



Dallas Park & Recreation



Dallas Park and Recreation Board

November 2, 2017

History

- Fair Park Stadium was constructed in 1930 and officially renamed the “Cotton Bowl” in 1936
- The first Cotton Bowl collegiate football game was held on January 1, 1937, with the TCU Horned Frogs defeating the Marquette Golden Avalanche, 16-6
- With the exception of the Rose Bowl, the Cotton Bowl Stadium has hosted more bowl games than any stadium in the U.S.



History (continued)

- The Cotton Bowl is currently the site of the following:
 - The Red River Showdown, since 1929
 - The State Fair Classic, since 1984
 - The Heart of Dallas Bowl since 2012
 - High school football, international soccer and other events and festivals



History (continued)

- An annual bowl game has been held at the Cotton Bowl Stadium since 1937, with the exception of 2010
- In 2011, the Ticket City Bowl was held featuring Northwestern (Big Ten) v. Texas Tech University (Big 12)
- In 2012, the annual bowl game became the Heart Of Dallas Bowl





Heart of Dallas Bowl

DATE	WINNING TEAM		OPPONENT		ATTENDANCE	TOTAL ECONOMIC IMPACT
01/01/11	Texas Tech	45	Northwestern	38	40,121	Not Available
01/02/12	Houston	30	Penn State	14	46,817	\$9,596,207
01/01/13	Oklahoma State	58	Purdue	14	48,313	Not Available
01/01/14	North Texas	36	UNLV	14	38,380	\$9,929,348
12/26/14	Louisiana Tech	35	Illinois	18	31,297	\$14,890,630
12/26/15	Washington	44	Southern Miss	31	20,229	\$8,857,711
12/27/16	Army	38	North Texas	31	39,117	\$5,903,619

Chapter 380 Grant Agreement: Heart of Dallas

- On November 14, 2012 the City of Dallas and the Heart of Dallas, a Texas non-profit corporation entered into a Chapter 380 Grant Agreement
- Under the authority of Chapter 380 of the Texas Local Government Code, the City of Dallas has made grants of public money to:
 - Promote local economic development
 - Stimulate business and commercial activity in the City of Dallas, and more particularly within the South Dallas/Fair Park area
- The City of Dallas desired to provide an economic incentive to the Heart of Dallas to bring teams in from the Big Ten, Big 12 or Conference USA to play in annual bowl game at the Cotton Bowl Stadium at Fair Park in order to promote within the City of Dallas, and in particularly within the South Dallas/Fair Park area that would promote:
 - Development and diversification of the economy
 - Elimination of unemployment and underemployment
 - Development and expansion of commerce

Chapter 380 Grant Agreement: Heart of Dallas

- The Heart of Dallas expressed a commitment to contract with the City of Dallas to host bowl games in the Stadium with specified NCAA football conferences, beginning in 2013 and ending in 2018 and to organize and manage advertising, broadcasting, news media, promotional activities and other such related functions
- In consideration for the completion and compliance of said functions, the City of Dallas committed to make an economic development grant to the Heart of Dallas in an amount of \$400,000
 - Renewed annually at the sole discretion of the Dallas City Council for up to five (5) additional 12-month periods
 - Subject to annual approval and appropriation by the Dallas City Council
 - Continued statutory authorization of this incentive under the Act
 - Heart of Dallas to hosts the annual Heart of Dallas Bowl at the Cotton Bowl in Fair Park for the years 2014-2018

Heart of Dallas Bowl

- In 2013 ESPN took over management and operation of the Heart of Dallas Bowl with the Heart of Dallas Foundation as a beneficiary
- Zaxby's became the title sponsor in 2014 and focus became honoring First Responders
- The December 26, 2017 will be the final bowl under the current Chapter 380 Grant Agreement between the Big 12 and Big Ten



Heart of Dallas Bowl

- The Heart of Dallas Bowl is in a six-year partnership with the Big 12 seventh selection, Big Ten ninth selection, and Conference USA
 - Big 12 Conference and Conference USA are Dallas based
- Two remaining years in the Heart of Dallas Bowl six year partnership with the conferences will feature teams from:
 - Conference USA versus Big Ten (2018)
 - Conference USA versus Big 12 (2019)



Considerations

- Three proposers have submitted proposals to the City of Dallas for the future management and operation of Fair Park
- Business Development and Procurement Services Department goal is to schedule City Council authorization of a management contract by January 2018 so that it can be executed no later than January 31, 2018

Options

- Pursue a new Chapter 380 funding agreement with a term of two years
 - Shorter term would result in better aligning with terms of any new agreement between the Heart of Dallas/ESPN and the college conferences
 - Would be assigned to future management operator of Fair Park
- Pursue a new Chapter 380 funding agreement with a term of five years
 - Would be assigned to future management operator of Fair Park



Next Steps

- Agenda item for Park and Recreation Board consideration and approval on November 16, 2017
- Future briefing to City Council committee and City Council agenda



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