



City Council A Session – Item #23  
March 29, 2018

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# **Local Contribution & Reimbursement Agreement 2018 All American Bowl**

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Patricia Muzquiz Cantor  
Interim Director  
Convention & Sports Facilities



# All American Bowl History

- 2000: Established by Sportslink (United States Army as title sponsor)
- 2018: Celebrated 15<sup>th</sup> anniversary at Alamodome  
Attendance: 26,576
- 2015-2020 All-American Bowl Multi-Year Lease Agreement with Sportslink
  - City purchased AstroTurf End Zones/Inlays with logo- \$125k
  - Outstanding Turf Recovery Fee balance - \$54,470



# Local Contribution & Reimbursement

- Eligible for state reimbursement of up to \$218,800
- Required Local Contribution of \$30,180
- Reimbursement of award:
  - \$30,180 - Refunds cost of the local contribution
  - \$54,470 - Turf Recovery Fee
  - Up to \$134,150 – Sportslink event expenses



# Staff Recommendation

- Staff recommends:
  - Approval of local contribution in the amount of \$30,180 to qualify for reimbursement of eligible expenses
  - Approval of a reimbursement to Sportslink for operating costs totaling up to \$134,150 contingent on State award



# Future of All American Bowl

- U.S. Army declined to continue as title sponsor
- Two years remaining on lease agreement
  - Sportslink committed to playing 2019 All American Bowl at Alamodome
- Sportslink discussing title sponsorship with 2 major US corporations



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