

Memorandum



CITY OF DALLAS

DATE January 21, 2010

TO Members of the Quality of Life Committee: Pauline Medrano, (Chair),
Vonciel Jones Hill, (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie
Kadane, David A. Neumann and Steve Salazar

SUBJECT NBA All Star 2010 Community Initiatives Briefing

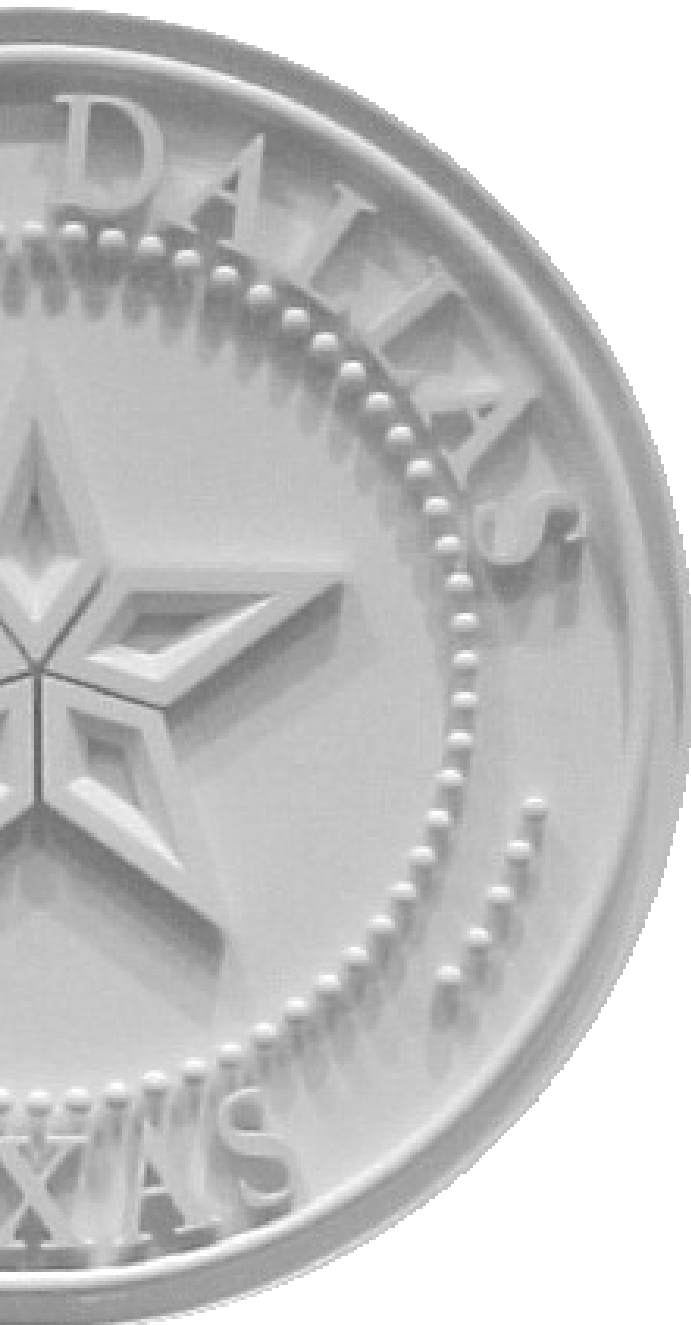
The Convention & Event Services Department will be briefing you on
NBA All Star 2010 Community Initiatives on January 25, 2010.

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


A.C. Gonzalez
Assistant City Manager

Attachment

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Frank Poe, Director, Convention & Event Services
Helena Stevens-Thompson, Assistant to the City Manager



NBA All-Star 2010 Community Initiatives



**Presented to the Dallas City Council
Quality of Life Committee
January 25, 2010**



Purpose

- To provide a broad overview of NBA community initiatives during All-Star week
- To identify potential long term community gains
- To provide volunteerism update



October 30, 2008 the NBA announced Dallas' successful bid to host the 2010 All-Star week in North Texas

Background

- NBA All-Star Week – February 10-14, 2010
- Regional approach benefiting North Texas
- The NBA All-Star game takes place at Cowboys Stadium

Schedule of Events



- Wednesday, Feb. 10 – Sunday, Feb. 14: NBA Cares Community Caravan
- Thursday, Feb. 11 – Saturday, Feb. 13: NBA All-Star Jam Session presented by Adidas – Dallas Convention Center
- Friday, Feb. 12: T-Mobile Rookie Challenge & Youth Jam – American Airlines Center
- Saturday, Feb. 13: NBA All-Star Saturday Night – American Airlines Center



NBA Cares

NBA Cares is the league's social responsibility initiative that addresses important issues with an emphasis on programs that support education, youth and family development and health-related causes



NBA Cares – NBA ALL-STAR 2010

- During NBA All-Star 2010, NBA Cares and the Dallas Mavericks will partner with schools, government and local non-profit organizations in Dallas and surrounding areas
- NBA Marketing and Media partners will participate in a wide range of projects to strengthen the cause-related marketing of NBA All-Star



NBA Cares COMMUNITY CARAVAN

The NBA Cares Community Caravan will include a variety of events taking place throughout Dallas and surrounding areas



Hosting Make-A-Wish families



NBA All-Star Day of Service



Wheelchair Basketball Clinic



NBA FIT clinics



Reading Rally



Hospital visits

NBA Cares COMMUNITY CARAVAN

TENTATIVE SCHEDULE

- Wednesday – NBA Cares visit to Vogel Alcove, Wheelchair Basketball Clinic at Heroes Basketball Facility
- Thursday – NBA FIT All-Star Youth Celebration at Dallas Boys & Girls Club, YMCA and Parks & Recreation sites, Wheelchair Basketball Classic at Jam Session
- Friday – All-Star Day of Service at two Dallas locations, T-Mobile Rookie Challenge & Youth Jam at American Airlines Center, Make-A-Wish
- Saturday – Special Olympics Clinic and D-League Basketball Clinic at Jam Session, Make-A-Wish



D-League Basketball Clinic



Jam Session



Special Olympics
Clinics 9

NBA ALL-STAR CARAVAN VISITS

WEDNESDAY, FEB. 10

- Caravan visit to Vogel Alcove Center: Provides child care services for 113 homeless children between the ages of six weeks and six years old.
- Caravan visit to Heroes Basketball Facility where ambassadors and athletes will conduct a wheel chair basketball clinic for area athletes. This opportunity involves a number of rehabilitation clinics and recreational facilities.



NBA FIT ALL-STAR YOUTH CELEBRATION

THURSDAY, FEB. 11

- NBA FIT Days include fitness instruction and health education incorporating basketball fun. Members of the NBA Family will hold clinics and promote a healthy, active lifestyle for children and families.
- The NBA FIT / Jr. Mavs Network includes Boys & Girls Clubs, YMCAs, Parks & Recreation and Private Youth Basketball Leagues reaching:
 - 50,150 children
 - 5,235 coaches
- The NBA FIT All-Star Youth Celebration will feature NBA FIT Days at Mesquite Boys & Girls Club, Eloise Lundy Recreation Center and T. Boone Pickens YMCA



NBA Cares DAY OF SERVICE

FRIDAY, FEB. 12

- Guests and Partners will have the opportunity to participate in one of several hands-on volunteer “Live, Learn and Play” projects.
- Participation by members of the NBA Family including current and former players and their family members, WNBA and D-League players, and team and league executives and celebrities
- Example “Live” project: will refurbish homes on Macon Street in Bexar Street Corridor in south Dallas. Partner agency is Rebuilding Together Dallas.
- Example “Learn” project will provide a variety of upgrades at Burnet Elementary in Dallas ISD. Partner agency is the Volunteer Center of North Texas.



T-MOBILE ROOKIE CHALLENGE & YOUTH JAM

FRIDAY, FEB. 12 – AMERICAN AIRLINES CENTER

- In partnership with the Dallas Independent School District, NBA Cares, Dallas Mavericks and T-Mobile will implement an educational incentive program tied to the T-Mobile Rookie Challenge & Youth Jam.
- NBA Cares, Dallas Mavericks and T-Mobile will host thousands of local DISD middle school students who have successfully completed this educational incentive program, and will provide them with the opportunity to see the top rookies and sophomores compete at American Airlines Center.



JAM SESSION

THURSDAY, FEB. 11 – SATURDAY, FEB. 13

- Jam Session is the world's largest interactive basketball theme park, which will be held at the Dallas Convention Center
- NBA Cares Highlights:
 - Opportunities for schools and community groups to attend and participate in NBA FIT clinics
 - NBA FIT Challenge and NBA FIT Dribble, Dish & Swish National Final events



Community Gains

- Phoenix hosted the 2009 NBA All-Star Game and related events
- The game aired in 215 countries in 44 languages and to paraphrase Ray Artigue with Arizona State University: “That’s a post card the state and area could not afford to buy!”
- Downtown Phoenix Partnership estimated a \$100 million economic impact

Community Gains (Con't)

- NBA All-Star Week - 4:1 ratio non-ticketed to ticketed attendees places Dallas' non-game attendance in excess of 300,000 (consumers)
- State Comptroller projects the City's incremental tax revenue gain from direct event related spending to be \$2.49M

Volunteerism

- Volunteer recruitment began in July 2009
- North Texas has responded with over 6000 volunteer applications
- Over 1500 volunteers have been placed in our community
- Dallas CVB says recruitment efforts have ceased

Conclusion

Quantifiable and intangible variables suggest NBA All-Star 2010 is good for Dallas!

The City will reap its benefits through individual lives touched, neighborhoods strengthened, reinvigorated volunteerism, positive economic impact, and positioning itself as a vibrant international destination.



Questions