



Legislation Text

File #: 19-1502, Version: 1

STRATEGIC PRIORITY: Quality of Life
AGENDA DATE: October 23, 2019
COUNCIL DISTRICT(S): 7
DEPARTMENT: Park & Recreation Department
EXECUTIVE: John D. Jenkins

SUBJECT

Authorize a one-year Stadium Event Funding Agreement with Lone Star Sports, LLC, a Texas limited liability corporation, for Lone Star Sports, LLC to conduct the State Fair Showdown game at the Cotton Bowl Stadium in Fair Park on October 19, 2019 with Historic Black Colleges and Universities collegiate matchup featuring Texas Southern University and Southern University and A&M College, including the advertising, broadcasting, news media, and promotion activities - Not to exceed \$150,000.00 - Financing: General Fund

BACKGROUND

The first Cotton Bowl collegiate game was held on January 1, 1937 at the Cotton Bowl Stadium. A bowl game has been held at the stadium each year since, except in 2010. The Cotton Bowl Stadium has hosted more bowl games than any other stadium in the United States, with the exception of the Rose Bowl.

The inaugural State Fair Showdown game was held at the Cotton Bowl Stadium during the 2018 State Fair of Texas. Lone Star Sports LLC received support of \$50,000.00 per participating team from the State Fair of Texas and \$35,000.00 from the Tourism Public Improvement District.

Included in the FY 2019-20 Adopted Operating Budget is \$150,000.00 for support of the 2019 State Fair Showdown game being held at the Cotton Bowl on October 19, 2019.

A stadium use agreement is a consistent model for funding the game. The City currently funds an annual stipend in support of the Red River Showdown football game and the SERVPRO First Responders Bowl through a Cotton Bowl Stadium Use Agreement.

The proposed agreement is subject to the following key terms:

- (a) Lone Star Sports, LLC shall contract to host the State Fair Showdown game at the Cotton Bowl Stadium in Fair Park on October 19, 2019 between Texas Southern University and Southern University and A&M College;

- (b) Lone Star Sports LLC shall organize, conduct, and manage advertising, broadcasting, news media, promotional activities and other such related game functions; and
- (c) A game stipend of \$150,000.00 will be payable by the City in November 2019, upon completion and verification of Lone Star Sports, LLC's performance under this agreement, but in no event later than 14 days after the later of the occurrence of the game or City Council approval.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On April 2, 2019, the Park and Recreation Board was briefed regarding this item.

On April 18, 2019, the Park and Recreation Board approved a resolution in support of item.

On September 18, 2019, City Council approved this item as part of the FY 2019-20 Budget by Resolution No. 19-1455; Ordinance No. 31330.

FISCAL INFORMATION

General Fund - \$150,000.00