MEMORANDUM

CITY OF DALLAS

DATE: May 31, 2013

TO: The Honorable Mayor and Members of the City Council

SUB: Heart of Dallas Non-Profit Update

On June 5, 2013, the City Council will be briefed on the Heart of Dallas non-profit update. The briefing is attached for your review.

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

Willis C. Winters, FAIA, Director
Park and Recreation Department

C: Mary K. Suhm, City Manager
Rosa A. Rios, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig Kinton, City Auditor
Judge Daniel Solis, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Pegues Cooper, Assistant to the City Manager

HEART OF DALLAS

Non-Profit Update

City Council Briefing

June 5, 2013

VIDEO PRESENTATION

WHAT

Heart of Dallas is an all-volunteer nonprofit started in 2012 to fuel bold social change in our community

WHO

The founding board of directors includes:

Britton Banowsky	Commissioner, Conference USA
Ronnie Berg	President, PlainsCapital Bank
Bob Bowlsby	Commissioner, Big 12 Conference
Tim Brown	Heisman Trophy Winner, NFL Legend
Jim Delany	Commissioner, Big Ten Conference
Kern Egan	Principal, Haymaker/The Richards Group
Tara Green	President, Klyde Warren Park
Jon Heidtke	General Manager, FOX Sports Southwest
Andrew Hunt	Owner, Hunt Management
George Killebrew	Executive Vice President, Dallas Mavericks
Monica Paul	Vice President, Dallas CVB
Pete Schenkel	Vice Chairman, Dean Foods
Jim Trebilcock	Executive Vice President, Dr Pepper Snapple Group

HOW

Leverage a consistent calendar of cutting-edge sports and entertainment events/partnerships

Offer sponsorship opportunities with the same rights and benefits as other sports/entertainment properties

Donate all net proceeds to Dallas charities in the areas of education, health and wellness, and social services

Fund charitable contributions through corporate sponsorships rather than traditional donations

HEART OF DALLAS

HEART OF DALLAS EVENTS

September 18 - October 9

Heart of Dallas Concert Series

September 28

Heart of Dallas Classic

January 1

Heart of Dallas Bowl presented by PlainsCapital Bank

March

Dr Pepper Dallas Cup

A LOOK BACK AT OUR LAUNCH EVENT

2013 HEART OF DALLAS BOWL

presented by PlainsCapital Bank

January 1 • Cotton Bowl Stadium • Fair Park

A LOOK BACK AT OUR LAUNCH EVENT

48,313	$20M	3rd	$100K
Record attendance	Economic impact	Largest college bowl Facebook following	Donation to fight homelessness

PARTNERS

A LOOK BACK AT OUR LAUNCH EVENT

Heart of Dallas off to heart-warming start with bowl debut

The Dallas Morning News
dallasnews.com

On a cold, cloudy New Year's Day, the only real gloom at Fair Park's historic Cotton Bowl Stadium was weather-related. The inaugural Heart of Dallas Bowl was a rousing — dare we say, heart-warming — success, and for all the right reasons. After expenses, game proceeds go to charitable causes, including the fight against homelessness. A crowd announced at 48,313 exceeded Dallas' two previous Fair Park bowls in the post-Cotton Bowl Classic era. This had to delight organizers of the nonprofit, who have a big year ahead with the Dr Pepper Dallas Cup youth soccer tournament, a downtown concert series and the Heart of Dallas Classic football game during the State Fair of Texas. All in all, an excellent launch for a worthy cause.

EVENTS

EVENTS

ANNOUNCEMENT

October 4 • Cotton Bowl Stadium

Led by Mayor Mike Rawlings and key leaders of the Dallas political, sports, and entertainment communities

Announced the Heart of Dallas mission, events, and strategic partnerships

dallasnews.com
The Dallas Morning News

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The Heart of Dallas: a homegrown New Year's Day game at the Cotton Bowl for charity (and much, much more)

47 35 +1 0 comments (0)

By Robert Wilonsky
rwilonsky@dallasnews.com
3:37 pm on October 4, 2012 | Permalink

SportingNews NCAAF

HOME NFL MLB NBA NHL NCAAF NCAAB NASCAR SOCCER FANHOUSE LINEMA
NCAAF Home News Video Scores Schedule Standings Polls Teams Recruiting NCAAF Tickets

UPS WE LOGISTICS YOU COULD WIN A $20,000 SUPREME FAN G
HD TV. Surround Sound. Tablets.

NCAA BASKETBALL
College basketball preseason Top 25 for 2012-13

NCAA FOOTBALL
Mike McQueary files whistleblower lawsuit vs. Penn State

Heart of Dallas Bowl replaces TicketCity, pits Big 12, Big Ten, C-USA opponents

EVENTS

OFFICIAL TEAM ANNOUNCEMENT EVENT

December 6 • Omni Hotel Dallas

Representatives from Purdue and Oklahoma State athletic departments and coaching staffs

Attended by sponsors, civic leaders, and special guests

EVENTS

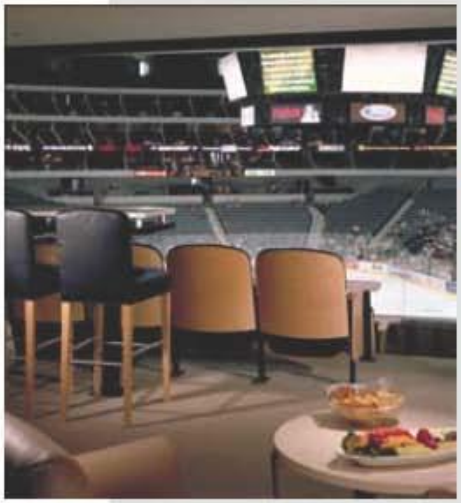
DALLAS MAVERICKS VS. DENVER NUGGETS

December 28 • American Airlines Center

Premium suites provided for Purdue and Oklahoma State

Video board recognition and PA read of Purdue and OSU as participants in the Heart of Dallas Bowl

Video board promotion of Bowl time, location, and website



EVENTS

PANINI SKILLS CLINIC

December 29 • Bishop Lynch High School

Special appearance by Woodrow Wilson H.S. Graduate, Heisman Trophy winner, and NFL legend Tim Brown

Participants from local Pop Warner youth football programs

Purdue and OSU players served as guest coaches

COMMUNITY SERVICE EVENT

December 29 • North Texas Food Bank

Purdue and Oklahoma State players and spirit squads volunteered at the North Texas Food Bank

Over 10,000 meals provided for local children in need

EVENTS

BLUE MAN GROUP

December 29 • AT&T Performing Arts Center

Special tickets provided for Purdue and OSU teams

Unique cultural experience in Dallas' arts district

EVENTS

KIDS' DAY OUT

December 30 • JumpStreet

Dedicated activity for children of team coaching staffs

Free afternoon at JumpStreet indoor trampoline park

jumpstreet®
indoor trampoline park

EVENTS

WOMEN'S DAY OUT

December 30 • The Zodiac Room at Neiman Marcus

Special day for wives of Purdue and Oklahoma State officials at the flagship Neiman Marcus store in downtown Dallas

Buffet in the Zodiac Room followed by afternoon shopping

TOPGOLF OUTING

December 30 • TopGolf Dallas and TopGolf Allen

Special reserved night for Oklahoma State and Purdue players and coaches at TopGolf Dallas and Allen locations, respectively

VIP PARTY

December 30 • Hickory Street Annex

Exclusive party for sponsors and supporters to kick off the inaugural Heart of Dallas Bowl

Guests were treated to catering by Pappas Steakhouse and a private concert by legendary country singer Robert Earl Keen

ADVERTISING

ADVERTISING

ADVERTISING PLAN

Over $1M in free media

- Television
- Print
- Digital
- Out-of-home
- Radio
- Social Media

TELEVISION

PSA by Jesse Metcalfe and the cast of *DALLAS*

PSA by Jesse Metcalfe and the cast of *DALLAS* promoted the Heart of Dallas Bowl and support of North Texas Food Bank

ADVERTISING

PRINT

The Dallas Morning News • The Wall Street Journal

ADVERTISING

OUT-OF-HOME

35 outdoor video billboards

ADVERTISING

OUT-OF-HOME

35 outdoor video billboards

ADVERTISING

RADIO

:15/:30 PSAs across 20 local radio stations

SOCIAL MEDIA

Facebook

Third-largest bowl page behind Kraft Fight Hunger Bowl and the National Championship page (which is actually two pages combined – Orange Bowl and National Championship Game)

Over 25,500 Likes in less than two months

SOCIAL MEDIA

Twitter

Over 3,300 followers in less than two months

@therailroadtie – the folks at @weheartdallas have been incredible in promoting their event. I haven't seen a campaign like this for a cfb bowl invol. Purdue.

@NMGSports – @weheartdallas Congratulations to the organizers for putting on a great event and showcasing the great city of Dallas & the Cotton Bowl

@AubreyBloom247 – Early leader for best bowl social media account is @weheartdallas. Informing the world one person at a time! #HeartofDallasBowl

ECONOMIC AND CHARITABLE IMPACT

ECONOMIC IMPACT

PROJECTED ECONOMIC IMPACT

Nearly $20M into Dallas economy

The Heart of Dallas Bowl generated significant economic impact through hotel room stays, restaurant patronage, and surrounding events

CHARITABLE IMPACT

METRO DALLAS HOMELESS ALLIANCE

$100,000 donation

The Heart of Dallas Bowl announced a $100,000 donation to the Metro Dallas Homeless Alliance following the game

MDHA will provide 225 individuals and families homes in 2013

Heart of Dallas donates $100,000 to help end homelessness in Dallas

January 4, 2013 By Staff Writer No Comments

Heart of Dallas, a new nonprofit organization that hosts sports and entertainment events benefiting Dallas charities, successfully held the 2013 Heart of Dallas Bowl Game on New Year's Day at historic Cotton Bowl Stadium. The bowl game was Heart of Dallas' inaugural event and raised $100,000 for the Metro Dallas Homeless Alliance (MDHA).

Heart of Dallas presented its first check for $50,000 to MDHA on Oct. 4 and committed to matching an additional $50,000 by kickoff yesterday. Funds raised will support MDHA's plans to provide homes to 225 individuals and families in early 2013. MDHA works with its 53 member agencies to provide housing, shelter and basic necessities to prevent and end homelessness.

CHARITABLE IMPACT

MAYOR MIKE RAWLINGS

PSA for Jumbotron and ESPN broadcast

Encouraging the support of the Heart of Dallas Bowl and its charitable initiatives

CHARITABLE IMPACT

T. BOONE PICKENS

City of Dallas employee ticket donation and PSA

T. Boone Pickens purchased $25,000 worth of tickets to allow City of Dallas employees to attend the game for free

Recorded a PSA in support of the Heart of Dallas Bowl

CHARITABLE IMPACT

NORTH TEXAS FOOD BANK

Jesse Metcalfe PSA • Food donation

PSA by Jesse Metcalfe and the cast of *DALLAS* to promote the game and support of North Texas Food Bank

Over 10,000 meals provided through team activities and proceeds from pre-game concession sales

CHARITABLE ORGANIZATIONS

Free ticket donations

Heart of Dallas provided free game tickets to the following Dallas nonprofit organizations:

Uplift Education

Big Brothers Big Sisters

Make-A-Wish

The Salvation Army

Special Olympics Texas

Boys and Girls Club of Dallas

First Tee of Dallas

Captain Hope's Kids

Soul Harbor Homeless Shelter

MEDIA COVERAGE

TELEVISION

CBS 11 • Dallas, TX

Promoted the Heart of Dallas Bowl using "Kickoff for a Cause"

TELEVISION

NBC 5 • Dallas, TX

Randy McIlwain on-site at the Heart of Dallas Bowl

PRINT AND DIGITAL

MEDIA General coverage

dallasnews.com
The Dallas Morning News

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The Heart of Dallas: a homegrown New Year's Day game at the Cotton Bowl for charity (and much, much more)

51 35 +1 0 comments (0)

By Robert Wilonsky
rwilonsky@dallasnews.com
3:37 pm on October 4, 2012 | Permalink

A few weeks back we broke the news: The TicketCity Bowl is no more, but there will still be a game played at the Cotton Bowl on New Year's Day — something called the Heart of Dallas Bowl. Britton Banowsky, the longtime commissioner of Conference USA, confirmed his involvement. And as he said at the time, the bowl game will be one of several events tied to area nonprofits intended to "drive interest and awareness around the great causes in Dallas."

A little after noon today, inside the Cotton Bowl, Banowsky made it official as he welcomed Dallas Mayor Mike Rawings, Big 12 Conference Commissioner Bob Bowlsby, bold-faced names

ARCHIVES

Select Month

ABOUT THIS BLOG

City Hall reporters Rudolph Bush and Steve Thompson provide political junkies with in-depth features, breaking news and off-beat tidbits through lively coverage of Dallas government. Readers are encouraged to join the conversation.

PRINT AND DIGITAL

MEDIA

General coverage

PRINT AND DIGITAL MEDIA

General coverage

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Editorial: Hits and Misses

2 0 +1 0

A Text Size

Comments (0)

Heart of Dallas off to heart-warming start with bowl debut

On a cold, cloudy New Year's Day, the only real gloom at Fair Park's historic Cotton Bowl Stadium was weather-related. The inaugural Heart of Dallas Bowl was a rousing — dare we say, heart-warming — success, and for all the right reasons. After expenses, game proceeds go to charitable causes, including the fight against homelessness. A crowd announced at 48,313 exceeded Dallas' two previous Fair Park bowls in the post-Cotton Bowl Classic era. This had to delight organizers of the nonprofit, who have a big year ahead with the Dr Pepper Dallas Cup youth soccer tournament, a downtown concert series and the Heart of Dallas Classic football game during the State Fair of Texas. All in all, an excellent launch for a worthy cause.

PRINT AND DIGITAL MEDIA

General coverage

dallasnews.com
The Dallas Morning News

News | Sports | Business | Entertainment | Life | Health | Travel | Opinion | Autos | Real Estate

Community News | Crime | Education | State | Washington | Nation/World | Columnists

Home > News > Community News > Dallas > Dallas Headlines

Bowl game's winner is city of Dallas

24 4 +1 0 Text Size Comments (1)

By CHRISTINA ROSALES

Staff Writer

crosales@dallasnews.com

Published: 31 December 2012 11:06 PM

Whether the Purdue Boilermakers or Oklahoma State Cowboys win Tuesday in the Heart of Dallas Bowl, both teams are instruments in doing good for the city.

The profits from the bowl game presented by PlainsCapital Bank and sponsored by the nonprofit Heart of Dallas will benefit charities that serve the homeless in Dallas. The game is the launch event for the 5-month-old organization.

PRINT AND DIGITAL MEDIA

Coverage: Economic impact

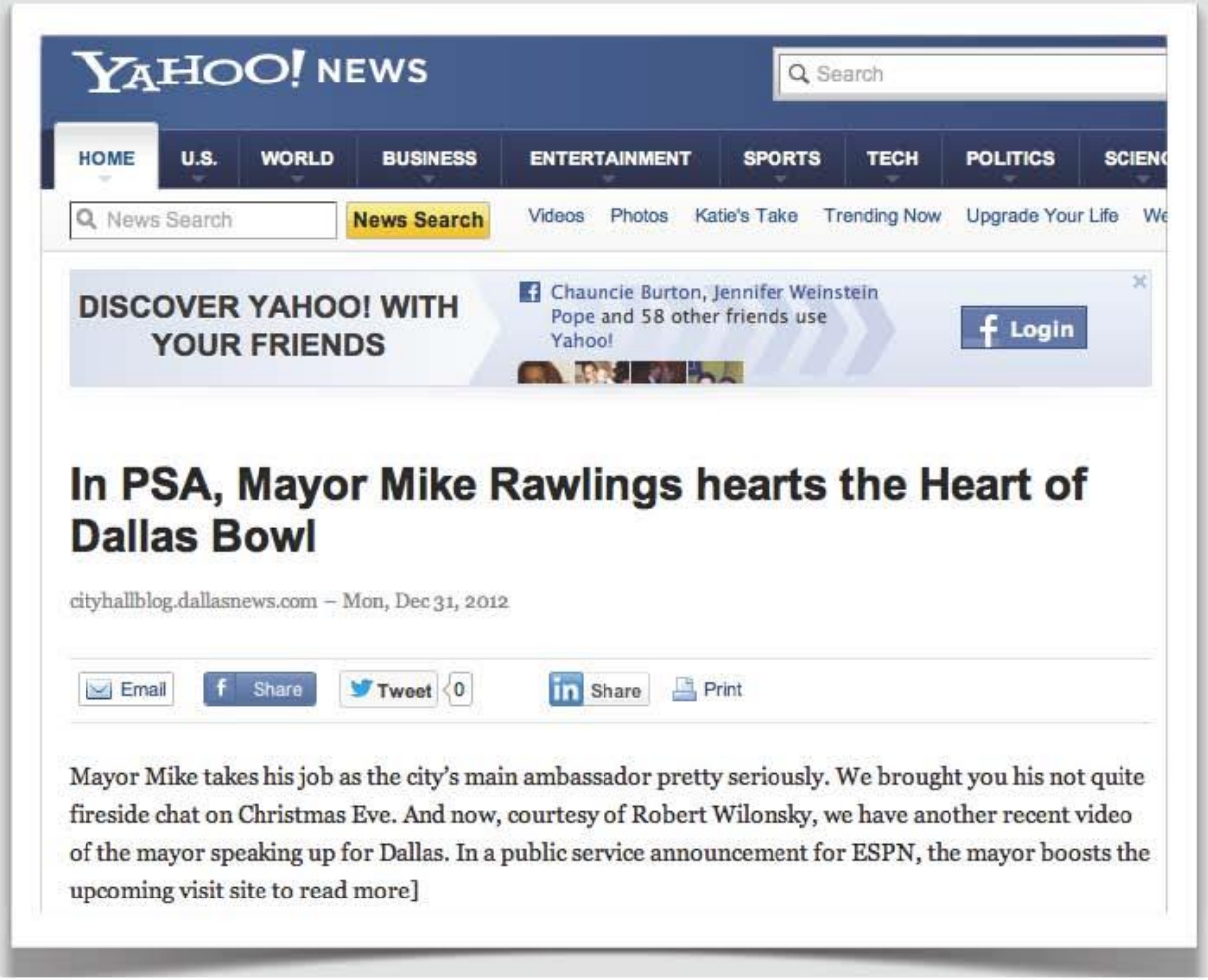
PRINT AND DIGITAL MEDIA

Coverage: T. Boone Pickens Donation

MEDIA

PRINT AND DIGITAL

Coverage: Mayor Mike Rawlings PSA



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In PSA, Mayor Mike Rawlings hearts the Heart of Dallas Bowl

cityhallblog.dallasnews.com – Mon, Dec 31, 2012

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Mayor Mike takes his job as the city's main ambassador pretty seriously. We brought you his not quite fireside chat on Christmas Eve. And now, courtesy of Robert Wilonsky, we have another recent video of the mayor speaking up for Dallas. In a public service announcement for ESPN, the mayor boosts the upcoming visit site to read more]

PRINT AND DIGITAL

MEDIA Coverage: Charitable impact

Heart of Dallas Bowl has special meaning to former OSU player John Corker

John Corker, 54, watches the Heart of Dallas Bowl on Tuesday in Dallas. Corker became homeless because of a drug addiction before turning his life around. STEPHEN PINGRY / Tulsa World

By KELLY HINES World Sports Writer
Published: 1/2/2013 2:03 AM
Last Modified: 1/2/2013 4:53 AM

2013 HEART OF DALLAS CLASSIC

Louisiana Tech vs. Army

September 28 • Cotton Bowl Stadium • Fair Park

HEART OF DALLAS CLASSIC
COTTON BOWL 2013

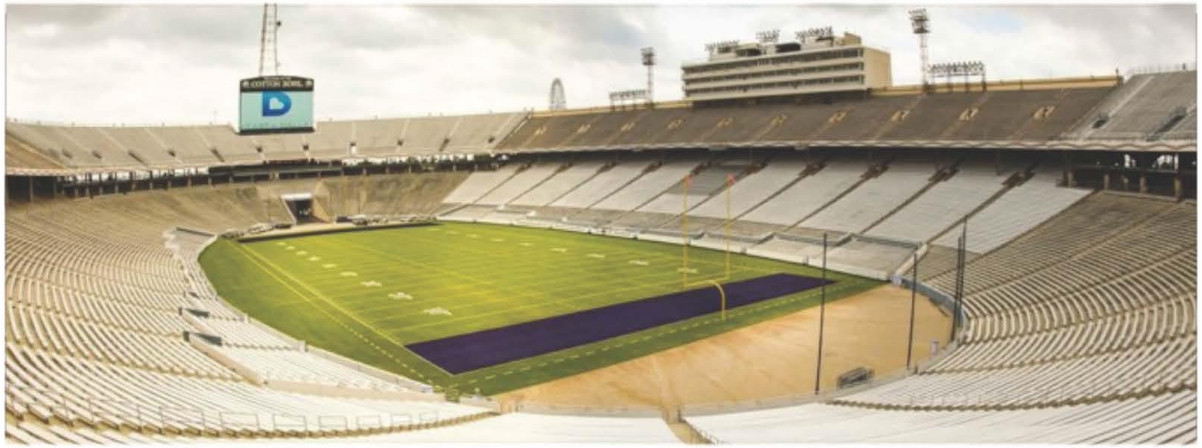
Sept 28 • Army vs. Louisiana Tech • Cotton Bowl Stadium

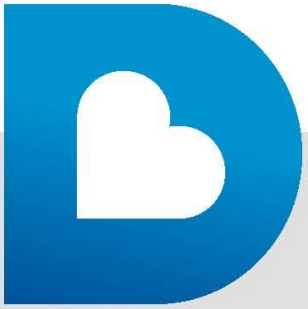
Opening weekend of the State Fair of Texas
College football matchup of Army vs. Louisiana Tech
Events to benefit the military

ARMY

LOUISIANA TECH

BIG&BRIGHT
STATE FAIR OF TEXAS





HEART OF DALLAS FALL CONCERT SERIES

Klyde Warren Park

September 26 • October 2 • October 9 • October 16

2013
CALENDAR

HEART OF DALLAS CONCERT SERIES

Klyde Warren Park

September 26 • October 2 • October 9 • October 16

Four nights in the fall, kicking off the week of the Heart of Dallas Classic
Acts to include popular Country/Crossover, Rock, and Alternative
Events to benefit a designated Dallas-based charity

HEART OF DALLAS

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