

March 25, 2026

WHEREAS, the City Charter provides for the Park and Recreation Board to grant contracts and agreements within park facilities with such terms and conditions as it shall deem proper; and

WHEREAS, the City Charter requires that the City Council shall approve any Department of Park and Recreation contract which exceeds one year in duration; and

WHEREAS, the City of Dallas is the owner Fair Park; and

WHEREAS, the City wants to continue to aggressively promote conventions, arts, leisure, sports, film, destination, industry, medical, and cultural tourism and to market the city of Dallas as a major meeting site with a primary emphasis on the Kay Bailey Hutchison Convention Center Dallas (“KBHCCD”) and including projects and activities at or in the immediate vicinity of the KBHCCD or any visitor information center; and

WHEREAS, Section 44-35 of the Dallas City code, as amended, provides for the levy of a Hotel Occupancy Tax (“HOT”) and for the disposition of a portion of the City’s HOT revenues collected to be used for advertising and conduction solicitations and for promotional programs to attract tourists and convention delegates or registrants to the City; and

WHEREAS, on September 25, 1996, the City Council authorized a contract with the Dallas Convention and Visitors Bureau for ten years with two five-year renewal options, by Resolution No. 96-3120; and

WHEREAS, on September 9, 2015, the City Council authorized a contract with a primary term of five years with VisitDallas for convention facility promotion, advertising, and tourism development services from October 1, 2015 to September 30, 2020, with one five-year renewal option and one three-year renewal option, subject to annual appropriation, by Resolution No. 15—1666 (“Original Contract”), and such Contract was amended and restated in accordance with Resolution No. 19-1802 approved on November 13, 2019 (“First Amendment”); and

WHEREAS, on June 10, 2020, the City Council authorized exercise of the City’s first renewal option of five years with VisitDallas to extend the term of the contract from October 1, 2020 through September 30, 2025, by Resolution No. 20-0938 (“Second Amendment”); and

WHEREAS, on June 25, 2025, the City Council authorized exercise of the City’s second renewal option of three years with VisitDallas to provide advertising services and to conduct solicitations and promotional programs to attract tourists and convention delegates or registrants to the City of Dallas for an additional three-year period, beginning October 1, 2025 through September 30, 2028, with the City reserving the option to undertake a portion of such activities that in the City’s discretion, may be necessary or convenient to its operations (this “Contract”); and

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WHEREAS, the City of Dallas and VisitDallas desire to amend the Contract to enhance VisitDallas's existing promotional services for Fair Park so that VisitDallas will provide dedicated staff, turnkey sales, booking, and marketing services for Fair Park events and provide the City of Dallas with one-hundred percent of revenues sold through these VisitDallas services. ~~and restate the Original Contract in its entirety, together with the First Amendment and the Second Amendment, and the parties intend to prospectively amend the disbursement of hotel occupancy tax ("HOT") funds as specifically outlines in Exhibit A and eliminate the requirement that the City withhold 3% of the monthly HOT payments to VisitDallas; and~~

WHEREAS, the City of Dallas and VisitDallas understand and agree that in entering this contract, the City is : (i) acting in its governmental capacity and its performance hereunder is pursuant to authority granted by the State of Texas, its sovereign, or for the benefit of the sovereign; (ii) authorizing this Contract to primarily benefit the public at large; or (iii) performing functions closely related to or essential to the performance of governmental activities.

Now, Therefore,

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

SECTION 1. That the Park and Recreation Board President and the City Manager are hereby authorized to execute a ~~third fifth~~ amendment to the agreement with The Dallas Convention and Visitors Bureau, dba VisitDallas, to allow VisitDallas, approved as to form by the City Attorney, to provide turnkey booking and sales service at Fair Park for a two-year term, consistent with the terms in Exhibit A to this Resolution.

SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in the amount not to exceed \$2,439,500.00 to The Dallas Convention and Visitors Bureau, dba VisitDallas from Fair Park Fund, Fund 0A09, Department PKR, Unit 6502, Object Code 3072, Encumbrance/Contract No. PKR-2025-00028896, Vendor 519741.

SECTION 3. That the Chief Financial Officer is hereby authorized to receive and deposit the estimated annual revenue amount of \$3,050,000.00 from The Dallas Convention and Visitors Bureau, dba VisitDallas in the Fair Park Fund, Fund 0A09, Department PKR, Unit 6502, Revenue Code 7264.

SECTION 4. 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.