

CITY OF SAN ANTONIO ALAMODOME DEPARTMENT CITY COUNCIL AGENDA MEMORANDUM

TO:

Sheryl Sculley, City Manager

FROM:

Roland A. Lozano, Assistant to the City Manager

SUBJECT: Ordinance Supporting an Agreement with the Dallas Cowboys Football Club to

Hold its Training Camps at the Alamodome from 2007 through 2011

DATE:

April 6, 2006

SUMMARY AND RECOMMENDATIONS

An Ordinance supporting an agreement with the Dallas Cowboys Football Club to hold its Training Camps at the Alamodome from 2007 through 2011.

Staff recommends approval of this ordinance.

BACKGROUND INFORMATION

In 2002 and 2003 the Dallas Cowboys conducted training camp in San Antonio and the Alamodome. In conjunction with training camp the Cowboys held numerous practices open to the public, kick-off celebrations/concerts both years featuring Pat Green in 2002 and Los Cumbia Kings in 2003, and cheerleading camps with the Dallas Cowboys Cheerleaders. In addition, the Cowboys scrimmaged the Houston Texans in 2003 which drew an attendance of approximately 25,000.

In addition to holding practice inside the Alamodome in 2002 the Cowboys installed and maintained a temporary grass field in Lot A south of the Alamodome in order to conduct outdoor practices. In 2003 the Cowboys opted to use the Spring Sports Complex at Burbank High School to host their outdoor practices.

With the success of the training camps held in San Antonio, the Cowboys and the City desire the training camps to return to San Antonio from 2007 through 2011.

POLICY ANALYSIS

The terms of the proposed agreement between the City of San Antonio and the Dallas Cowboys for years 2007 through 2011 are as follows. The terms are similar to those in 2002 and 2003.

- 1. Training camp and kick-off party for each year beginning in 2007.
- 2. Cowboys to exercise every reasonable effort to schedule a scrimmage game with another NFL team each year.
- 3. Training camp and associated events to occur between late July and mid-August of each year as mutually agreed by both the City and the Cowboys.
- 4. In the event the Cowboys choose to conduct practices close or off site from the Alamodome, the Cowboys to reimburse the City \$2,500 per practice.
- 5. City to retain all concessions and parking revenue from training camp and related events.

- 6. City to retain \$2 per ticket sold for all scrimmage games.
- 7. City to retain 50% of all suite-rental revenue.
- 8. Alamodome to provide all required event staffing including ticket takers, ushers, conversion/clean-up/maintenance personnel, and all other reasonably necessary personnel.
- 9. Cowboys shall be responsible for its expenses i.e. food, lodging, player expenses, marketing.
- 10. Cowboys to utilize Alamodome catering services at minimum 2003 level.
- 11. Cowboys to utilize Alamodome telecommunications services exclusively for voice, data and broadcast and reimburse City for all such costs.
- 12. City reserves the right to terminate the agreement in the event of negotiations by the City for an NFL franchise.
- 13. Cowboys have the right to enter into negotiations to amend the agreement to provide for a five year extension during the third year of the agreement.

The projected 29 days of training camp in 2007 is expected to attract some 75,000 attendees over the course of the camp. If a scrimmage game occurs in 2007 it is projected to attract 25,000 attendees.

Training camp dates, length, associated events, and logistics will be impacted in 2008 due to a preexisting scheduling conflict with another event at the Alamodome.

FISCAL IMPACT

For 2007 this agreement is expected to generate approximately \$60,000 in revenue for the training camp alone and approximately \$135,000 total in the event of a scrimmage game. These figures are net of expenses to the Alamodome.

Revenue generated from this agreement will be credited to the Community & Visitor Facilities Fund.

There is no General Fund impact.

COORDINATION

This item has been coordinated with the City Attorney's Office.

Roland A. Lozand

Assistant to the City Manager

Approved for Council Consideration:

Sheryl Sculley City Manager

DALLAS COWBOYS TRAINING CAMP 2007-2011

KEY BUSINESS POINTS

- Training Camp
- Kick-Off Party
- Scrimmage Game (Best Efforts)



KEY BUSINESS POINTS

- · Term of agreement
 - July and August of each year
- All practice sessions at Alamodome
 - Cowboys reimburse Alamodome \$2,500 per closed and off-site session



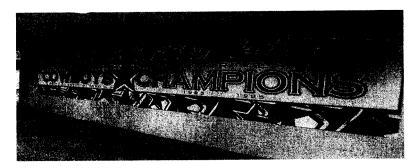
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KEY BUSINESS POINTS

- · Alamodome retains:
 - Revenues from concessions and parking
 - \$2 per ticket sold to Scrimmage Game
 - 50% of revenue from sale of suites



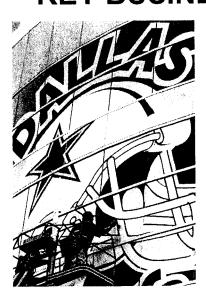
KEY BUSINESS POINTS



- Alamodome provides all event staffing
- Cowboys utilize Alamodome Catering Services no less than 2003

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KEY BUSINESS POINTS



- Cowboys reimburse
 Alamodome for
 communications
 services
- Cowboys are responsible for their expenses
- City may terminate agreement should it enter into negotiations with an NFL franchise
- Cowboys have right to enter into negotiations to amend agreement for a 5 yr. extension

KEY BUSINESS POINTS

CAMP WITHOUT CAMP WITH SCRIMMAGE

SCRIMMMAGE

REVENUE

\$214,000

\$321,000

EXPENSES

\$154,000

\$186,000

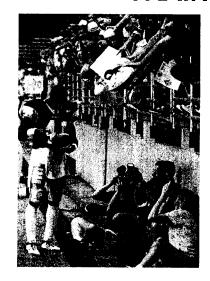
NET

\$60,000

\$135,000

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DALLAS COWBOYS TRAINING CAMP









DALLAS COWBOYS TRAINING CAMP 2007-2011