

June 11, 2025

**WHEREAS**, the City of Dallas recognizes the importance of its role in local economic development and the public purposes of fostering economic growth, including providing venue use opportunities and incentives to attract and retain professional sport franchises and major sporting events to the City of Dallas and otherwise prioritizing investment in the City's sports and recreational assets including those located in its public park venues such as Fair Park; and

**WHEREAS**, in furtherance of these goals, Mayor Eric L. Johnson organized the Ad Hoc Committee on Professional Sports Recruitment and Retention in 2022; and

**WHEREAS**, City staff (City Manager's Office, Convention and Event Services, Office of Economic Development and Park and Recreation Department) have been in discussions with a new men's professional soccer team- USL Dallas LLC; and

**WHEREAS**, City desires to be a home for professional sports teams; and

**WHEREAS**, the Cotton Bowl is currently undergoing renovations that are nearing completion within the Fair Park campus and the City is seeking users for the facility; and

**WHEREAS**, the City recognizes the long-term economic and collateral benefits to be gained by activating use of its available sports venues like the Cotton Bowl through seasonal play by a professional sports team; and

**WHEREAS**, to assess the viability of a long term professional sports user for the Cotton Bowl, the Park and Recreation Department leadership desire to enter into a short-term license agreement with ~~a professional sports team~~ [Atlético Dallas dba USL](#) including an annual incentive payment provided through Convention and Event Services, to enable ~~a professional sports team~~ [Atlético Dallas dba USL](#) to use the Cotton Bowl as their home stadium for soccer matches and soccer related events during the 2027, 2028, and 2029 United Soccer League Seasons; and

**WHEREAS**, the City's incentive payment will provide for the purchase of 2,500 tickets at a \$20 value for 20 games per season which will serve as a community benefit and will be distributed to Dallas residents through a program by the City; and

**WHEREAS**, in addition to a home for its professional league season, ~~a professional sports team~~ [Atlético Dallas dba USL](#) desires to lease the City's MoneyGram Soccer Park Complex at Elm Fork to locate its youth soccer development and program operations, inclusive of all practices, league games and hosting of tournaments; and

**WHEREAS**, the City agrees that having a professional sports team and its related youth soccer development program and operations located in the city will contribute to the long-term success of the professional team and therefore desires to enter into a concurrent lease, whereby ~~a professional sports team~~ [Atlético Dallas dba USL](#) will lease MoneyGram Soccer Park Complex at Elm Fork at no cost to the City and pay rent to City at a minimum \$100,000.00 per year or 15% of the net income, whichever is greater; and

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**WHEREAS**, this action will further activate use of the renovated Cotton Bowl and secure a short-term tenant for MoneyGram Soccer Park Complex at Elm Fork while reducing City's existing expenses related to operation of MoneyGram Soccer Park Complex at Elm Fork.

**Now, Therefore,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS**

**SECTION 1.** That the President of the Park and Recreation Board and City Manager are hereby authorized to execute a three-year license agreement for use of the Cotton Bowl with ~~a professional sports team~~ Atlético Dallas dba USL that includes two, one year renewal options; and an annual \$1,000,000.00 incentive payment payable during Seasons 2027, 2028, 2029 at the Cotton Bowl; and a three year lease agreement for MoneyGram Soccer Park Complex with ~~a professional sports team~~ Atlético Dallas dba USL with two, one year renewal options - Not to exceed \$3,000,000.00 over three years - Financing: Convention Center Construction Fund (subject to annual appropriations); Estimated Minimum Revenue: Fair Park Special Maintenance Fund (\$900,000.00) and Elm Fork Athletic Complex Fund (\$300,000.00) over three years, approved as to form by the City Attorney.

**SECTION 2.** That the key terms of the agreements are included in **Exhibit A** attached hereto and made a part hereof for all purposes.

**SECTION 3.** That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$3,000,000.00 to Atlético Dallas dba USL from ~~in~~ the Convention Center Construction Fund, Fund 0082, Department CCT, Unit W433 Object 3070, Encumbrance/Contract No. PKR-2025-00027902, Vendor.

**SECTION 4.** That the City Manager is hereby authorized to establish appropriations in an amount not to exceed \$3,000,000.00 in the Convention Center Construction Fund, Fund 0082, Department CCT, Unit W433, Object 3070, Encumbrance/Contract No. PKR-2025-00027902.

**SECTION 5.** That the City Manager is hereby authorized to increase appropriations in an amount not to exceed \$900,000.00 in the Fair Park Special Maintenance Fund, Fund 0329, Department PKR, Unit 6220, Object 3070, Encumbrance/Contract No. PKR-2025-00027902.

**SECTION 6.** That the City Manager is hereby authorized to increase appropriations in an amount not to exceed \$300,000.00 in the Elm Fork Athletic Complex Fund, Fund 0447, Department PKR, Unit 9483 Object 3070, Encumbrance/Contract No. PKR-2025-00027902.

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**SECTION 7.** That the Chief Financial Officer is hereby authorized to receive and deposit funds in an amount not to exceed \$900,000.00 in the Fair Park Special Maintenance Fund, Fund 0329, Department PKR, Unit 6220, Revenue Code 7198, Encumbrance/Contract No. PKR-2025-00027902.

**SECTION 8.** That the Chief Financial Officer is hereby authorized to receive and deposit funds in an amount not to exceed \$300,000.00 in the Elm Fork Athletic Complex Fund, Fund 0447, Department PKR, Unit 9483, Revenue Code 8428, Encumbrance/Contract No. PKR-2025-00027902.

**SECTION 9.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.