

LB  
05/08/03  
Item #26

AN ORDINANCE **97604**

SUPPORTING A LICENSE AGREEMENT WITH THE DALLAS COWBOYS FOOTBALL CLUB (“DALLAS COWBOYS”) TO HOLD ITS **2003** TRAINING CAMP AT THE ALAMODOME FROM THE APPROXIMATE DATES OF **JULY 24, 2003** THROUGH **AUGUST 20, 2003**, IN WHICH THE DALLAS COWBOYS WILL ASSUME THEIR LOCAL EXPENSES INCLUDING LODGING, MEALS AND TRANSPORTATION, THE ALAMODOME WILL RETAIN REVENUES FROM CONCESSIONS AND PARKING FOR ALL TRAINING CAMP EVENTS, AND THE DALLAS COWBOYS WILL PAY THE ALAMODOME \$2.00 FOR EACH TICKET SOLD FOR A SCRIMMAGE GAME WITH THE HOUSTON TEXANS TO BE HELD AT THE ALAMODOME DURING THE **2003** TRAINING CAMP; AUTHORIZING A FEE TO THE DALLAS COWBOYS OF **\$400,000** OF REALLOCATED PAN AMERICAN RESERVE FUNDS TO OFFSET THE PROCUREMENT AND EXPENSES ASSOCIATED WITH THE FOOTBALL FIELD; AND PROVIDING FOR PAYMENT.

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WHEREAS, the Dallas Cowboys held their annual Training Camp at the Alamodome during the summer of 2002 and, in addition to a festive kickoff event, the team conducted 36 training sessions from July 24 through August 20 which drew a total audience of 135,000 fans, almost half of which were from outside of San Antonio; and

WHEREAS, non-locals in town primarily for the Dallas Cowboys 2002 Training Camp spent an average of \$161.54 per person, for a total of \$4.5 million and the 2002 Training Camp generated an estimated \$107,500 in Hotel Occupancy Tax (“HOT”) collections; and

WHEREAS, the direct expenditures derived from the Dallas Cowboys 2002 Training Camp were estimated at \$925,000; and

WHEREAS, as a result of the 2002 Training Camp, San Antonio also received positive economic impact through various media opportunities including the more than 400 media personnel who converged on **San** Antonio over the course of the 2002 Training Camp resulting in an estimated \$440,000 of direct spending, including approximately \$19,800 in HOT revenues to the City, print media coverage regarding the 2002 Training Camp which

was estimated at \$260,000, and the coverage of San Antonio on HBO's Hard Knocks cable series which was estimated at \$512,000 in overall media value; and

**WHEREAS**, in summary, the total direct spending was estimated at \$5.9 million and the estimated total media value between print and HBO was \$772,000; and

**WHEREAS**, this License Agreement for the 2003 Training Camp would provide an opportunity for the City, through the Alamodome, to again receive significant local and national media exposure, to enhance visitor opportunities and to market the City through Convention and Visitors Bureau advertising and promotions; and

**WHEREAS**, additionally, this event would be a community investment and afford citizens of San Antonio who might not otherwise be able to see a professional sports team in person an opportunity to see a popular national sports team at little or no cost; and

**WHEREAS**, as part of the 2003 Adopted Budget, City Council reallocated \$4.88 million previously held in reserve for the 2007 Pan American Games and specifically allocated \$1.564 million for event development, with the primary goal of increasing visitations and media exposure, and it is proposed that the City will pay the Dallas Cowboys \$400,000 for the 2003 Training Camp from these funds to offset procurement and expenses associated with the football field, as set forth in the **FY 2002-2003 Annual Budget**; and

**WHEREAS**, staff recommends that the remaining \$400,000 in Pam American Games reserves be placed in escrow for the future procurement of new turf for the Alamodome; and

**WHEREAS**, pursuant to the proposed License Agreement, the Dallas Cowboys will fund the installation and maintenance of temporary football fields and related equipment and will be responsible for all team expenses including lodging, meals and transportation; and

**WHEREAS**, the Dallas Cowboys will pay the Alamodome the sum of \$2.00 per ticket sold to the scrimmage game to be held between the Dallas Cowboys and the Houston Texans at the Alamodome during the term of Training Camp and the Alamodome shall retain revenues from concessions and parking from the training sessions, an opening kickoff event and the scrimmage game against the Houston Texans; and

**WHEREAS**, based on 2002 levels of attendance and consumption, staff projects that the City will receive \$373,046 in total revenue and incur \$337,978 in total expenses, bringing the total cost to the City to \$364,933 when combined with the \$400,000 fee; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** City Council hereby expresses its full support of City staff efforts to

develop and execute a one-year License Agreement with the Dallas Cowboys Football Club to hold its 2003 Training Camp at the Alamodome pursuant to the terms set out above, and authorizes payment to the Dallas Cowboys of \$400,000 of reallocated Pan American Games reserve funds.

**SECTION 2.** City staff is directed to take all necessary steps to develop and execute such a License Agreement with the Dallas Cowboys Football Club.

**SECTION 3.** The proceeds of the Agreement shall be deposited into Fund No. 29-006 entitled "HOTEL MOTEL/DOME FUND," Index Code 049445, entitled "Reimbursable Other Expenses."

**SECTION 4.** Funds up to the amount of \$337,978 are authorized to be expended in Fund No. 29-006 entitled "HOTEL MOTEL/DOME FUND," for expenditures for the training camp and scrimmage game.

**SECTION 5.** The Director of Finance, or his designee, is authorized to expend funds up to the amount of \$400,000 to the Dallas Cowboys.

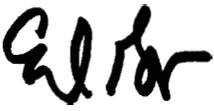
**SECTION 6.** The financial allocations in this Ordinance are subject to approval by the Director of Finance of the City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific index codes and fund numbers as necessary to carry out the purposes of this Ordinance.

**SECTION 7.** This Ordinance shall be effective on and after the tenth day after passage hereof.

PASSED AND APPROVED this 8th day of May, 2003.

ATTEST:

  
City Clerk

  
M A Y O R  
EDWARD D. GARZA

APPROVED AS TO FORM:

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for City Attorney