

Memorandum



CITY OF DALLAS

DATE August 24, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **ESPN Productions Contract for Heart of Dallas Bowl**

On September 12, 2018, the City Council will consider the authorization of a two-year Cotton Bowl Stadium Use Agreement with ESPN Productions Inc. to conduct the SERVPRO First Responders Bowl game at the Cotton Bowl Stadium in Fair Park in December 2018 and December 2019 with specified National Collegiate Athletic Association football teams from the Big Ten, Big 12, Conference USA or other conferences, including the advertising, broadcasting, news media, and promotion activities.

In consideration for the completion and compliance of said functions, the City will commit to funding in a total amount of \$300,000 (\$150,000 per year for two years) to be used towards stipends for the participating universities, subject to annual approval and appropriation by the City Council. Additionally, the Tourism Public Improvement District (TPID) has also agreed to provide a percentage of lodging revenues actualized up to \$200,000 annually, which could increase or be reduced based on game attendance and lodging revenue.

As you will recall, the City Council deferred action on August 8, 2018, on an agreement for the bowl game. Since 2012, the annual stipend has been funded through the Chapter 380 Program and the Park and Recreation Department's General Fund budget. While a new agreement could be executed through a Chapter 380 Program agreement, the program guidelines adopted in 2016 were modified from the requirements that were in place in 2012, making the bowl game funding a non-conforming use.

A Stadium Use Agreement to provide funding is a more appropriate and consistent model for funding the bowl game. The City currently funds an annual stipend in support of the annual Red River Showdown football game between the University of Texas and Oklahoma University through a Cotton Bowl Stadium Use Agreement. The proposed agreement for the SERVEPRO First Responders Bowl will be modeled after the University of Texas – Oklahoma University game agreement.

Please do not hesitate to contact me at (214) 670-4071 if you have any questions.



Willis Winters, FAIA
Director
Park and Recreation Department

C: T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Raquel Favela, Chief of Economic Development & Neighborhood Services
Directors and Assistant Directors