

**WHEREAS**, under the authority of Chapter 380 of the Texas Local Government Code, the City of Dallas has made grants of public money to promote local economic development and to stimulate business and commercial activity in the City of Dallas, and more particularly within the South Dallas/Fair Park area; and

**WHEREAS**, pursuant to Resolution No. 12-1520, approved by the City Council on June 13, 2012, the City elected to continue its participation in economic development incentives and adopted Public/Private Partnership Program Guidelines and Criteria, which established certain guidelines and criteria for the use of City incentive programs for private development projects and established programs for making loans and grants of public money to promote local economic development and to stimulate business and commercial activity in the City pursuant to the Economic Development Programs provisions under Chapter 380 of the Texas Local Government Code; and

**WHEREAS**, to promote within the City of Dallas, and particularly within the South Dallas/Fair Park area, (1) development and diversification of the economy, (2) elimination of unemployment and underemployment, and (3) development and expansion of commerce, the City desires to provide an economic incentive to The HOFD to bring teams from the Big Ten, Big 12 or Conference USA to play their annual New Year's Day bowl game at the Cotton Bowl Stadium at Fair Park; and

**WHEREAS**, holding the games at the Cotton Bowl Stadium, along with advertising, broadcasting, news media, and promotion activities related to the Heart of Dallas Bowl game, will attract tourists to the City and Fair Park, increase business opportunities throughout the City, and portray the City in a positive fashion; and

**WHEREAS**, the January 2012 bowl game garnered an attendance of 46,817 with 31,929 non-local fans and provided an estimated gross economic impact of \$9.6 million per the study prepared by Sportsimpacts and commissioned by the Dallas Convention and Visitors Bureau; and

**WHEREAS**, The HOFD, a non-profit corporation, has expressed a commitment to contract with the City of Dallas to provide a January bowl game played in the Cotton Bowl stadium, between a Big Ten, Big 12 and or Conference USA team, beginning in 2013 and ending in 2018 in exchange for certain considerations;

**Now, Therefore,**

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

**Section 1.** That this economic development grant agreement in the annual amount of \$400,000 with The HOFD to bring teams from the Big Ten, Big 12 and or Conference USA to play in an annual New Year's Day bowl game at the Cotton Bowl beginning 2013 through 2018, is hereby approved, subject to such games being played at the Cotton Bowl and annual appropriation of funding by the City Council. That the City Manager is further authorized to provide annual funding beginning 2013 through 2018, in the amounts as set forth in Section 2, subject to the games being played at the Cotton Bowl and annual appropriation of funding by the City Council.

**Section 2.** That the City Controller be and is hereby authorized to disburse funds on or before January 15<sup>th</sup> of each year beginning in 2013 through 2018 to The HOFD \$400,000 in 2013, 2014, 2015, 2016, 2017 and 2018, from General Fund 0001, Agency PKR, Unit 5208, Object Code 3099, to Vendor VS0000074227, subject to City Council approval of annual appropriations.

**Section 3.** That the City Manager, following approval as to form by the City Attorney, is authorized to execute an economic development grant agreement pursuant to the City's Public/Private Partnership Program Guidelines and Criteria.

**Section 4.** That the commitments for funding set forth in this resolution shall be terminated by the City Manager, without liability in the event of non-appropriation of such subsequent funding by the City Council; provided, however, the City Manager is hereby authorized to include such funding in the proposed budget submissions to the City Council, for the next six years.

**Section 5.** 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.

