze
	TFEA	Best Press Kit
	IFEA	Best Public Relations Campaign - Silver
	IFEA	Best Merchandise Program - Bronze
	TFEA	Best Public Relations Campaign
	TFEA	Best Souvenir Pin / Button
1997	TFEA	Best Souvenir Poster
	TFEA	Best Promotional Poster
	TFEA	Best Sponsorship Program
	TFEA	Best Souvenir Cap
	TFEA	Best Promotional Idea
	TFEA	Best Souvenir Pin / Button

**Year Organization\*****Awards**

1998	TFEA	Best Promotional Idea
1999	IFEA	Best Event / Organization Newsletter - Gold
2001	IFEA	Best Misc. Clothing - Silver
	TFEA	Best Misc. Clothing
2002	TFEA	Best Event / Organization Newsletter
2003	TFEA	Best Event to Benefit a Charity
	IFEA	Best Event to Benefit a Charity - Silver
2004	TFEA	Best Event to Benefit a Charity
	TFEA	Best Misc. Clothing
	IFEA	Best Event / Organization Newsletter - Gold
	IFEA	Best Event to Benefit a Charity - Bronze
2005	TFEA	Best Misc. Clothing
	TFEA	Best Event / Organization Newsletter
	TFEA	Best Event to Benefit a Charity
	IFEA	Best Event to Benefit a Charity - Bronze
	IFEA	Best Misc. Clothing - Bronze
	IFEA	Best Souvenir Cap - Gold
	IFEA	Best Event / Organization Newsletter - Gold
2007	TFEA	Best Security Plan
	TFEA	Best Event to Benefit a Charity
	TFEA	Best Event / Organization Newsletter
	IFEA	Best Security Plan - Silver
	IFEA	Best Event to Benefit a Charity - Silver
	IFEA	Best Event / Organization Newsletter - Silver
	IFEA	Best Souvenir Cap - Silver
2008	TFEA	Best Event to Benefit a Charity
	IFEA	Best Souvenir Cap
	IFEA	Best Security/Safety Plan
	IFEA	Best Miscellaneous Multimedia -The Dixie Flag Video
	IFEA	Best Event to Benefit a Charity -Gold
	IFEA	Best Safety/Security Plan - Gold
	IFEA	<i>Alum Notes</i> -- Best Organization Newsletter - Silver
2009	TFEA	Best Public Safety/Security Plan
	TFEA	Organization Newsletter ( <i>Alum Notes</i> )
	TFEA	Best Event to Benefit a Charity
	TFEA	Best Other Merchandise (tank top shirt)
	TFEA	Best Misc. Multimedia (video produced by Dixie Flag)
	IFEA	Gold -- Best Public Safety/Security Plan
	IFEA	Gold -- Best Event/Organization Newsletter ( <i>Alum Notes</i> )

## Year Organization\*

## Awards

	IFEA	Bronze-- Best Event to Benefit a Charity
2010	TFEA	Best Public Safety / Security Plan
	TFEA	Best Organization Newsletter
	TFEA	Best Event to Benefit a Charity
	IFEA	Best Public Safety / Security Plan
	IFEA	Best Event to Benefit a Charity
2011	TFEA	Best Public Safety / Security Plan
	TFEA	Best Organization Newsletter
	TFEA	Best Event to Benefit a Charity
	TFEA	Best Souvenir Cap
2012	TFEA	Best Event to Benefit a Charity
	TFEA	Best Safety/Security Plan
	TFEA	Best Promotional Poster
	TFEA	Best Souvenir Hat
2013	TFEA	Best Event to Benefit a Charity
	TFEA	Best Promotional Poster
	TFEA	Best Event Video
2014	TFEA	Best Safety/Security Plan
	TFEA	Best Event to Benefit a Charity
2015	TFEA	Best Event to Benefit a Charity
	TFEA	Best Safety/Security Plan
	TFEA	Best Souvenir Hat
	TFEA	Best Promotional Poster
		Best Event to Benefit a Charity
		Best Souvenir Hat
2016	TFEA	Best Other Event Merchandise
		Best Promotional Poster

\*Texas Festivals and Events Association (TFEA)

\*Texas Festivals Association (TFA)

\*International Festivals and Events Association (IFEA)