

Memorandum



CITY OF DALLAS

Date: December 6, 2013

To: Honorable Members of the Quality of Life and Environment Committee:
Dwayne Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,
Rick Callahan, Carolyn Davis, Lee Kleinman

Subject: Cotton Bowl 2013 Improvements Briefing

Attached is the Cotton Bowl 2013 Improvements Briefing which will be presented to the Quality of Life Committee on Monday, December 9, 2013.

If you have questions or require additional information, please contact me at 214-670-4071.

A handwritten signature in cursive script that reads "Willis C. Winters".

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, Interim City Manager
Rosa A. Rios, City Secretary
Warren M. S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Judge Daniel Solis, Judiciary
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager


COTTON BOWL 2013 IMPROVEMENTS



Quality of Life
& Environment
Committee
December 9,
2013



INFORMATION INCLUDED IN BRIEFING

- 
- History of the Cotton Bowl
 - Summary of 2007-8 Improvements
 - Summary of 2013 Improvements
 - Cost Summary
 - Importance of investments in the Stadium
 - Games in 2014

HISTORY

- Fair Park Stadium was constructed in 1930 during the height of the Great Depression
- Seating capacity: 46,200 (the largest stadium in the South)



HISTORY



- In 1936 the stadium was incorporated into the general layout of the Texas Centennial Exposition
- The stadium was officially renamed the “Cotton Bowl” in 1936

HISTORY

- In the first Cotton Bowl game, held on January 1, 1937, the TCU Horned Frogs defeated the Marquette Golden Avalanche, 16-6



HISTORY



- The upper decks were added in 1948 and 1949 when the Cotton Bowl served as home to the SMU Mustangs
- Seating capacity increased to 72,000

HISTORY

- In 1952, the Cotton Bowl was home to Dallas' first NFL team, the Dallas Texans (Baltimore Colts)
- In 1960, the stadium served as the home field to two professional football teams:
 - Dallas Cowboys (NFL)
 - Dallas Texans (AFL – Kansas City Chiefs)
- In 1968, the stadium was renovated when the bleachers were replaced by chair-back seats, reducing the capacity to 68,250



HISTORY

- In 1993 the City of Dallas invested \$14 million to renovate the Cotton Bowl for World Cup soccer
 - Press box, restrooms and concessions expansion
 - New natural turf field (considered one of the top five soccer pitches in the world)
 - Movable bleachers increased football seating capacity to 72,000
- The stadium hosted six international soccer games during the 1994 World Cup tournament



HISTORY

- In 2004, the State Fair of Texas (SFT) added bleacher seating in each end zone, increasing the stadium's capacity by 4,000 seats to 76,000



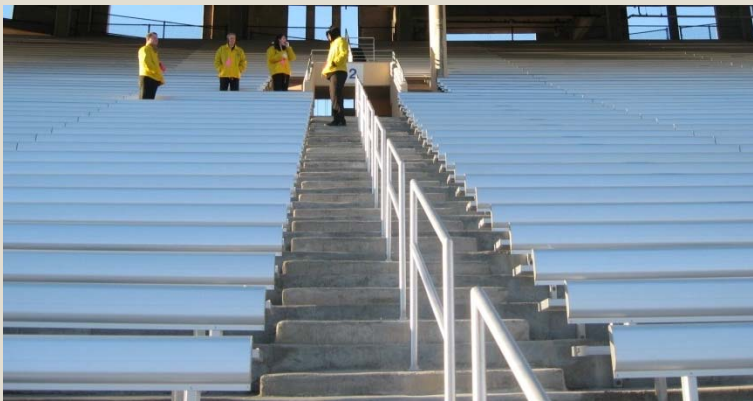
2007-08 IMPROVEMENTS

- 2006 Capital Bonds and the State Fair provided for renovation and expansion
 - Improvements were performed by the Design-Build delivery method
 - Project cost: \$58 million



2007-08 IMPROVEMENTS

- Phase 1: January 15 – September 15, 2007
 - Replacement of flip seats with new bench seats
 - Concrete repairs and waterproofing in bowl area
 - Video scoreboard– second largest board in Texas
 - Sound system



2007-08 IMPROVEMENTS

- Phase 2: January 15 –September 15, 2008
 - Addition of 16,000 new seats in the end zone upper decks – 9th largest stadium in US
 - Addition of new rest rooms and concessions



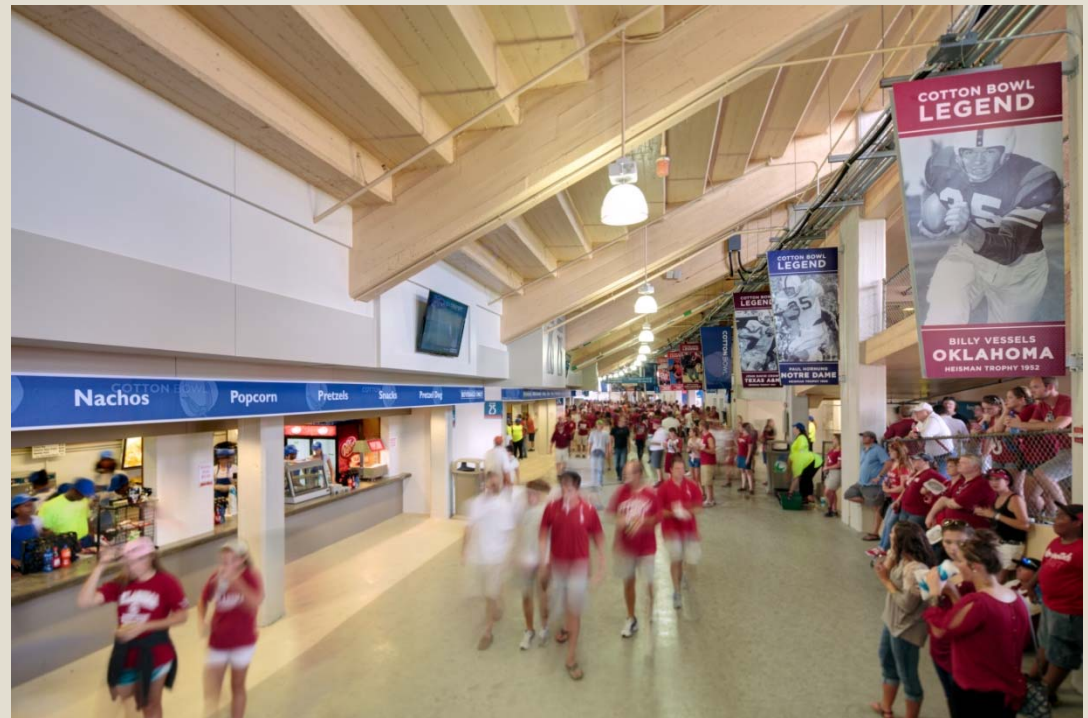
2007-08 IMPROVEMENTS

- Locker room renovation and expansion
- Addition of new media and conference center



2013 IMPROVEMENTS

- Renovation of existing concourses (East and West)
- Improvements to concessions (East and West)



2013 IMPROVEMENTS

- New historically contextual facade around each end zone (Public Art Project)



2013 IMPROVEMENTS

- Finish-out of Levels 3M and 4 of Press Box for hospitality areas



2013 IMPROVEMENTS

- Club seating
 - 320 Seats



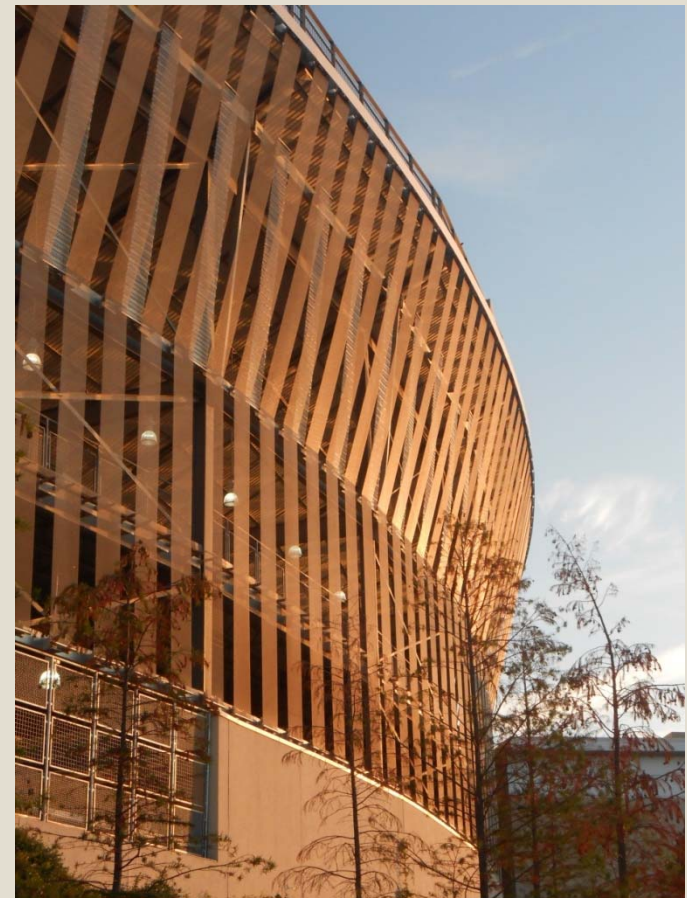
2013 IMPROVEMENTS

- Improvements of official's locker room
- Graphics
- Renovations to existing Press Box
 - New elevator
 - For club seat levels
 - Dignitaries
 - New rest rooms
 - New offices for staff




2013 IMPROVEMENTS – COST SUMMARY


- \$25M in Certificates of Obligation
- \$600K in Percentage for Public Art from the 2006 Bond Program




IMPORTANCE OF INVESTMENT IN THE STADIUM

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- Since the stadium was built in 1930, there has been a long history of investment
 - Changes in market demands require updates to stay competitive
 - Major maintenance needs necessitate on-going funding
 - Advancements in technology impose the requirement for updates

2013 EVENTS

- 
- Jan 1 Heart of Dallas Bowl
 - Jan 2 Construction begins
 - Mar 24 – 31 Dallas Cup
 - Opening Ceremonies
 - Closing Ceremonies
 - 13 Games played
 - May 5 Dog Bowl
 - Jul 4 Fair Park Fourth
 - Sep 28 Heart of Dallas Classic
 - Army v. Louisiana Tech
 - Oct 5 State Fair Classic
 - Grambling v. Prairie View
 - A&M


2013 EVENTS

- 
- Oct 12 Red River Rivalry
Texas v. OU
 - Oct 20 All American Cheer
Competition
 - Nov 2 Diwali Mela Festival
 - Nov 15-23 UIL 5-A High School Playoff
Games
 - Nov 29-30 TCAL High School Playoff
Games


2014 EVENTS

- 
- Jan 1 Heart of Dallas Bowl
 - Mar 1 Gaelic Football
 - Apr 13- 20 Dallas Cup
 - Opening Ceremonies
 - Closing Ceremonies
 - Multiple Games
 - May 10 Dog Bowl
 - May 24 Texas Spring Festival Concert
 - May 31 Youth Summit

2014 EVENTS

- 
- Jun TBD Semi-Pro Bowl Game
 - Jul 4 Fair Park Fourth
 - Jul 6 or 12 International Soccer (T)
 - Jul 19 or 26 Celebrity Soccer Match (T)
 - Aug 10 Flag Football
 Blondes vs. Brunettes
 - Sep 1 High School Football
 Double Header (T)

2014 EVENTS

- 
- Sep 20 Heart of Dallas Classic
 - Sep 27 State Fair Classic
Grambling v. Prairie View
A&M
 - Oct 11 Red River Rivalry
Texas v. OU
 - Oct 19 All American Cheer
Competition
 - Nov 1 Diwali Mela Festival