



Dallas Park & Recreation

The Dallas Marshals

Dallas Park and Recreation Board
December 7, 2017

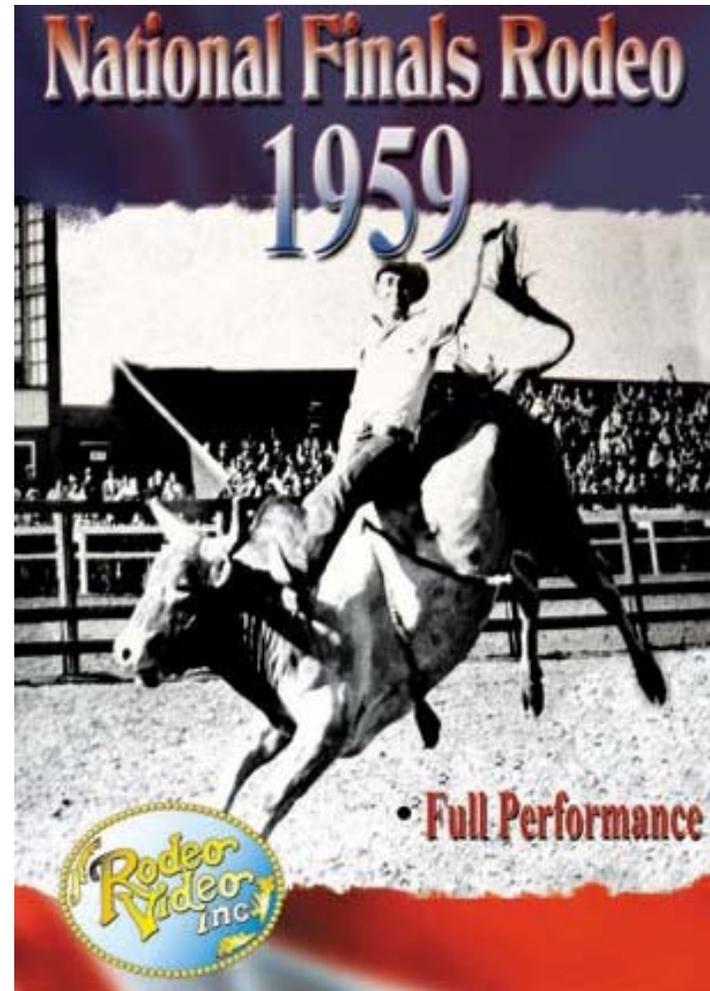
Purpose

- To provide information to the Dallas Park and Recreation Board on the Dallas Marshals, an indoor arena football team utilizing the Fair Park Coliseum in 2018



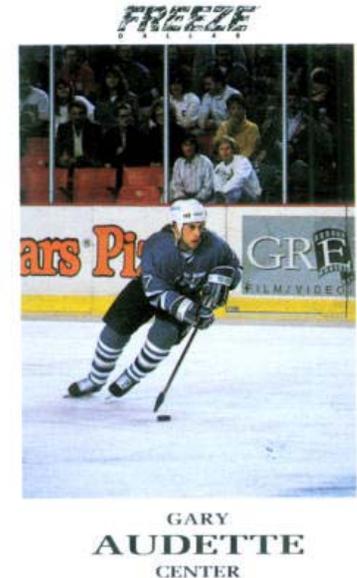
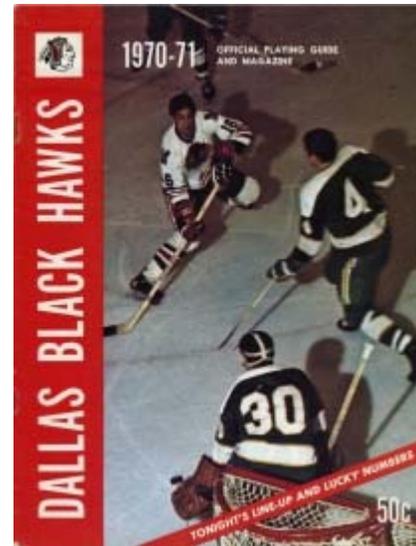
Background

- In 1959, the City of Dallas built the Fair Park Coliseum on the site of the old racetrack and grandstand
 - 7,000 permanent seats with additional capacity to 11,000 by adding chairs on the arena floor
 - Live stock shows, circuses, rodeos
- The first major off season event in 1959 at the Fair Park Coliseum was the National Finals Rodeo during Christmas week



Background

- Teams that have called the Fair Park Coliseum home include:
 - The Black Hawks 1967-1971 (ice hockey)
 - The Dallas Freeze 1992-1995 (ice hockey)
 - The Dallas Generals 2009 (basketball)
 - Assassination City 2010-2011 (roller derby)



Dallas Marshals

- The Dallas Marshals are renting the Fair Park Coliseum for their 2018 season and moving their games from the Mesquite Rodeo Arena to Fair Park
- Members of Champions Indoor Football league (CIF)
 - Amarillo Venom – Amarillo, Texas
 - Bismarck Bucks – Bismarck, North Dakota
 - Dallas Marshals – Dallas, Texas
 - Duke City Gladiators – Albuquerque, New Mexico
 - Kansas City Phantoms – Kansas City, Missouri
 - Omaha Beef – Omaha, Nebraska
 - QC Steamwheelers – Moline, Illinois
 - Salina Liberty – Salina, Kansas
 - Sioux City Bandits – Sioux City, Iowa
 - Texas Revolution – Allen, Texas
 - Wichita Force – Wichita, Kansas



Dallas Marshals 2018 Schedule

- March 3 Texas at **Dallas**
- March 10 Wichita at **Dallas**
- March 17 **Dallas** at Amarillo
- March 24 Salina at **Dallas**
- March 31 **Dallas** at Duke City
- April 7 **Dallas** at Salina
- April 14 Amarillo at **Dallas**
- April 21 **Dallas** at Texas
- April 28 Duke City at **Dallas**
- May 5 Texas at **Dallas**
- May 19 **Dallas** at Amarillo
- June 9 **Dallas** at Quad Cities



Dallas Marshals

- Non-public training camp to be scheduled
- Inaugural pre-season game set for February 17, 2018
- Potential additional playoff games during the month of June



Marketing and Social Media

- The Dallas Marshals are redesigning their uniforms, logo and other communication channels and marks in preparation for their 2018 season
- Facebook - DallasMarshals
- Twitter - @DallasMarshals
- Instagram - DallasMarshals



Next Steps

- Consider negotiation of a multi-year contract for use of the Coliseum at Fair Park beginning in 2019
 - Contracts over a one year term require Park Board and City Council approval



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