

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
ALAMODOME DEPARTMENT**

AGENDA ITEM NO.

26

TO: Mayor and City Council

FROM: Michael Abington, Alamodome Director

THROUGH: Terry M. Brechtel, City Manager

COPIES: Roland A. Lozano, Assistant to the City Manager

SUBJECT: Dallas Cowboys Training Camp

DATE: May 8, 2003

SUMMARY AND RECOMMENDATION

An Ordinance supporting a License Agreement with the Dallas Cowboys Organization to hold its 2003 Training Camp at the Alamodome from the approximate dates of July 24, 2003 through August 20, 2003 and authorizing a fee to the 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. The Cowboys will pay to 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 period and the Alamodome will receive concessions and parking during the events. Additionally, the Cowboys will assume their local expenses including lodging, meals and transportation.

Staff recommends approval.

BACKGROUND INFORMATION

The Dallas Cowboys held their annual Training Camp at the Alamodome during the summer of 2002. In addition to a festive Kickoff event the team conducted 36 training sessions from July 24 through August 20, and drew a total audience of 135,000 fans.

An independent Economic Impact study commissioned by the Alamodome and conducted by Dr. Thomas Cannon and James Ford (Lofty Ideas) determined the following:

- 85,498 total spectators, excluding those who attended more than one session
- 45,585 attendees were local, 39,913 attendees were non-local
- 27,839 of the non-local attendees were identified as visiting San Antonio for the primary purpose of attending Training Camp.
- Non-locals in town primarily for Training Camp spent an average of \$161.54 per person, or a total \$4.5 million
- 19,430 guests stayed overnight in San Antonio
- The Camp generated an estimated \$107,500 in H.O.T. collections (at 9%).

Due to the Dallas Cowboys Training Camp, San Antonio also received positive economic impact through various media opportunities including the following:

- More than 400 Media personnel converged on San Antonio over the course of the 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 training camp held in San Antonio was estimated at \$260,000.
- The coverage of San Antonio on HBO's Hard Knocks cable series was estimated in value at a minimum of \$154,000 (when associated to San Antonio's primary target audience) and as much as \$512,000 in overall media value.

A brief recent history of the Training Camp is below:

- 1990 – 1997 Austin, TX / St. Edward's University
Cowboys organization reimbursed St. Edwards University for operating expenses and provided the University a percent of concessions sales
- 1998 – 2000 Wichita Falls / Midwestern State University
Wichita Falls paid \$250,000 for field upgrades and approximately \$68,000 annually thereafter for security, fencing, and miscellaneous items.
- 2001 Wichita Falls & Oxnard, CA
Wichita Falls paid \$51,000 for security, fencing, and miscellaneous items,
Oxnard, CA paid \$25,000 for field upgrades.

Additionally there were various community investments, which assisted in covering many of the operating costs of the Dallas Cowboys Training Camp within the various cities.

POLICY ANALYSIS

This agreement provides an opportunity for the City, through the Alamodome, to receive significant local and national media exposure, to enhance visitor opportunities and to market the City through Convention and Visitors Bureau advertising and promotions. This event is consistent with the overall mission of the Alamodome:

"...to supplement the marketability of San Antonio as a major visitor and convention destination by hosting events that produce direct and indirect economic benefit for the facilities and the City of San Antonio."

Additionally, this event is a community investment and affords citizens of San Antonio an opportunity to see a popular national sports team with little or no cost. For example, the Department of Community Initiatives provided for 500 senior citizens and area young people to experience Training Camp. These citizens would otherwise never be able to see a professional sports team up close and in person. The kids learned first hand how hard the players work to achieve success, and the importance of staying in school.

The camp also provided an additional attraction for the entertainment menu, for both local citizens and the visitors to San Antonio.

FISCAL IMPACT

As part of the 2003 Adopted Budget, Council reallocated \$4.88 million previously held in reserve for the 2007 Pan American Games. One component of this distribution was the allocation of \$1.564 million for Event Development. The primary goal of this initiative was to increase visitations and media exposure by investments such as Miss USA, Dallas Cowboys Training Camp, BMX – Grand Nationals, and other possible event marketing opportunities.

The Dallas Cowboys will fund the installation and maintenance of the temporary football field and related equipment. Additionally, the Cowboys will be responsible for all team expenses including lodging, meals and transportation.

The City will pay to the Cowboys \$400,000 from funds derived from the Pan American Games reserve which can be used to offset the expense of the installation of a temporary football field in the Alamodome, which is anticipated to cost approximately \$397,000.

The Alamodome will retain revenues from concessions and parking from the training sessions, an opening kickoff event and a scrimmage game against the Houston Texans on August 2, 2003. Additionally, the Alamodome will receive the sum of \$2.00 for each ticket sold to the scrimmage game.

Based on 2002 levels of training camp attendance and an estimated 30,000 scrimmage game attendance, staff projects \$373,046 in total revenue from parking, concessions and ticket revenue. The total expenditures for the training camp and scrimmage game are anticipated to be \$337,978. Combined with the \$400,000 fee to the Cowboys, the total cost to the City is \$364,933.

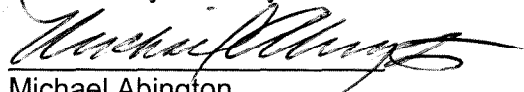
ADDITIONAL INFORMATION

Staff will work with the Dallas Cowboys to ensure the establishment a website link with the City's Convention and Visitors Bureau's website and maximize outreach efforts in the community for the Dallas Cowboy Cheerleader Camp and other training camp activities.


Staff recommends that the remaining \$400,000 of the Pan American reserves be placed in escrow to assist in the procurement of a new turf for the Alamodome.


COORDINATION

This item was coordinated with the Convention and Visitors Bureau, the City Managers Office and the City Attorney's Office.


Michael Abington
Alamodome Director

APPROVED


Roland A. Lozano
Assistant to the City Manager


Terry M. Brechtel
City Manager