

Memorandum



CITY OF DALLAS

DATE March 22, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Heart of Dallas Bowl

On Monday, March 26, 2018, you will be briefed on the Heart of Dallas Bowl. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Heart of Dallas Bowl

Quality of Life Arts and
Culture Committee

March 26, 2018

Willis Winters
Director
Park and Recreation
Department



City of Dallas

Background

- History of the Cotton Bowl, 1930 - 1994
- Competitive Improvements
- Major Sporting Events
- Bowl Game Contract
- Next Steps

History

- Fair Park Stadium was constructed in 1930 during the height of the Great Depression
- Seating capacity: 46,200 (largest stadium in the South)



History

- In 1936 the stadium was incorporated into the general layout of the Texas Centennial Exposition
- The stadium was officially renamed the “Cotton Bowl” in 1936



History

- In the first Cotton Bowl game, held on January 1, 1937, TCU defeated Marquette, 16-6
- With the exception of the Rose Bowl, the Cotton Bowl Stadium has hosted more bowl games than any other stadium in the United States



History

- Upper decks were added in 1948 and 1949 when the Cotton Bowl served as the home venue to the SMU Mustangs
- Seating capacity increased to 72,000



History

- In 1952, the Cotton Bowl was home to Dallas' first NFL team, the Dallas Texans (Baltimore Colts)
- In 1960, the stadium served as the home field to two professional football teams:
 - Dallas Cowboys (NFL)
 - Dallas Texans (AFL – Kansas City Chiefs)
- In 1968, the stadium was renovated when the bleachers were replaced by chair-back seats, reducing the capacity to 68,250



History

- In 1993 the City of Dallas invested \$14 million in bond funds to renovate the Cotton Bowl for World Cup soccer
 - Press box, restrooms and concessions expansion
 - New natural turf field (considered one of the top five soccer pitches in the world)
 - Movable bleachers increased football seating capacity to 72,000
- The stadium hosted six international soccer games during the 1994 World Cup tournament



Competitive Improvements

- Since the stadium was built in 1930, there has been a long history of investment by the City in the stadium
- With no home team or tenant, the City has sought to keep the stadium as a competitive venue for college football games and international soccer
- Major improvements, advancements in technology, maintenance and services enhancements (e.g. additional suites, marketing and box office services), require funding to increase competitiveness with other major venues
- Changes in market demands require periodic updates to retain the annual TX-OU game and to stay competitive for attracting major international soccer events
- Recent changes in the competitive landscape include the opening of the new stadium in Arlington (2009) and shifting of the bowl game from January 1 to December 26 in 2014⁹

Competitive Improvement Projects

- With the expectation to ramp up capacity for the TX/OU game, in 2004 the State Fair of Texas (SFT) funded bleacher seating in each end zone, increasing the stadium's capacity by 4,000 seats to 76,000



Competitive Improvement Projects

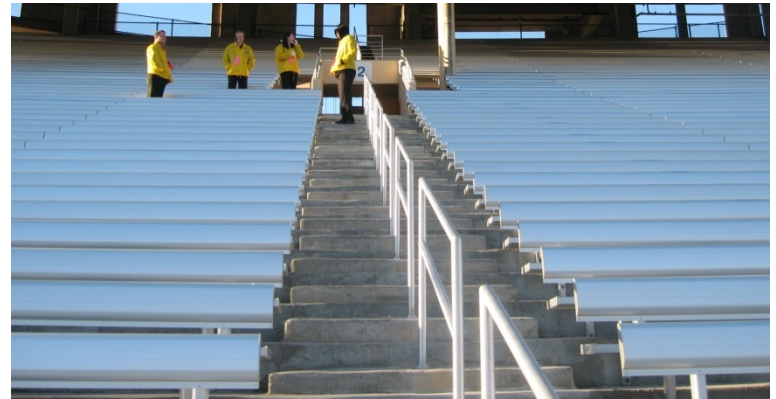
- A 2007 study for the Cotton Bowl Stadium was prepared outlining needs and cost estimates to make the stadium more competitive for collegiate football and international soccer
- 2006 Capital Bonds and State Fair of Texas funding provided for renovation and expansion
 - Improvements were performed by the Design-Build delivery method
 - Project cost: \$58 million



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Competitive Improvements

- Phase 1: January 15 – September 15, 2007
 - Replacement of flip seats with new bench seats
 - Concrete repairs and waterproofing in bowl area
 - Video scoreboard – second largest board in Texas at the time
 - Sound system



Competitive Improvement Projects

- Phase 2: January 15 –September 15, 2008
 - Increased the seating capacity to 92,000 with the addition of 16,000 new seats in the end zone upper decks – 9th largest stadium in US
 - Addition of new rest rooms and concessions



Competitive Improvement Projects

- Phase 2: January 15 –September 15, 2008 (continued)
 - Locker room renovation and expansion
 - Addition of new media and conference center



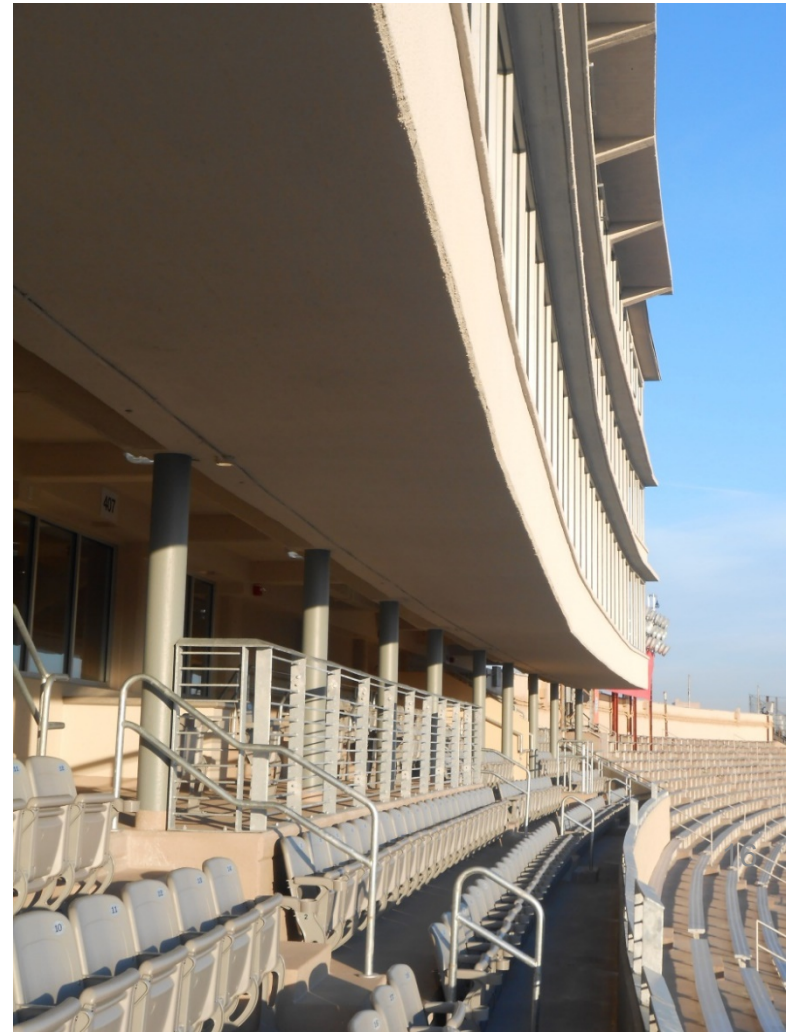
Competitive Improvement Projects

- 2013 improvements to improve the visitor experience included:
 - Renovation of existing concourses (east and west)
 - Improvements to concessions (east and west)
- Funding: \$25M in Certificates of Obligation



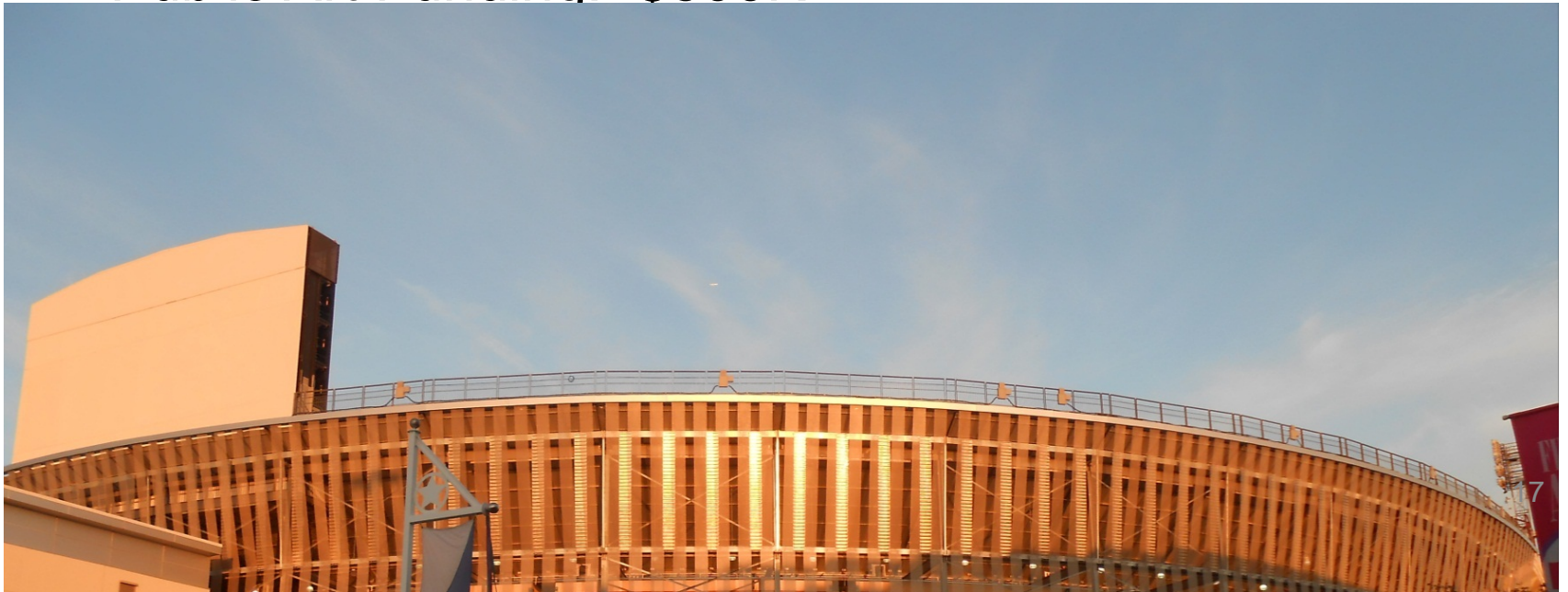
Competitive Improvement Projects

- Finish-out levels 3M and 4 of press box for VIP hospitality areas
- 320 Club seats - west side



Competitive Improvement Projects

- The 2013 improvements also included a new facade around each end zone (Public Art Project) from 2006 Capital Bond
 - Public Art Funding: \$600K



Major Sporting Events

MATCH UP	PARTICIPATING TEAMS	TERM	CITY GRANT/STIPEND	ATTENDANCE – 4 YEAR AVERAGE	DALLAS SPORTS - ECONOMIC IMPACT ESTIMATE – 4 YEAR AVERAGE
AT&T Red River Showdown	University of Texas Oklahoma University	2025	\$1,000,000 Split	93,500	\$34,156,873
State Fair Classic	Grambling State Prairie View A&M	2025	\$150,000 Split	46,741	\$10,935,050
Heart of Dallas Bowl Game	Big 12, Big Ten and Conference USA	N/A	\$400,000 Split	27,787	\$8,992,548
Dr. Pepper Dallas Cup	224 teams and 45 countries represented 7 day tournament	N/A	N/A	28,757	\$18,358,306

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AT&T Cotton Bowl Classic	#2 Big 12 and #2 Southeastern Conference	Left in 2010	\$700,000 Split	74,222	\$25,072,988 (2006)
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Bowl Game Contract

- 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 utilizing Park and Recreation Department General Fund dollars ending June 30, 2018
 - 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 an annual bowl game at the Cotton Bowl Stadium in order to promote within the City of Dallas, and in particularly South Dallas/Fair Park area that would promote:
 - Development and diversification of the economy
 - Elimination of unemployment and underemployment
 - Development and expansion of commerce

Bowl Game Contract

- 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 approval and appropriation in the City's annual General Fund by the Dallas City Council
 - Continued statutory authorization of this incentive under the Act
 - Heart of Dallas to host the annual Heart of Dallas Bowl at the Cotton Bowl Stadium through 2018

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Bowl Game Contract

- In 2013, ESPN Productions, Inc. took over management and operation of the Heart of Dallas Bowl with the Heart of Dallas Foundation as the beneficiary and a focus on honoring first responders
- The December 26, 2017 bowl game was the final one under the Chapter 380 Economic Development Grant Agreement



Bowl Game Contract

- Proposed two year agreement would align with current ESPN Productions, Inc. - conference agreements
 - Under a separate agreement, ESPN Productions, Inc. is in a six-year partnership with the Big 12 for the seventh selection, Big Ten for the ninth selection and Conference USA for bowl eligible teams
 - Big 12 Conference and Conference USA are based in Dallas
 - 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)



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Heart of Dallas Bowl

DATE	WINNING TEAM		OPPONENT		ATTENDANCE	TOTAL ECONOMIC IMPACT - VISIT DALLAS	TELEVISION VIEWERSHIP
01/01/11	Texas Tech	45	Northwestern	38	40,121	\$11,001,359	N/A
01/02/12	Houston	30	Penn State	14	46,817	\$9,596,207	N/A
01/01/13	Oklahoma State	58	Purdue	14	48,313	\$17,629,998	943,000
01/01/14	North Texas	36	UNLV	14	38,380	\$9,929,348	332,000
12/26/14	Louisiana Tech	35	Illinois	18	31,297	\$14,890,630	2,340,000
12/26/15	Washington	44	Southern Miss	31	20,229	\$8,151,430	2,617,000
12/27/16	Army	38	North Texas	31	39,117	\$5,903,619	1,615,000 ²⁴
12/26/17	Utah	30	West Virginia	14	20,507	\$7,024,513	2,204,000
AVERAGE					35,597		

Value Of The Bowl Game

- Televised game giving Fair Park, Cotton Bowl Stadium and Dallas exposure on a national scale
- Average television viewers over the past four years is 2.2 million
- Average attendance of 27,787 for the past four years
- Average annual economic impact of \$8.9M over the past four years
- Stimulates local business and commercial activity within the City of Dallas

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Next Steps

- Request Quality of Life Arts and Culture Committee recommendation for Council consideration and approval of funding on April 11, 2018

Heart of Dallas Bowl

Quality of Life Arts and
Culture Committee

March 26, 2018

Willis Winters
Director
Park and Recreation
Department



City of Dallas

Appendices

Visit Dallas Efforts for Fair Park

- World Food Championships
- Groove National Dance
- Socio MX Tour
- Cotton Bowl Prep Showcase
- COPA America Centenario
- Red Bull Rally Cross
- USA Wrestling Cotton Bowl Nationals
- FIFA World Cup 2026 Bid
- X Games Bid
- USA Rugby International Match Bid
- PBR/WCRA Rodeo Event Bid
- FISE World Series Bid



Dallas Sports Commission - Leads for Fair Park

DATE	EVENT	ATTENDANCE	DALLAS SPORTS – ESTIMATED ECONOMIC IMPACT
October 2013	2013 TX v. OU Youth Cotton Bowl Classic	1,500	\$954,426.30
January 2014	Heart of Dallas Bowl Game	38,380	\$9,929,348.41
February 2014	2014 Hot Chocolate 5/15K	9,178	\$401,473.80
July 2014	Professional Soccer Match	17,937	\$3,423,759.37
July 2014	International Champions Cup	57,842	\$20,452,899.58
September 2014	2014 Copa De Centro Americana	19,000	\$3,278,661.04
December 2014	Heart of Dallas Bowl	31,297	\$14,890,630.29
February 2015	2015 Hot Chocolate 5/15K	11,782	\$738,199.71
July 2015	SocioMX Tour 2015	21,500	\$2,650,382.65
July 2015	2015 Big State Flava Jam	4,075	\$1,059,075.21
December 2015	Heart of Dallas Bowl	20,229	\$8,151,430.06

Dallas Sports Commission - Leads for Fair Park

DATE	EVENT	ATTENDANCE	DALLAS SPORTS – ESTIMATED ECONOMIC IMPACT
January 2016	Cotton Bowl Nationals	3,400	\$1,707,857.55
June 2016	Red Bull Global Rallycross	16,142	\$1,952,725.12
July 2016	SocioMX Tour 2016	14,184	\$1,375,330.29
October 2016	Air Force v. New Mexico	18,756	\$5,691,939.19
November 2016	Elite Rodeo Association World Championships	14,080	\$16,562,994.25
December 2016	Heart of Dallas Bowl	39,117	\$5,903,619.29
March 2017	Groove National Dance Competition	600	\$96,580.91
July 2017	SocioMX Tour	22,885	\$3,383,913.84
December 2017	Zaxby's Heart of Dallas Bowl	21,219	\$7,024,513.32
October 2018	State Fair Showdown	TBD	\$5,194,036.79
		TOTAL	\$114,823,796.97

College Football Bowl Tie-Ins

- Top four teams ranked by the College Football Playoff selection committee automatically go into the national championship games
 - Two semi-final games
 - National Championship Game
- College football playoff semi-final games rotate between the Sugar Bowl, Rose Bowl, Orange Bowl, Cotton Bowl Classic, Peach Bowl and Fiesta Bowl
- All remaining teams fall into the slots in each conference as long as they have won six-games to make them bowl eligible
 - For example, if Texas finishes in the top four nationally they automatically would go into the playoff pool for the national championship and the #2 team in the Big 12 would now become the #1 team for the Big 12 for bowl game commitments

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2018-19 Big Ten Bowl Game Tie-Ins

BIG TEN CONFERENCE FINISH POSITION	BOWL GAME	OPPONENT	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
1.	Rose Bowl Los Angeles, California	Southeastern Conference	\$8,000,000
2.	Orange Bowl Miami, Florida OR Overton's Citrus Bowl Orlando, Florida	Atlantic Coast Conference	\$6,000,000 \$8,500,000
3.	Outback Bowl Tampa, Florida	Southeastern Conference	\$6,308,560
4.	San Diego County Credit Union Holiday Bowl San Diego, California	Pacific Atlantic Conference	\$5,930,000
5.	TaxSlayer Bowl Jacksonville, Florida OR Music City Bowl Nashville, Tennessee	Southeastern Conference	\$3,116,429 \$5,787,500
6.	New Era Pinstripe Bowl New York City, New York	American Athletic Conference	\$4,200,000
7.	Foster Farms Bowl Santa Clara, California	Pacific Atlantic Conference	\$3,600,000
8.	Quick Lane Bowl Detroit, Michigan	Atlantic Coast Conference	\$1,800,000
9.	Heart of Dallas Bowl Dallas, Texas	Conference USA	\$1,667,000

2018-19 Big 12 Bowl Game Tie-Ins

BIG 12 CONFERENCE FINISH POSITION	BOWL GAME	OPPONENT	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
1.	Allstate Sugar Bowl New Orleans, Louisiana	Southeastern Conference	\$8,000,000
2.	Valero Alamo Bowl San Antonio, Texas	Pacific Atlantic Conference	\$7,750,000
3.	Camping World Bowl Orlando, Florida	Atlantic Coast Conference	\$5,800,000
4.	Texas Bowl Houston, Texas	Southeastern Conference	\$6,200,000
5.	AutoZone Liberty Bowl Memphis, Tennessee	Southeastern Conference	\$4,800,000
6.	Cactus Bowl Tucson, Arizona	Pacific Atlantic Conference	\$1,750,000
7.	Armed Forces Bowl Ft. Worth, Texas	American Athletic Conference	\$1,557,500

2018-19 Conference USA Bowl Game Tie-Ins

CONFERENCE USA FINISH POSITION	BOWL GAME	VERSUS	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
N/A	Heart of Dallas Bowl Dallas, Texas	Big Ten Conference	\$1,667,000
N/A	Bad Boy Mowers Bowl St. Petersburg, Florida	American Athletic Conference	\$850,000
N/A	Gildan New Mexico Bowl Albuquerque, New Mexico	Mountain West Conference	\$1,050,000
N/A	Hawaii Bowl Honolulu, Hawaii	Mountain West Conference	\$1,200,000
N/A	R&L Carriers New Orleans Bowl New Orleans, Louisiana	Sun Belt Conference	\$925,000
N/A	Walk-On's Independence Bowl Shreveport, Louisiana <small>*Conditional if ACC or SEC cannot fill a spot</small>	Atlantic Coast Conference or Southeastern Conference	\$1,486,200
N/A	Bahamas Bowl Nassau, Bahamas	American Athletic Conference	\$225,000
N/A	Cheribundi Tart Cherry Bowl Boca Raton, Florida	Mid-American Conference	\$850,000
N/A	DXL Frisco Bowl Frisco, Texas <small>* Conditional if AAC or MAC cannot fill a spot</small>	American Athletic Conference or Mid-American Conference	\$200,000

2017-18 Bowl Game Summary

BOWL GAME	2017-2018 ATTENDANCE	2016-2017 ATTENDANCE	2015-2016 ATTENDANCE	STADIUM CAPACITY	CAPACITY %	VENUE	CITY/STATE	DATE	TOTAL PAYOUTS
National Championship	77,430	74,512	75,765	75,000	100	Mercedes-Benz Stadium	Atlanta, GA		\$ -
Sugar Bowl	72,360	54,077	72,117	76,468	94.6	Mercedes-Benz Superdome	New Orleans, LA	1-Jan	\$ 8,000,000
Rose Bowl	92,844	92,128	94,268	90,888	102	Rose Bowl Stadium	Pasadena, CA	1-Jan	\$ 8,000,000
Citrus Bowl	57,726	46,063	63,113	70,000	82	Camping World Stadium	Orlando, FL	1-Jan	\$ 8,500,000
Peach Bowl	71,109	75,996	71,007	75,000	95	Mercedes-Benz Stadium	Atlanta, GA	1-Jan	\$ 8,000,000
Outback Bowl	45,687	51,119	53,202	65,890	69.3	Raymond James Stadium	Tampa, FL	1-Jan	\$ 6,308,560
Orange Bowl	65,032	67,432	67,615	65,326	99.5	Hard Rock Stadium	Miami Gardens, FL	30-Dec	\$ 55,000,000
Fiesta Bowl	61,842	71,279	71,123	72,200	85.9	University of Phoenix Stadium	Glendale, AZ	30-Dec	\$ 8,000,000
Liberty Bowl	57,266	51,087	61,136	61,008	93.9	Liberty Bowl Memorial Stadium	Memphis, TN	30-Dec	\$ 4,800,000
Taxslayer Bowl	41,310	43,102	58,212	67,246	61	EverBank Field	Jacksonville, FL	30-Dec	\$ 3,116,429
Cotton Bowl Classic	67,510	59,615	82,812	100,000	67.5	AT&T Stadium	Arlington, TX	29-Dec	\$ 12,000,000
Arizona Bowl	39,132	33,868	20,425	55,675	70.3	Arizona Stadium	Tucson, AZ	29-Dec	\$ 278,420
MusicCity Bowl	48,675	68,496	50,478	69,143	70.4	Nissan Stadium	Nashville, TN	29-Dec	\$ 5,787,500
Sun Bowl	39,897	42,166	41,180	51,500	77	Sun Bowl	El Paso, TX	29-Dec	\$ 3,447,568
Belk Bowl	32,784	46,902	46,423	73,778	44.4	Bank of America Stadium	Charlotte, NC	29-Dec	\$ 4,623,123
Holiday Bowl	47,092	48,704	48,329	70,561	66.7	SDCCU Stadium	San Diego, CA	28-Dec	\$ 5,930,000
Alamo Bowl	57,653	59,815	64,569	65,000	88.7	Alamodome	San Antonio, TX	28-Dec	\$ 7,775,000
Camping World Bowl	39,610	48,625	40,418	70,000	57	Camping World Stadium	Orlando, FL	28-Dec	\$ 5,800,000
Military Bowl	35,921	26,656	36,352	34,000	105.7	Nvy-Marine Corps Memorial Stadium	Annapolis, MD	28-Dec	\$ 2,066,990
Texas Bowl*	67,820	68,412	71,307	71,795	94.5	NRG Stadium	Houston, TX	27-Dec	\$ 6,200,000

2017-18 Bowl Game Summary (page 2)

BOWL GAME	2017-2018 ATTENDANCE	2016-2017 ATTENDANCE	2015-2016 ATTENDANCE	STADIUM CAPACITY	CAPACITY %	VENUE	CITY/STATE	DATE	TOTAL PAYOUTS
Foster Farms Bowl	28,436	27,608	33,517	68,500	41.5	Levi's Stadium	Santa Clara, CA	27-Dec	\$ 3,600,000
Pinstripe Bowl	37,667	37,918	37,218	54,251	69.4	Yankee Stadium	New York, NY	27-Dec	\$ 4,200,000
Independence Bowl	33,601	28,995	31,289	49,565	65	Independence Stadium	Shreveport, LA	27-Dec	\$ 1,486,200
Cactus Bowl	32,859	33,328	39,321	48,686	67.5	Chase Field	Phoenix, AZ	26-Dec	\$ 1,750,000
Quick Lane Bowl	20,211	19,177	34,217	65,000	31	Ford Field	Detroit, MI	26-Dec	\$ 1,800,000
Heart of Dallas Bowl*	20,507	39,117	20,229	92,100	22	Cotton Bowl Stadium	Dallas, TX	26-Dec	\$ 1,667,000
Hawaii Bowl*	20,546	23,175	22,793	50,000	41	Aloha Stadium	Honolulu, HI	24-Dec	\$ 1,200,000
Dollar General Bowl	28,706	32,377	28,656	40,646	70.6	Ladd-Peebles Stadium	Mobile, AL	23-Dec	\$ 1,500,000
Armed Forces Bowl*	35,986	40,542	38,915	45,000	80	Amon Carter Stadium	Fort Worth, TX	23-Dec	\$ 1,557,500
Birmingham Bowl*	28,623	31,229	59,430	71,594	40	Legion Field	Birmingham, AL	23-Dec	\$ 2,050,000
Famous Idaho Potato Bowl*	16,512	24,975	18,876	36,387	45.4	Albertsons Stadium	Boise, ID	22-Dec	\$ 1,050,000
Bahamas Bowl*	13,585	13,422	13,123	15,023	90.4	Thomas Robinson Stadium	Nassau, Bahamas	22-Dec	\$ 225,000
Gasparilla Bowl*	16,363	15,717	14,652	31,043	52.7	Tropicana Field	St. Petersburg, FL	21-Dec	\$ 1,000,000
Frisco Bowl*	14,419			20,500	70.3	Toyota Stadium	Frisco, TX	20-Dec	\$ 200,000
Boca Raton Bowl*	25,912	24,726	25,908	29,419	88	FAU Stadium	Boca Raton, FL	19-Dec	\$ 85,000
Camellia Bowl*	20,612	20,300	21,395	21,000	98.1	Cramton Bowl	Montgomery, AL	16-Dec	\$ 250,000
New Mexico Bowl*	26,087	29,688	30,289	39,224	66.5	Dreamstyle Stadium	Albuquerque, NM	16-Dec	\$ 1,050,000
Las Vegas Bowl*	36,432	29,286	42,214	40,000	91	Sam Boyd Stadium	Las Vegas, NV	16-Dec	\$ 2,800,000
Cure Bowl	19,585	27,213	18,546	70,000	28	Camping World Stadium	Orlando, FL	16-Dec	\$ 802,000
New Orleans Bowl	24,904	35,061	32,847	76,468	32.6	Mercedes-Benz Superdome	New Orleans, LA	16-Dec	\$ 925,000
Average	40,506	42,664	44,956	58,622					

Source: <https://www.newsday.com/sports/college/college-football/college-football-bowl-game-attendance-2017-18-1.12784796>

* ESPN Productions, Inc. Bowl Game

2017 Stadium Events

DATE	EVENT	ATTENDANCE
January 6	Commercial Film Shoot	150
March 25	Socio MX Soccer Matches	14,689
March 27	Commercial Film Shoot	48
April 16	Dallas Cup Soccer Tournament Opening Ceremonies	18,637
April 16	Dallas Cup Soccer Matches (4)	9,855
April 17	Dallas Cup Soccer Matches (3)	3,215
April 17	Commercial Film Shoot	103
April 30	Annual Dog Bowl	2,500
May 6	Legends from Club America & Chivas Soccer	5,006
May 17	Commercial Film Shoot	111
June 10	Crabtree Foundation Football Camp	455

2017 Stadium Events (page 2)

DATE	EVENT	ATTENDANCE
June 23	Olympic Games for Kids	382
July 2	Chivas Tecate Summer Tour Soccer	28,544
July 4	Fair Park Fourth	44,321
July 8	Socio MX Soccer Matches	14,689
August 13	Blondes v. Brunettes	4,830
September 8	Cotton Bowl Stadium Prep Showcase Lakeview Centennial v. North Mesquite Rockwall v. Rowlett	10,004
September 9	Cotton Bowl Stadium Prep Showcase Plano East v. Jesuit Mesquite Horn v. Dallas Skyline	7,352
October 7	State Fair Classic Grambling v. Prairie View A&M	54,218

2017 Stadium Events (page 2)

DATE	EVENT	ATTENDANCE
October 14	AT&T Red River Showdown Texas v. Oklahoma	93,500
November 4	Diwali Mela Festival	22,792
November 11	International Soccer Copa El Rancho	9,284
November 18	Commercial Film Shoot	163
November 25	Guns and Hoses	618
December 20	Commercial Film Shoot	250
December 26	Heart of Dallas Bowl	20,507
	2017 TOTAL	366,223

2018 Stadium Events

DATE	EVENT	PROJECTED ATTENDANCE
March 25	Dallas Cup Soccer Tournament Opening Ceremonies	18,000
March 25	Dallas Cup Soccer Tournament Matches (4)	10,000
March 28	Dallas Cup Soccer Tournament Matches (3)	3,000
May – June	Turf Field Replacement	N/A
April 29	Annual Dog Bowl	2,000
July 2	Soccer Match (TBD)	22,000
July 4	Fair Park Fourth	42,000
July 29	Soccer Match (TBD)	80,000
August 11	Blondes v. Brunettes	5,000

2018 Stadium Events (Page 2)

DATE	EVENT	PROJECTED ATTENDANCE
September 7	High School Prep Showcase Mansfield Lake Ridge v. Waco Midway Cedar Hill v. Denton Guyer	12,000
September 8	High School Prep Showcase Lake Highlands v. Plano East Sachse v. Trinity	15,000
September 29	State Fair Classic Grambling v. Prairie View A&M	55,000
October 6	at&t Red River Showdown Texas v. OU	93,500
October 20	State Fair Football Showdown Texas Southern v. Southern	40,000
November 3	Diwali Mela Festival	25,000
December 26	Heart of Dallas Bowl	25,000

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