



Cotton Bowl Potential Improvements and Funding Strategies

City Council Briefing
December 5, 2005

Introduction

- The City of Dallas has the opportunity to secure long-term commitments from NCAA football teams to play at the Cotton Bowl
- No construction will begin nor City funding allocated until long-term commitments are in place from the universities
- These commitments drive the need for increased seating capacity by Fall 2006
- The City must begin the process now to allow for Phase 1 construction completion by Fall 2006

Briefing Goals

- Present Cotton Bowl improvement options to position it as a premier college football and international soccer venue
- Present implementation strategies and timelines
- Present conceptual cost estimates
- Receive City Council concurrence to begin the process of the implementation strategy

History



- Fair Park Stadium was constructed in 1930 during the height of the Great Depression
- Seating capacity: 46,200 (the 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, the TCU Horned Frogs defeated the Marquette Golden Avalanche, 16-6



History



- The upper decks were added in 1948 and 1949 when the Cotton Bowl served as home 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 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



History

- In 2004, the State Fair of Texas (SFT) added bleacher seating in each end zone, increasing the stadium's capacity by 4,000 seats to 76,000



Current Uses

- The Cotton Bowl is currently the site of the following:
 - The annual **Cotton Bowl Classic**, since 1937
 - The **Red River Rivalry**, since 1929
 - The **State Fair Classic**, since 1984
 - International soccer games
 - Concerts and other events



Attraction and Mystique of the Cotton Bowl

- Long tradition of games played at the Cotton Bowl
 - Texas – OU: 85 years
 - Prairie View – Grambling: 20 years



- The unmatched aura and experience of the State Fair with rides, food, games, shows and exhibits



Attraction and Mystique of the Cotton Bowl

- Provides significant high school football recruiting opportunities for colleges
- Fair Park, a 277-acre national Historic Landmark, provides an unparalleled setting for sports events



The Esplanade at Night, 1936; The Magazine of Light

High School Football Recruiting in the Dallas-Fort Worth Area

- Dallas-Fort Worth is one of the most productive high school recruiting regions in the nation
- There are **169** high school football programs, 3A and above, in the area
- **7** of the national top 100 recruits are from the area
- **45** of the state top 100 recruits are from the area



Economic Impact

	2005	2006	2007	2008	
	Actual	Projected	Projected	Projected	
Current Games:					
Cotton Bowl Game	\$30.90 m	\$31.83 m	\$39.15 m	\$40.33 m	
Texas-OU Game	\$17.85 m	\$21.96 m	\$22.62 m	\$23.30 m	
Prairie View-Grambling Game	\$4.06 m	\$4.99 m	\$5.14 m	\$5.29 m	
Future Games:					
2nd NCAA Div. 1A Game			\$22.62 m	\$23.30 m	
3rd NCAA Div. 1A Game			\$22.62 m	\$23.30 m	
Big 12 Championship Game				\$48.15 m	
Totals:	\$52.81 m	\$58.78 m	\$112.15 m	\$163.66 m	
Ten Year Total (2006-2015):					\$1.49 b
(Assumes alternating years on Big 12 Championship Game)					

Current Deficiencies of the Cotton Bowl

- The **Fair Park Comprehensive Development Plan**, adopted by the City Council in October 2003, identified the following deficiencies:
 - Undersized concourses cause overcrowding and gridlock
 - Rest room fixture counts are significantly below accepted standards



Current Deficiencies of the Cotton Bowl

- Inadequate concessions with restricted queuing areas



- Outdated score boards; no video boards
- Inadequate sound system

Current Deficiencies of the Cotton Bowl

- ❑ No club seating or suites
- ❑ Inadequate utility service
- ❑ Does not meet current ADA standards
- ❑ Inadequate seating capacity for major events
- ❑ Seats installed in 1968 are at the end of their useful life



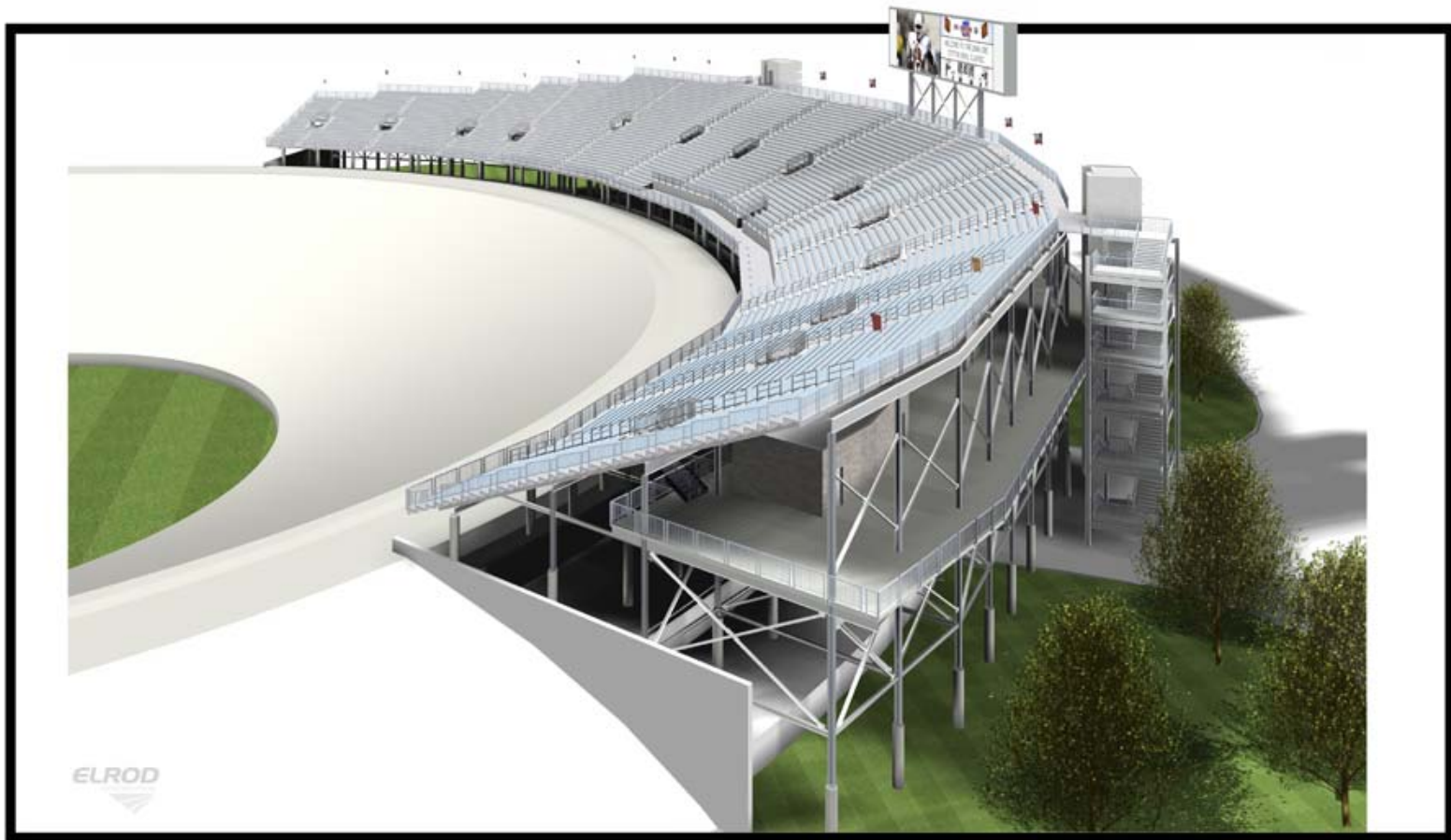
Improvements

- A plan has been developed by SFT and the City of Dallas to expand and improve the Cotton Bowl
- Implementation is contingent upon the universities' commitments
- This plan will be implemented in two phases:
 - Phase 1 – Complete by September 2006
 - All new construction
 - Phase 2 – Complete after future successful Bond Referendum
 - Renovate existing stadium and add media room/stadium club at south end zone
- Phase 1 implemented by SFT/City
- Phase 2 implemented by the City

Phase 1 Improvements

- Increase seating capacity from 76,000 to 92,100
- New restrooms, concessions and points of sale in the new seating areas
- Increase ADA seating with elevators to serve the upper level of the new seating and life safety requirements for exiting
- New scoreboard and video boards
- Expanded and improved sound system
- Extended secure perimeter and ticket taking locations
- New contextual facade around each end zone
- New club seats

Phase 1 Improvements



- Expanded seating in the south end zone
Note: This view does not illustrate new contextual facade

Phase 1 Improvements



- Conceptual view of expanded seating in south end zone
Note: This view does not illustrate new contextual facade or existing team locker rooms

Phase 1 Improvements - \$19m



- Conceptual view of the seating expansion and new contextual facade

Seating Capacity Comparison

- Rose Bowl:
92,542
- LA Coliseum:
92,488
- **Expanded Cotton Bowl:**
92,107
- Texas Memorial Stadium:
84,082
- Gaylord Oklahoma Memorial Stadium:
82,112



Bowl Championship Series (BCS) Stadiums

■ Rose Bowl	92,542
■ Dolphins Stadium (Orange Bowl)	75,000
■ Arizona State (Fiesta Bowl)	73,379
■ New Cardinals Stadium (Fiesta Bowl)	63,000
(The Fiesta Bowl will change venues in 2006)	
■ Superdome (Sugar Bowl)	69,082

Note: The new Dallas Cowboys Stadium seating capacity is estimated to be 75,000, not including suites

Phase 2 Improvements

- A game day Media Room located above the current dressing rooms at the south end zone
- A Stadium Club available to University suite-owners and VIPs



Phase 2 Improvements

- Utility upgrades
- Renovated field lighting
- Replacement of existing seats with bench/back combination seating
- Additional ADA seating
- Refurbishment of existing concourses
- New signage and graphics

Implementation Strategy

■ Phase 1

- Upon City Council concurrence and commitments from the universities, SFT will proceed with construction of Phase 1 (\$19m) improvements
- SFT will secure financing for Phase 1 improvements:
 - The City will waive SFT annual rent payments (approximately \$1.2m/year), and SFT will match (total approximately \$2.4m/year)
- As a preferred option to this financing plan, SFT/City will solicit stadium naming rights to fund all or part of the proposed improvements

Implementation Timeline

■ Phase 1

□ December 2005

- City Council Briefing
- Fair Park Task Force Conceptual Review

□ January 2006

- Secure universities' long term commitments
- Fair Park Task Force Certificate of Appropriateness (CA) review - special called meeting required
- City Council approval of SFT contract amendment

□ February 2006

- Completion of Phase 1 construction documents
- Landmark Commission CA review and approval

Implementation Timeline

■ Phase 1

□ February 2006

- Texas Historical Commission review and approval
- Park and Recreation Board approval
- Begin Phase 1 construction
- Begin design of Phase 2 improvements

□ September 2006

- Phase 1 construction complete

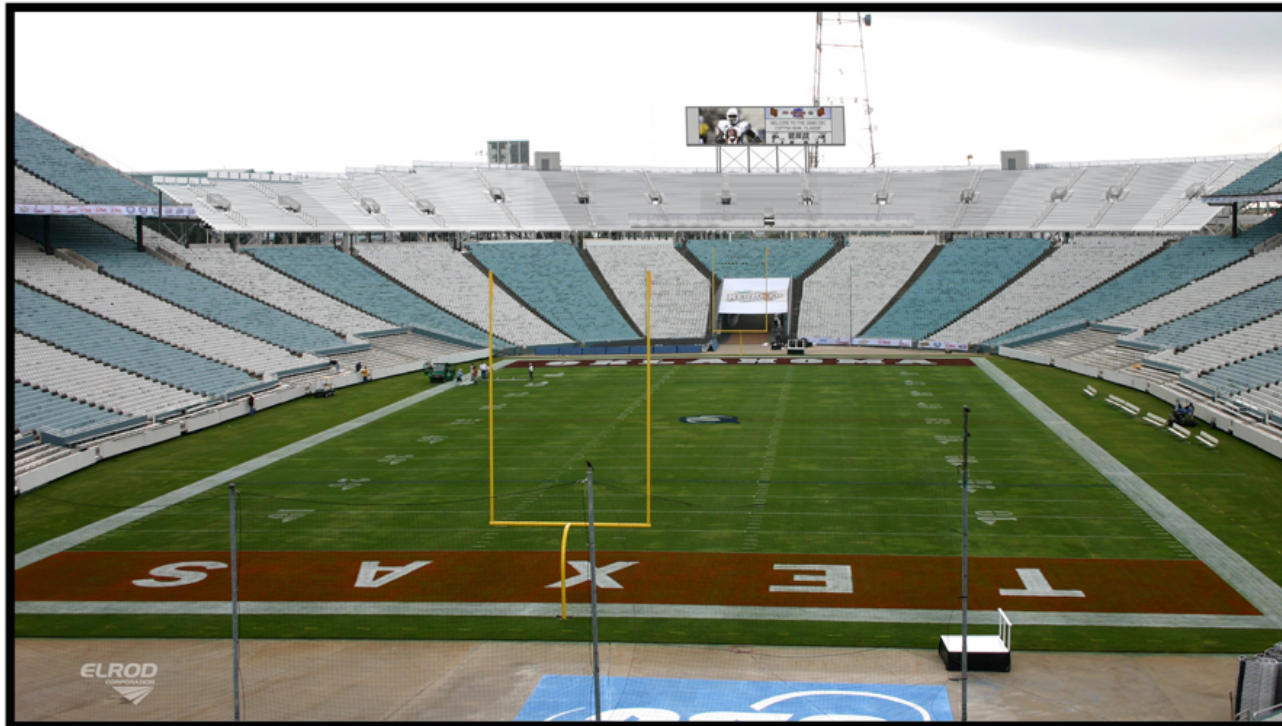
Implementation Strategy

■ Phase 2

- City of Dallas will include funding for the Cotton Bowl improvements in the next Bond Program
- Initiation of Phase 2 construction is dependent upon approval and timing of next Bond Program

Conceptual Cost Estimates

- Phase 1: \$19m
- Phase 2: \$26-30m
- Total: \$45-49m**



Action Needed Today

- City Council straw vote in support of staff proceeding with the following:
 - Phase 1 and Phase 2 implementation strategies
 - Amending SFT contract to waive annual rent payment to the City*
 - Inclusion of Phase 2 improvements in the next Bond Program

*Formal action would be scheduled for January 2006

The Cotton Bowl

