

Memorandum



CITY OF DALLAS

Date September 16, 2010

To Members of the Economic Development Committee: Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen, Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

Subject Major Event Development - Use of the Events Trust Fund

The Convention and Events Services Department will be briefing the Economic Development Committee on the program guidelines for the Major Event Development – Use of the Events Trust Fund on September 20, 2010.

Please let me know if you have any questions regarding this matter.

A handwritten signature in black ink, appearing to read 'A.C. Gonzalez', written over a circular stamp or seal.

A.C. Gonzalez
Assistant City Manager

C: Honorable Mayor and Members of the City Council
Deborah Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Al Rojas, Interim Director, Convention and Event Services
Helena Stevens-Thompson, Assistant to the City Manager

Major Event Development Use of the Events Trust Fund

Economic Development
Committee
September 20, 2010



Purpose

- To present the program guidelines for the use of the State's Major Event Trust Fund

Background

- Senate Bill 1515 was amended and enacted into law on September 1, 2009
 - Provides for the creation of a trust funds for
 - Major Events,
 - Motor Sports Racing,
 - Special events,
 - Sporting and non-sporting events
 - Includes events held in a public place, selected by an organization with a competitive selection process in which at least one non-Texas site was considered

Background

- Major Events Trust Fund has been utilized in Regional efforts
 - NBA All Star Game
 - NFL Super Bowl XLV (in process)

Background

- Through these experiences, the City has created a template/process
 - City of Dallas can
 - Serve as a conduit for State funds
 - Provide City services at full cost recovery
 - Authorize the creation of a Local Organizing Committee (LOC)
 - LOC can
 - Pursue an application and bid to a site selection organization
 - Secure an executed agreement with the site selection organization regarding a bid to host a game or event
 - Advance payment to the State Comptroller's Office
 - Work with event promoter on event expenses and logistics of the event
 - Coordinate with City for city services that will be requested

Potential Events

- Major events have been identified that could provide significant media exposure and economic impact to the City of Dallas
 - 2011 NCAA Women's Regional Division I Basketball Championships
 - 2011 US Fencing Junior Olympics
 - 2012-2014 Big 12 Conference Men's & Women's Basketball Championships
 - 2012 ASAE Annual Meeting & Exposition

Proposed Program Steps

- LOC (Dallas Convention and Visitors Bureau)
 - Identifies potential events
 - Coordinates with Event Promoter to develop operating budgets and event logistics
 - Requests City of Dallas to endorse eligible event
 - Each eligible event must be submitted separately
 - Upon receipt of endorsement letter an economic impact study is commissioned
- LOC coordinates with City staff for City services that will be requested (initial fatal flaw analysis)
- City Manager sends endorsing letter to State Comptroller to initiate the Trust Fund
 - City Manager may rescind the Endorsing letter at any point prior to deposit of funds with State Comptroller
- LOC submits application and economic impact study to State Comptroller

Proposed Program Steps

- State Comptroller's Office determines incremental taxes
 - Within 30 days, the deposit required to access the maximum State funds is established
- City staff vets event information to ensure all potential City services are included in the event budget
- City Council considers authorization for City Manager to execute Trust Fund Agreement
 - Approval of overall budget submission
 - Timeframe for the deposit to the State Comptroller
 - Instructions to the State Comptroller on approval process for reimbursement requests
 - This will be coupled with the request for an audit of the disbursement to ensure that all in accordance with the event trust fund agreement
 - City will need to take an active role in the process
 - The term of the contract is for one year

Proposed Program Steps

- Local Organizing Committee remits required deposit to City
 - City then remits to State Comptroller's Office based on the event trust agreement requirements
 - City of Dallas is not required to financially participate
- City Manager has the right to review requisitions for reimbursement from Trust Fund
- External auditor submits analysis of disbursements to City of Dallas

On Going Projects

- 2011 Dallas Football Classic Bowl Game
 - *Location*
 - Cotton Bowl Stadium at Fair Park
 - *History of Past Years*
 - 2011- new proposed bowl game for the City of Dallas
- 2011 MegaFest
 - *Location*
 - Fair Park complex
 - *History of Past Years*
 - 2006- Atlanta, GA

Next Steps

- Seek concurrence to utilize the trust fund program steps to pursue events which provided significant media exposure and economic impact to the City of Dallas

Appendix – List of Potential Events

- 2011 Dallas Football Classic Bowl Game
- 2011 NCAA Women’s Regional Division I Basketball Championships
- 2011 US Fencing Junior Olympics
- 2011 MegaFest
- 2012-2014 Big 12 Conference Men’s & Women’s Basketball Championships
- 2012 USA Volleyball Boys Junior National Championships
- 2012 USA Taekwondo Junior Olympics and Senior Nationals
- 2012 USA Fencing Summer Nationals
- 2012 ASAE Annual Meeting & Exposition

2011 Dallas Football Classic Bowl Game

- ***Date***
 - *January 1, 2011*
- ***Location***
 - **Cotton Bowl Stadium at Fair Park**
- ***Site Selection Organization***
 - **National Collegiate Athletic Association (NCAA)**
- ***History of Past Years***
 - **2011- this is a new proposed bowl game for the city of Dallas.**
- ***Application Deadline***
 - **September 1, 2010**

2011 NCAA Women's Regional Division I Basketball Championships

- *Date*
 - March 27-29, 2011
- *Location*
 - American Airlines Center
- *Site Selection Organization*
 - National Collegiate Athletic Association (NCAA)
- *History of Past Years*
 - 2010- Kansas City, MO, Memphis, TN, Sacramento, CA, Dayton, OH
 - 2009- Berkeley, CA, Oklahoma City, OK, Raleigh, NC, Trenton, NJ
 - 2008- Spokane, WA, Oklahoma City, OK, Greensboro, NC, New Orleans, LA
- *Application Deadline*
 - November 27, 2010

2011 US Fencing Junior Olympics

- *Date*
 - February 17-21, 2011
- *Location*
 - Dallas Convention Center
- *Site Selection Organization*
 - USA Fencing
- *History of Past Years*
 - 2010- Memphis, TN
 - 2009- Albuquerque, NM
- *Application Deadline*
 - October 16, 2010

2011 MegaFest

- MegaFest is a two-day, family-oriented fellowship event that has become one of the most widely attended religious events in America. Since its 2004 inception, MegaFest has been recognized as one of the largest religious gatherings in the United States and has reached more than 700,000 people from around the world. Created by Bishop Jakes as a festival for fellowship, spiritual rejuvenation and personal growth, MegaFest combines Bishop Jakes' most successful conferences for men and women pairing them with youth events, live concerts and activities for the entire family.

2011 MegaFest

- *Dates*
 - June 22-26, 2011* Tentative First Option
 - June 15-19, 2011** Tentative Second Option
- *Location*
 - Fair Park
- *Site Selection Organization*
 - T.D. Jakes
- *History of Past Years*
 - 2006- Atlanta, GA
- *Application Deadline*
 - February 15, 2011

2012-2014 Big 12 Conference Men's & Women's Basketball Championships

- *Dates:*
 - March 7-11, 2012
 - March 13-17, 2013
 - March 12-16, 2014
- *Location*
 - American Airlines Center & Moody Coliseum (Southern Methodist University)
- *Site Selection Organization*
 - Big 12 Conference
- *History of Past Years*
 - 2010- Kansas City, MO
 - 2009- Oklahoma City, OK
 - 2008- Oklahoma City, OK
- *Application Deadline*
 - November 7, 2011

2012 USA Taekwondo Junior Olympics and Senior Nationals

- The USA Junior Olympics and Senior Nationals is the premier junior and senior taekwondo event for girls and boys ages 6-18. The event will host over 3000 junior and senior athletes and 10,000 parents, and generate approximately \$6 million in visitor spending during the five days of competition. This event is a part of the USA Multi-sport event taking place at the Dallas Convention Center.

2012 USA Volleyball Boys Junior National Championships

- The USA Volleyball Boys Junior National Championships is the premier junior volleyball event for boys ages 12-18. The event will host 400 teams, 10,000 parents, and generate approximately \$11 million in visitor spending during the eight days of competition. This event is a part of the USA Multi-sport event taking place at the Dallas Convention Center.

2012 USA Volleyball Boys Junior National Championships

- *Date*
 - July 1- 8, 2012
- *Location*
 - Dallas Convention Center
- *Site Selection Organization*
 - USA Volleyball
- *History of Past Years*
 - 2010- Austin, TX
 - 2009- Atlanta, GA
 - 2008- Salt Lake City, UT
- *Application Deadline*
 - February 1, 2012

2012 USA Taekwondo Junior Olympics and Senior Nationals

- *Date*
 - June 29- July 5, 2012
- *Location*
 - Dallas Convention Center
- *Site Selection Organization*
 - USA Taekwondo
- *History of Past Years*
 - Orlando, FL - 2010
 - Austin, TX- 2009
 - Detroit, MI- 2008
 - San Jose, CA- 2007
- *Application Deadline*
 - January 29, 2012

2012 USA Fencing Summer Nationals

- The Summer National Championships are typically held in late June/early July. As the largest fencing tournament in the world it hosts fencers from around the country in 102 events over 10 days and hosts approximately 4,000 individuals that make up nearly 6,000 competitors and over 300 teams. Fencers must be US citizens or permanent residents and qualify to compete in this tournament. This is the last tournament for selection of the members of the team to the World Veterans Championships. In addition, Youth 12 and Youth 10 events held during this tournament are Youth Open events and participants do not have to be US citizens or permanent residents.

2012 USA Fencing Summer Nationals

- *Date*
 - June 29- July 8, 2012
- *Location*
 - Dallas Convention Center
- *Site Selection Organization*
 - Christine Strong Simmons (US Fencing)
- *History of Past Years*
 - Atlanta, GA- 2010
 - Grapevine, TX- 2009
 - San Jose, CA- 2008
 - Miami, FL- 2007
 - Atlanta, GA- 2006
- *Application Deadline*
 - January 29, 2012

2012 ASAE Annual Meeting & Exposition

- ASAE has more than 22,000 association professional, industry partners, and consultant members representing nearly 11,000 organizations, 10,000 of which are associations representing 287 million people and organizations worldwide. ASAE members manage leading trade associations, individual membership societies, and voluntary organizations across the United States and in 50 countries around the globe. ASAE also represents suppliers of products and services to the association community. Of our total membership, approximately: 48 percent are association CEO members, 35 percent are association staff professional members, 17 percent are association industry partner members

2012 ASAE Annual Meeting & Exposition

- *Date*
 - August 11- 14, 2012
- *Location*
 - Dallas Convention Center
- *Site Selection Organization*
 - ASAE & The Center
- *History of Past Years*
 - 2010- Los Angeles, CA
 - 2009- Toronto, ON
 - 2008- San Diego, CA
- *Application Deadline*
 - February 1, 2012