

Memorandum



CITY OF DALLAS

Date: September 6, 2013

To: Honorable Members of the Quality of Life and Environment Committee:
Dwayne Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,
Rick Callahan, Carolyn Davis, Lee Kleinman

Subject: Amendment to the Lease Agreement with the State Fair of Texas – Naming
Rights Contracts for the Cotton Bowl Stadium and Coliseum Sponsorship
Advertising

On September 25, 2013, the City Council will consider authorizing a proposed amendment to the State Fair of Texas contract for pursuing naming opportunities for the Cotton Bowl Stadium and Coliseum Sponsorship Advertising. The proposed amendment was approved by the Dallas Park and Recreation Board on August 15, 2013.

On October 22, 2008, the City Council authorized Amendment No. 2 to the lease agreement with the State of Texas to grant them the right to seek naming rights contracts for the Cotton Bowl Stadium and Summer Adventures on behalf of the City. The contract is set to expire in October 2013.

The proposed amendment will allow the State Fair of Texas to continue to pursue naming opportunities on behalf of the City of Dallas for the Cotton Bowl Stadium and to pursue the sale of sponsorship advertising in the Coliseum at Fair Park.

If you have questions, please contact me at 214-670-4071.

A handwritten signature in cursive script, reading "Willis C. Winters".

**Willis C. Winters, FAIA, Director
Park and Recreation Department**

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, Interim City Manager
Warren M.S. Ernst, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager

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