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CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Public Notice

260022

POSTED CITY SECRETARY
DALLAS, TX

Ad Hoc Committee on Professional Sports Recruitment and Retention

January 13, 2026

11:00 AM

2025 CITY COUNCIL COMMITTEE APPOINTMENTS

AD HOC COUNCIL COMMITTEES	COUNCIL COMMITTEES
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Moreno (C), Cadena, M. Johnson, Mendelsohn, Stewart **Assigned: 08/29/25	**ECONOMIC DEVELOPMENT** Moreno (C), Ridley (VC), Blair, Cadena, Gracey, Roth, West **Assigned: 08/29/25
AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS Willis (C), Blair, Cadena, Mendelsohn, Stewart **Assigned: 08/29/25	**PARKS, TRAILS, AND THE ENVIRONNMENT** Stewart, (C), West (VC), Bazaldua, Blackmon, Blair, M. Johnson, Ridley **Assigned: 08/29/25
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	GOVERNMENT EFFICIENCY M. Johnson (C), Mendelsohn (VC), Bazaldua, Blackmon, Resendez, Ridley, Roth **Assigned: 08/29/25

(C) – Chair, (VC) – Vice Chair

* Assigned: 07/17/25
**Assigned: 08/29/25

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"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propriedad."

Call to Order

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MINUTES

1. 26-99A Approval of the November 17, 2025, minutes of the Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

Attachments: Minutes

BRIEFING ITEMS

A. 26-100A Overview of Cricket - An opportunity for North Texas [Arun Agarwal / Malini Basu]

Attachments: Presentation
Presentation

B. 26-102A Overview of Dallas Pulse Professional Volleyball Team [Danaree Allgood, Principal]

Attachments: Presentation

BRIEFING MEMOS

C. 26-101A Small Business Development: Atlético Dallas Grant Update [Kevin Spath, Director, Office of Economic Development]

Attachments: Memoranadum

ADJOURNMENT

EXECUTIVE SESSION NOTICE

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1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code § 551.071]

2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code § 551.072]

3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code § 551.073]

4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code § 551.074]

5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code § 551.076]

6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code § 551.087]

7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code § 551.089]

8. deliberating cybersecurity measures, policies, or contracts solely intended to protect a critical infrastructure facility. [Tex. Gov't Code § 551.0761]

City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 26-99A **Item #:** 1.

Approval of the November 17, 2025, minutes of the Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, NOVEMBER 17, 2025

25-0017

AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE
COUNCILMEMBER CHAD WEST, PRESIDING

PRESENT: [5] West, Cadena, Blair, Blackmon (**3:33 p.m.), Ridley

ABSENT: [2] Resendez, Bazaldua

The meeting was called to order at 3:15 p.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 3:52 p.m.

_____
Chair

ATTEST:

_____ _____
City Secretary Staff Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials for this meeting are filed with the City Secretary's Office as EXHIBIT C.

**** Note: Indicates arrival time after meeting called to order/reconvened.**

DRAFT

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Public Notice

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POSTED CITY SECRETARY DALLAS, TX

Ad Hoc Committee on Professional Sports Recruitment and Retention

November 17, 2025

3:00 PM

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MINUTES

1. 25-3310A Approval of the September 23, 2025, minutes of the Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

Attachments: Minutes

BRIEFING ITEMS AND ACTION ITEMS

A. 25-3269A Overview of Annual BMW Dallas Marathon [Jason Schuchard, President, BMW Dallas Marathon]

Attachments: Presentation

B. 25-3271A Overview of Dallas Trinity FC [Charlie Neil, President, Dallas Trinity FC]

Attachments: Presentation

EXECUTIVE SESSION

(1) Discuss or deliberate commercial or financial information that the city has received from a business prospect (“Project X”) that the City seeks to have locate, stay, or expand in or near the City of Dallas and with which the City is conducting economic development negotiations; (2) deliberate the offer of a financial or other incentive in connection with Project X [Tex. Gov’t Code, Sec. 551.087]

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E X H I B I T B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

NOVEMBER 17, 2025

Item 1: Approval of the September 23, 2025, minutes of the Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

Councilmember Ridley moved to adopt the minutes as presented.

Motion seconded by Councilmember Blair and unanimously adopted. (Blackmon absent when vote taken; Resendez, Bazaldua absent)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

NOVEMBER 17, 2025

BRIEFING ITEMS

Item A: Overview of Annual BMW Dallas Marathon

The following individual briefed the committee on the item:

- Jason Schuchard, President, BMW Dallas Marathon

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

NOVEMBER 17, 2025

BRIEFING ITEMS

Item B: Overview of Dallas Trinity FC

The following individual briefed the committee on the item:

- Charlie Neil, President, Dallas Trinity FC

E X H I B I T C

City of Dallas

1500 Marilla Street
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Agenda Information Sheet

File #: 26-100A **Item #:** A.

Overview of Cricket - An opportunity for North Texas [Arun Agarwal / Malini Basu]

Agenda Information Sheet

File #: 26-102A **Item #:** B.

Overview of Dallas Pulse Professional Volleyball Team [Danaree Allgood, Principal]

Major League Volleyball

Entering its third season in 2026

MLV continues its growth–with Dallas taking the court for the first time this season, and teams in both Northern California and Washington DC confirmed for 2027.

About the league:

- 2026 is Major League Volleyball's third season
- 8 teams in major US cities
- Dallas is the newest MLV franchise for 2026
- Two more franchise teams confirmed for 2027
- 28 regular season games and championship game

Dallas, TX
Atlanta, GA
Columbus, OH
Grand Rapids, MI
Omaha, NE
Orlando, FL
San Diego, CA
Indianapolis, IN

Over the first two seasons,

More than 828,000 fans have attended

MLV matches, with an average of **more than 4,000 fans over the 200 matches overall.**

(AS OF August 19, 2025)

In the first two seasons, matches throughout the league have seen **attendance figures over 5,000**

Each team has a $1.2 million salary pool for player compensation.

In addition, there are further financial bonuses for postseason awards and championship competition.

MLV plays in some of the **largest markets** in the nation

with all eight teams that will take the court in 2026 **located in the top 45 DMAs in America.**

Every match in the league has been broadcast in the past two seasons.

Matches have been seen on:
CBS, FOX, Roku, VBTV, YouTube

(AS OF August 19, 2025)

In 2025, the league saw more than

4.78 million total match views on YouTube

Including 16 matches that drew **over 100,000 viewers**

Social impressions exceeded over 80 million in 2025,
and with nearly
1 million total engagements

*The league held **the first** volleyball All-Star Match in U.S. history in 2025, drawing a peak viewership of **455,000** on the CBS broadcast network*

Why Dallas?

- Top 5 U.S media market
- Dallas-Fort Worth Metroplex has over 14,000 registered USA volleyball members
- 3rd in nation for high school volleyball
- Over 61,000 teams competing statewide
- Texas has 5 NCAA universities in the top 20 of women's volleyball

COMERICA CENTER

- 5,500 seat arena Frisco, Texas
- Newly remodeled
- Best-in-class sound system
- Suites and private event space

Women's Sports Impact

84%

Of sports fans are interested in women's sports

Fans of women's sports are...

1.6X
More likely to consider buying a brand that sponsors sports

1.9X
More likely to recommend a sponsor

1.8X
More likely to engage with a sponsor of their favorite team / league

1.6X
More likely to purchase a product from a sponsor of their favorite team / league

... than fans of men's sports

Source: Endeavor Analytics

For every **$1 spent** on women's sports sponsorships, more than **$7 is generated** in customer value

Source: Change The Game

About our brand

Our name has meaning.

The Dallas PULSE is the inaugural women's pro volleyball team representing Dallas in Major League Volleyball (MLV). Our name and logo evoke energy, rhythm and light- symbolizing both the heartbeat of the city, and the tempo of the game.

Our brand expression embodies heart and crowd-fueled electricity. It's emotive and the kind of identity that fans feel as much as they witness.

OUR BRAND VALUES

We play with HEART

We believe in the power of women's pro volleyball.

We deeply connect with our communities and fans.

We are inclusive and culturally relevant.

We support each other on and off the court.

We are ELECTRIC

We move with precision.

We are fast thinking, high energy.

We are competitive.

We create contagious excitement.

We are Dallas PROUD

We are building momentum with professional sports in Dallas.

We are owned and led by Dallas locals.

We value partnerships with community leaders, media, and sponsors.

We are located in the heart of Texas.

We advocate for WOMEN

Our principal ownership includes women.

Our executive front office is majority women.

We partner with women's organizations.

Our Rally Cry:

When the PULSE strikes, *it's electric.*

It's about rising to the moment of truth, charging the court with unstoppable momentum, overwhelming the opposition with intensity. Every serve is a spark. Every volley builds pressure... *Feel the PULSE.*

Partner with us

We are always looking for strong partners and creative ways to work together.

GRADY RASKIN
President and CEO
Grady@dallaspulsevb.com

KATRINA STREINER
Vice President, Marketing and Creative
Katrina@dallaspulsevb.com

ZACH JOHNSTON
Vice President, Ticket Sales and Service
Zach@dallaspulsevb.com

COURTNIE ORTIZ
Director, Business Operations
Courtnie@dallaspulsevb.com

DALLAS
PULSE
mlv
FANS & FRIENDS
Be Part Of History

DALLAS PULSE 2026 HOME SCHEDULE

Saturday | 6PM **JANUARY 10** BLUE OUT	Friday | 7PM **MARCH 13** TEACHER APPRECIATION
Thursday | 7PM **JANUARY 15**	Sunday | 3PM **MARCH 15** COLLEGE DAY
Thursday | 7PM **FEBRUARY 5** WOMEN IN SPORTS	Saturday | 7PM **MARCH 21**
Sunday | 2PM **FEBRUARY 8** PULSE TAILGATE	Thursday | 7PM **MARCH 26** FIRST RESPONDERS & MILITARY APPRECIATION
Thursday | 7PM **FEBRUARY 19** COLOR RUSH	Friday | 7PM **APRIL 17**
Sunday | 2PM **FEBRUARY 22** SCOUT NIGHT	Friday | 7PM **MAY 1**
Friday | 7PM **FEBRUARY 27** BLACK HISTORY MONTH CELEBRATION	Sunday | 3PM **MAY 3** FAN APPRECIATION

Comerica Center

Agenda Information Sheet

File #: 26-101A **Item #:** C.

Small Business Development: Atlético Dallas Grant Update [Kevin Spath, Director, Office of Economic Development]

Memorandum

DATE January 7, 2026 CITY OF DALLAS

TO Honorable Members of the City Council Ad Hoc Committee on Professional Sports Recruitment and Retention Committee: Chad West (Chair), Adam Bazaldua, Paula Blackmon, Loire Blair, Laura Cadena, Jamie Resendez, Paul Ridley

SUBJECT **Economic Development Incentive for Atlético Dallas**

On December 24, 2025, the City Manager authorized an economic development grant agreement via Administrative Action with USL Dallas, LLC, dba Atlético Dallas ("Atlético") to support the relocation of Atlético's corporate headquarters from Richardson to Dallas and the expansion of the company in Dallas. Atlético is a recently established United Soccer League (USL) Championship men's professional soccer club that intends to begin play in the Cotton Bowl in February 2027.

With the relocation to Dallas, Atlético will retain 12 existing jobs and create up to 85 new jobs (including front office executive, management, professional, and administrative positions as well as coaches and players) over the next five years. The average wage for 97 full-time jobs is projected to be approximately $114,000.

Atlético will lease approximately 12,000 square feet in an existing building located at 820 Exposition Ave ("Facility"). The Facility is located within a City of Dallas Economic Development Target Area. With Atlético's lease, approximately $1.35 million in tenant improvements will be made to transform the existing space into Atlético's new headquarters.

To support the relocation from Richardson and the expansion in Dallas, an economic development grant in a total amount not to exceed $200,000 has been offered to and accepted by Atlético. The grant will be payable in up to three installments as described below:

- Grant Installment #1, in an amount not to exceed $100,000, shall be earned by the Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) execution of a lease at the Facility for a minimum of 7 years and for a minimum 11,000 square feet, (2) compliance with the minimum investment requirement, which requires a minimum total capital investment of $1.2 million at the Facility in any combination of real property improvements and business personal property expenditures, (3) issuance of a certificate of occupancy for a minimum 11,000 square feet of Atlético's corporate office headquarters at the Facility, (4) official change of Atlético's corporate office headquarters from Richardson to the Facility, and (5) relocation of the existing 12 Grant-Eligible Jobs (as defined below) to the Facility.

- Grant Installment #2, in an amount not to exceed $50,000, shall be earned by Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) maintenance of the relocated 12 Grant-Eligible Jobs at the Facility, (2) creation by Atlético of an additional 30 Grant-Eligible Jobs at the Facility (for a total of 42 Grant-Eligible Jobs), and (3) compliance with the Workforce Development Partnership Requirement, which requires commercially reasonable efforts to serve as an employer partner (or other similar partnership) with Dallas College.

- Grant Installment #3, in an amount not to exceed $50,000, shall be earned by Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) maintenance of the relocated 12 Grant-Eligible Jobs at the Facility, (2) maintenance of the 30 Grant-Eligible Jobs created at the Facility in conjunction with Grant Installment #2, (3) compliance with the Workforce Development Partnership Requirement, and (4) creation by Atlético of an additional 30 Grant-Eligible Jobs at the Facility (for a total of 72 Grant-Eligible Jobs).

All “Grant-Eligible Jobs” must pay a minimum wage of $23.06 and an average wage of at least $90,000 (excluding overtime, bonuses and benefits). Additionally, a minimum of 20% of Grant-Eligible Jobs must be filled by Dallas residents. All jobs must be created by December 31, 2029.

We are excited to welcome Atlético home and look forward to the organization’s success, on and off the field.

Service First, Now!

Robin Bentley
Assistant City Manager

c: Kimberly Bizor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Ahmad Goree, Chief of Staff to the City Manager
Directors and Assistant Directors