

Memorandum



DATE December 5, 2011

TO Members of the Economic Development Committee: Tennell Atkins (Chair),
Ann Margolin (Vice Chair) Jerry R. Allen, Sheffie Kadane, Monica Alonzo

THRU Ryan S. Evans *RSK*
Assistant City Manager

SUBJECT **TicketCity Bowl**

On Monday, December 5, 2011, the Economic Development Committee will be briefed on the TicketCity Bowl.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-4071.



Paul D. Dyer, P.E., Director
Park and Recreation

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa Rios, Acting City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
A.C. Gonzalez, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Director, Chief Financial Services
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Stephanie Pegues Cooper, Assistant to the City Manager

TicketCity Bowl

Economic Development Committee Briefing
December 5, 2011



Background

- On April 7, 2010, Council authorized the creation of a grant program to support the Bowl game (Council Resolution 10-0848)
- FOOTBALL STARR, INC. d/b/a TicketCity Bowl, the game promoter and license holder, signed an agreement to keep the bowl game at the Cotton Bowl for the next seven years (Council Resolution 11-0891)
- The bowl game is played between a Big Ten team and alternating between a Big 12 or a Conference USA team each year

Background (Continued)

- The inaugural TicketCity Bowl was played on January 1, 2011 and featured Texas Tech University v. Northwestern University
- 2011 game was the second highest rated broadcast in history of ESPNU with an estimated national audience of 1,000,000 households
- As a start up venture, the Bowl will likely struggle to establish itself in the early years

Background (Continued)

- Conference USA, a non-profit, has a strong interest in this market for recruiting purposes and has offered to take the lead to help ensure the future viability of the Bowl
- The 2012 TicketCity Bowl will be held on Monday, January 2, 2012, the New Year's Day observed holiday
- 2012 game will again be televised on ESPNU showcasing Dallas and the Cotton Bowl at Fair Park

Proposal

- Conference USA and FOOTBALL STARR, INC. have agreed that Conference USA will be the contracted lessee for the 2012 game, therefore, it is proposed to:
 - Suspend the contract with FOOTBALL STARR, INC. d/b/a TicketCity Bowl for 2012
 - Contract directly with Conference USA as a stadium lessee for the January 2, 2012 bowl game
 - Fair Park service contractors to pay Conference USA directly for parking, novelties and food & beverage commissions from the Bowl game

Benefits to the City

- Major economic impact for the City at a traditionally slow time for hotels, restaurants, rental car agencies and other local businesses
- The gross economic impact for the at&t Cotton Bowl Classic was estimated at \$29,800,000 in 2006 (Sportsimpact.com, Dr Patrick Rische)
- The Texas v. Oklahoma game economic impact for 2006 was estimated at \$17,300,000 (Dr Patrick Rische)

Benefits to the City (Continued)

- The Dallas Convention and Visitors Bureau estimated the economic impact of the 2011 TicketCity Bowl at \$11,001,359
- Advertising, broadcasting, news media and promotional activities related to the bowl game will attract tourists to the City and Fair Park
- Major cities throughout the nation provide economic support to their bowl games ranging from \$250,000 to \$2,500,000