

GOVERNOR GREG ABBOTT  
ECONOMIC DEVELOPMENT & TOURISM

# **Major Events Reimbursement Program**

## **Report on the 2020 Big 12 Football Conference Championship Game**

Dates of Event: December 16 - 19, 2020

## BACKGROUND

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The Major Events Reimbursement Program permits local governments and local organizing committees to apply to the State for the establishment of a Major Events Reimbursement Fund to help pay for certain eligible costs associated with conducting specifically-named major events if all statutory and administrative requirements are met pursuant to Article 5190.14, Section 5A, Vernon's Texas Civil Statutes. The fund established for each event consists of amounts deposited by the State and local government of the estimated incremental increase in tax receipts, as determined by the State, that are directly attributable to the preparation for and presentation of the event for a one-year period. The period begins two months before the date of the event and continues for ten months thereafter. In accordance with statute, the estimated increase in tax receipts is limited to amounts collected within a designated market area, and only to amounts collected from five specific tax types.

The Legislature transferred the administration of the program from the Texas Comptroller of Public Accounts ("Comptroller's Office") to the Economic Development and Tourism Office within the Office of the Governor ("OOG") during the 84th Legislative Session, with an effective date of September 1, 2015. As part of these duties, Article 5190.14, Section 5A(w) requires the Office of the Governor to use existing resources to complete a post-event study in the market area of eligible major events.

This post-event economic impact study provides the best available information regarding the direct tax effects of the 2020 Big 12 Football Conference Championship Game.

## SUMMARY OF EVENT

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The 2020 Big 12 Football Conference Championship Game (the "Event") was held December 16 - 19, 2020 at AT&T Stadium in Arlington. The application was submitted by the Stadium Events Organizing Committee (the "Applicant"). Arlington was the endorsing entity for the Event. The Big 12 Conference was the Site Selection Organization for the event. A Site Selection Letter was submitted to the OOG as a part of the application to the program. See Appendix A for the application, including the Site Selection Letter.

The Applicant was required to have an average daily attendance of 23,005 during December 16 - 19, 2020. According to the attendance report provided to the OOG by Stadium Events Organizing Committee, the Applicant for the event, the total attendance was 21,164 fans. Stadium Events Organizing Committee further estimated that 69 percent of the total attendees, or 14,592, were from out-of-state. This OOG report makes no assumptions about the accuracy of this reported estimate.

## METHODOLOGY

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The methodology established to determine the direct tax effects of the event by the OOG began with collecting tax data for the five applicable taxes for the most precise period available. Collection of information requires interagency cooperation. Some tax data is available for a monthly period and by city or county. However, some taxes are collected statewide and are only reported quarterly or annually. Since daily tax collection data is unavailable, specific taxes collected for only the days during which the event occurred cannot be determined. After collecting the available data, the OOG compared the tax information for the month of the event in the market area to the same month of years prior to the event.

Comparing data from the event to the same time period of the following year cannot be done since the report is due prior to the following year's data being available. The OOG assessed other factors that could also affect the tax data. Some of the factors include: population growth, crowding out effects, other events being held in the market area during December 2019 (the year prior to the event being held), or different events held in the market area during December 2020 (the month the event was held). Crowding out can include locals leaving town or staying home to avoid frequented businesses due to the influx of visitors. The OOG does not have information available regarding events that do not apply to any of the Events Trust Fund programs to factor into the comparison. These reasons prevent the OOG from determining the actual amount of incremental tax increases of the 2020 Big 12 Football Conference Championship Game utilizing existing resources.

## APPLICABLE STATE TAXES

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In accordance with the Major Events Reimbursement Program statute, the estimated increase in tax receipts attributed to major events are limited to amounts collected within a designated market area, and only to amounts collected from five specific tax types. The five state taxes are: 1) state sales and use taxes; 2) hotel occupancy taxes; 3) mixed beverage taxes; 4) motor vehicle rental taxes; and 5) wholesale alcoholic beverage taxes. Information on each of these tax types are summarized as follows:

### Sales & Use Tax

The sales and use tax rate of 6.25 percent is assessed on all tangible personal property and certain services. The sales-and-use tax is collected by the Comptroller's Office either monthly, quarterly, or annually based on certain qualifications. Since the period of collection varies by business, determining the taxes directly attributable to the event is not attainable. This report reflects that data for the quarter. This tax is also likely to be affected by crowding out.

### Hotel Occupancy Tax

The state hotel tax rate is 6.0 percent and is collected on either a monthly or quarterly basis. The Comptroller's Office collects only the state tax portion of the hotel tax, while cities and counties are primarily responsible for collecting their own local hotel taxes. Similar to sales and use tax, the variation of periods that the tax is collected from businesses results in an indeterminable incremental tax increase as a result of the event. Most hotels report monthly, therefore, this report reflects the monthly data.

### Motor Vehicle Rental Tax

The motor vehicle gross rental receipts tax is imposed on motor vehicle rentals. The tax rate is based on the length of the rental contract listed below:

- 10% for contracts of 1-30 days
- 6.25% for contracts exceeding 30 days but no longer than 180 days.

Not all cities collect a local tax for car rental, and taxes are collected from the rental company for all rentals across the state, not by city or county. Additionally, a car might be rented from several locations for the event. For these reasons, the motor vehicle rental taxes leveraged in a period cannot be isolated and directly attributed to the event.

## Mixed Beverage Tax

The gross receipts tax of 6.70 percent is charged with the sale of mixed beverages on the amount received from the sale, preparation, or service from the sale of an alcoholic beverage that is consumed on the premises of the mixed beverage permittee. The mixed beverage sales tax of 8.25 percent is imposed on the person or organization holding the mixed beverage permit and not the customer. This tax is collected monthly, but since the mixed beverage sales tax is imposed on the mixed beverage permit holder, it may not be added to the selling price as a separate charge and may not be “backed out” from the amount received. This can result in an inaccurate reporting of spending on mixed beverages by event attendees.

## Title 5 ABC Tax

Tax rates vary depending on beverage type and alcohol content. The Texas Alcoholic Beverage Commission (TABC) Tax Division receives and processes monthly excise tax reports. Manufacturers of alcoholic beverages may only sell to wholesalers/distributors and the wholesalers/distributors may, in turn, sell only to the retailers. Alcoholic beverages become taxable when the beverages are sold at the retail level, and data for tax collection is only available at a state level. Additionally, the Title 5 ABC tax and the mixed beverage tax are likely to be affected by crowding out, resulting in an unmeasurable effect of the event on these taxes.

## TOTAL INCREMENTAL INCREASE IN STATE TAX RECEIPTS

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The Major Events Reimbursement Program statute requires the OOG to provide an estimate for the incremental increases in tax receipts expected to be generated by the event based on the five specified tax-types. For this event, the estimate was comprised of both Primary Direct Spending and Secondary Direct Spending (including indirect and induced). The total estimated incremental increase to the state was \$919,237. Based on this amount, the Applicant was required to submit a local share of \$147,078 according to the state-to-local share ratio of 6.25:1, resulting in a total trust fund of \$1,066,315 (See Appendix B).

The breakdown of the estimated incremental increase of state taxes from the Primary and Secondary Direct Spending are shown below:

Type of Expenditure	Primary - Direct	
	Spending	Taxes
Hotel & Motels	\$ 2,621,931	\$ 157,315
Eating & Drinking Establishments	\$ 4,349,424	\$ 271,839
Alcoholic Beverages (Mixed & Title 5 ABC)	\$ 2,104,560	\$ 144,372
Event Expenses	\$ 0	\$ 0
Auto Rental	\$ 298,146	\$ 29,814
Shopping & Entertainment (Aggregated)	\$ 5,654,251	\$ 353,390
<b>TOTAL</b>	<b>\$ 15,028,312</b>	<b>\$ 956,733</b>
*NOTE: There was an estimated \$580,548 in post event state tax revenue.		

Primary Spending was estimated by the OOG based on projected attendance and projected event spending. Estimated attendee spending was broken down by five (5) expenditure categories: Food and

Beverage (Sales & Use Tax); Entertainment and Shopping (Sales & Use Tax); Lodging (Hotel Occupancy Tax); Rental Car (Car Rental Tax); and Alcohol (Mixed Beverage and Title 5 ABC taxes). The estimated incremental increases in state and local taxes were then calculated for each spending category. The OOG defined the market area for the event as Tarrant County.

Secondary Spending estimates were derived by the OOG by using an economic model to determine tourism industry employment and statutorily eligible tax impacts associated with the event.

## STATE TAX RECEIPT IMPACTS FROM DIRECT SPENDING

The following table is based on the best information the OOG was able to gather on tax receipts for the five tax-types specified in the Events Reimbursement Fund statute. The chart shows amounts for January 2021 since the event occurred in December and taxes are collected in the month following the event. All five tax types in the market area except for sales tax saw an increase in receipts when comparing tax receipts around the time period when the event was held with the same time period the year before. However, changes in tax receipts cannot reliably be attributed to any particular event.

<b>Sales Tax</b>			
	<b>2020 Q1</b>	<b>2021 Q1</b>	<b>Difference</b>
Tarrant County	\$431,895,611	\$385,895,186	\$(46,000,425)
<b>Hotel Occupancy</b>			
	<b>January 2020</b>	<b>January 2021</b>	<b>Difference</b>
Tarrant County	\$4,290,705	\$1,939,193	\$(2,351,512)
<b>Car Rental</b>			
	<b>January 2020</b>	<b>January 2021</b>	<b>Difference</b>
State of Texas	\$19,830,582	\$19,312,877	\$(517,705)
<b>Mixed Beverage - Gross Receipts &amp; Mixed Beverage Sales Tax</b>			
	<b>January 2020</b>	<b>January 2021</b>	<b>Difference</b>
Tarrant County	\$8,066,911	\$5,976,513	\$(2,090,398)
<b>Title 5 ABC</b>			
	<b>January 2020</b>	<b>January 2021</b>	<b>Difference</b>
State of Texas	\$23,884,851	\$24,721,467	\$836,616

## EVENT DEADLINES RELATED TO PROGRAM

The following program deadlines were verified to have been completed as follows (see Appendix C for documentation):

- Application Received (including Site Selection letter): 11/12/2020
  - Deadline: 11/1/2020, or no later than 30 days prior to the event
- Event Support Contract Received: 11/12/2020
  - Deadline: 12/15/2020, or prior to the event
- Attendance Certification Received: 1/28/2021
  - Deadline: 2/2/2021, or no later than 45 days after the event

- Local Share Received: 3/5/2021
  - Deadline: 3/19/2021, or no later than 90 days after the event
- Disbursement Request Received: 4/1/2021
  - Deadline: 6/17/2021, or no later than 180 days after the event

## CONCLUSION

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Given the available data and constrained to the use of existing resources, it is unlikely that the economic impact directly attributable to the preparation and presentation of the event is measurable with any reasonable degree of accuracy. Using available resources, the data is inconclusive in determining the actual economic impact of the event. Neither a positive nor negative impact is determinable since the tax information provided showed both increases and decreases in taxes collected. The available and reported tax data cannot reliably be attributed to any particular event, while some data cannot even be attributed to any particular market area. The economic variables and limited detail of tax and participant data make it impossible to isolate the incremental tax generated by one particular event to the Texas economy. The development of a reasonably accurate economic impact study requires data state government cannot feasibly capture, such as the actual number of out-of-state-visitors attributable to the event, the actual per-day spending by each event attendee for each of the five allowable tax types, and the length of stay of each attendee. The OOG will continue to examine the collection and reporting of information relating to these major events in an effort to identify options for improvement in data collection to ensure that the purposes of the statutory post-event reporting requirement can be achieved.

# APPENDIX A

# EVENTS TRUST FUND

## Application

Office of the Governor  
Economic Development and Tourism (EDT)

**APPLICANT NAME:** Stadium Events Organizing Committee

**APPLICANT MAILING ADDRESS:** AT&T Stadium, One AT&T Way, Arlington, Texas 76011

**EVENT NAME:** 2020 Big 12 Football Conference Championship Game

**DATE(S) OF EVENT:** December 16 - 19, 2020

**EVENT LOCATION (CITY):** Arlington, Texas

**DATE APPLICATION SUBMITTED:** November 12, 2020

**Events Trust Fund Application**  
**Event Trust Fund (ETF), Major Events Reimbursement Program (MERP)**  
**or Motor Sports Racing Trust Fund (MSRTF)**

Please review the Events Trust Fund Guidelines document and applicable statutes and rules before submitting this application. Links can be found at <https://gov.texas.gov/business/page/event-trust-funds-program>.

An application is not complete until all required documents are submitted, with the exception of the Event Support Contract and the MERP required Human Trafficking Prevention Plan. See checklist in Section 7 of the application for required documents.

Deadlines for submission are as follows:

ETF & MSRTF: No later than 120 days prior to the first day of the event.

MERP: No later than 45 days prior to the first day of the event, but not earlier than 1 year before the event.  
Not later than the 30th day before the first day of the event, a site selection organization must submit a plan to prevent the trafficking of persons in connection with the event to the Office of the Attorney General and the Chief of the Texas Division of Emergency Management (see Guidelines document for trafficking plan submittal details).

***Please submit all documents to [eventsfund@gov.texas.gov](mailto:eventsfund@gov.texas.gov).***

**SECTION 1: ENDORSING MUNICIPALITY OR COUNTY**

Name of Endorsing Municipality or County:	Arlington
Municipality or County Contact Name:	James F. Parajon
Contact Title:	Deputy City Manager
Contact Email:	jim.parajon@arlingtontx.gov
Contact Phone Number:	817-459-6100

- Has the endorsing municipality or county reviewed the event and found that it meets all eligibility requirements as listed in Vernon's Texas Revised Civil Statutes (VTCS) Section 5190.14?  
**Yes** ☒ **No** ☐
- Has the endorsing municipality or county determined that it will contribute local funding ("local match") to the Event Trust Fund, if established?  
**Yes** ☒ **No** ☐

**SECTION 2: LOCAL ORGANIZING COMMITTEE**

- Has the municipality or county authorized a nonprofit Local Organizing Committee (LOC) to enter into an agreement with the Site Selection Organization to host the event on behalf of the municipality or county?  
**Yes** ☒ **No** ☐

2. If Question 1 is selected as “No,” the municipality or county must directly enter into the Event Support Contract with the Site Selection Organization.

If “Yes,” provide the following information for the LOC:

Complete Business Name of LOC:	Stadium Events Organizing Committee
LOC Contact Name:	Rick Baker / David Staas
LOC Contact Title:	President / Legal Counsel
Contact Email:	rick@stadiumeoc.com, rick@cottonbowl.com / dstaas@winstead.com
Contact Phone Number:	817-892-4800 / 713-650-2662

Is the LOC designated in the official request letter submitted with the application?      Yes ☒      No ☐

### SECTION 3: SITE SELECTION ORGANIZATION

Full Name of Site Selection Organization:	The Big 12 Conference
Site Selection Contact Name:	Bob Bowlsby
Site Selection Contact Title:	Commissioner
Site Selection Contact Email:	bbowlsby@big12sports.com
Contact Phone Number:	469-524-1013

\*EDT reserves the right to contact the Site Selection Organization or any other organization directly related to this event.

### SECTION 4: FUND REQUEST AMOUNT

Total Fund Amount Requested:	\$1,066,315
State Share:	\$919,237
Local Share:	\$147,078

\*In accordance with statute, the State Share must be no more than 6.25 times the Local Share. To calculate the Local Share, divide the State Share by 6.25. Total Fund = State Share + Local Share.

#### For MERP Applications only:

Estimated Direct Impact Total:	\$12,751,602
Estimated Secondary Impact Total:	\$9,194,457

\*Direct Impact + Secondary Impact = Total Fund. Calculate the Total Fund, and then determine the Local Share and State Share.

## SECTION 5: EVENT INFORMATION

Official Event Name:	2020 Big 12 Football Conference Championship Game
Event Fund/Program being applied for: (ETF, MERP, MSRTF)	MERP
Venue(s) of Event:	AT&T Stadium
Event Website:	<a href="https://big12sports.com/tournaments/?id=933">https://big12sports.com/tournaments/?id=933</a>
Date(s) of the Primary Event:	December 19, 2020
Day set-up/load-in for the event will begin:	December 16, 2020
Day take-down/load-out of the event will end:	December 20, 2020
Location of Event for the previous 5 years: (List most recent year first)	<ol style="list-style-type: none"> <li>1. AT&amp;T Stadium (2019)</li> <li>2. AT&amp;T Stadium (2018)</li> <li>3. AT&amp;T Stadium (2017)</li> <li>4. 2016 - None</li> <li>5. 2015 - None</li> </ol>
Source of information for previous Events:	Big 12 Conference
Other locations outside of Texas considered to host the event:	Kansas City, St. Louis
Was the site selected as a part of a multi-year agreement? If yes, what years (past and future)?	Yes (2017 - 2021)
Will there be a fee charged by the Site Selection Organization, which must be paid as a condition to holding the event, including host fees, sanction fees, participation fees, or bid fees for the event?*	Yes
If yes, what is the <b>total</b> amount of the above referenced fee(s)?*	\$1,000,000
Additional information:	See attached event support contract

\*Reimbursement will not be made for such a fee in excess of the amount listed. See TAC Rule § 184.45(18).

## SECTION 6: ECONOMIC IMPACT INFORMATION

Please provide the following information. The information provided should align with the information provided in the Economic Impact Statement.

**Estimated Attendance Chart:** Complete the chart in the supplemental excel document and include with the submission of the application. Instructions for completing the chart and an example are in the worksheet.

**Estimated Attendance Data:** The information provided below should align with the information provided in the Estimated Attendance Chart.

Desired Market Area (area that will be affected by the economic impact of the event. This is usually the county in which the event is held and may sometimes include adjacent counties):	Dallas-Fort Worth-Arlington Metropolitan Statistical Area
Primary event day(s) on which attendance counts will be collected and used for reporting attendance after the event:	December 19, 2020
Anticipated Daily Average Attendance at Primary Event (average of the total estimated attendance from the day(s) listed above):	22,245
Total Anticipated Out-of-State Attendance at Primary Event:	6,550
Anticipated percentage of all attendees that will be from Out-of-State:	29.4%
Anticipated percentage of total attendance from Texas, but who are visiting from outside of the market area:	31.8%

**Spending Rates and Percentages:** Provide the estimated daily average spending in the following categories for all attendees below. Include only taxable expense(s) (e.g. most food purchased at a grocery store is not taxed and would not be included, but food purchased at a restaurant is taxed and may be included.)

Spending Rate for Food & Non-Alcoholic Beverages:	\$101.05
Spending Rate for Shopping & Entertainment:	\$132.77
Spending Rate for Alcoholic Beverages:	\$29.28
What percentage of all attendees will consume alcoholic beverages?	98.4%
Spending Rate for Hotel:	\$162 / night
What percentage of all attendees will stay in hotels?	92.9%
On average, how many people per hotel room?	2.24
Spending Rate for Car Rental:	\$23.33
What percentage of all attendees will rent cars?	16.7%
On average, how many people per rental car?	2.24

## SECTION 7: ATTENDANCE REQUIREMENT

In accordance with TAC Rule § 184.13(d), 184.23(d) and 184.30, no later than 45 days after the event, the total actual attendance and the estimated number of attendees that are not residents of Texas at the event must be provided to EDT. Supporting documentation must be submitted for verification. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention registration check-in count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). Other methods may be approved by the OOG in its sole discretion prior to the first day of the event.

Please explain which of these methods or another method, subject to approval, that will be used:	Ticket sales county and/or ticket scan count
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## SECTION 8: CHECKLIST

***EDT must receive the following documents (except the Event Support Contract and Human Trafficking Prevention Plan) by the application deadline before it can issue an estimate of incremental taxes.***

EDT is statutorily required to make a determination within 30 days after receiving a complete application. If an application is incomplete, it will not be processed until all required information is submitted. Early submission is encouraged.

- ☐ **Events Trust Fund Application** completed and signed by someone the applying entity has determined is eligible to bind the applying entity.
- ☐ **Estimated Attendance Chart** completed with information that aligns with the Economic Impact Study. Submitted in pdf format.
- ☐ **Endorsement Documentation** from the endorsing municipality or endorsing county requesting participation in the trust fund program and signed by a person authorized to bind the municipality or county. The documentation should clearly indicate the municipality or county's endorsement of the event and the name of the LOC, if applicable. The information in the document should coincide with the Selection Letter.
- ☐ **Selection Letter** A signed letter from the Site Selection Organization selecting the site in Texas that clearly indicates and describes a highly competitive selection process by which site selection occurred, and that the selection was based on an application by the endorsing municipality, county or LOC. This selection letter must clearly indicate the selected LOC, the selected municipality or county, and the event date. The event date indicated in the letter must match the requested event date.
- ☐ **Economic Impact Study** or other data sufficient for EDT to make the determination of the estimated incremental increase in tax revenue directly attributable to the preparation or presentation of the event, including data for any related activities. The Study should contain detailed information on the direct expenditures for the event in the requested market area relating to the economic activity of attendees and other persons associated with the event. The study may also include information on event expenditures, if available. For MERP's only, secondary impacts must be included, and stated separately from the direct impact in order for these impacts to be considered in development of the EDT estimate.
- ☐ **Affidavit for Economic Impact** signed by the person(s) who prepared the Study for the application.
- ☐ **Affidavit of Endorsing Entity** signed by each endorsing municipality, county and/or LOC.

- ☐ **Human Trafficking Prevention Plan (MERP Only)** No later than the 30th day before the first day of the event, the Site Selection Organization must submit a plan to the trafficking of persons in connection with the event to the office of the attorney general and the chief of the Texas Division of Emergency Management. Plans shall be submitted to the following contacts:

Captain James T. (Tim) Ferguson – Office of the Attorney General [james.ferguson@oag.texas.gov](mailto:james.ferguson@oag.texas.gov)

Suzannah Jones – Texas Division of Emergency Management [suzannah.jones@dps.texas.gov](mailto:suzannah.jones@dps.texas.gov)

- ☐ **Event Support Contract** is a contract by and between a Site Selection Organization and a local organizing committee, an endorsing municipality, or an endorsing county setting out the representations and assurances of the parties with respect to the selection of a site in this state for the location of an event, and the requirements and costs necessary for the preparation or presentation of an event. Due before the first day of the event, early submission will provide EDT with the opportunity to review the contract and address any issues prior to the event.

**Note: Disclosure of Information under the Public Information Act.** All documents submitted to the Office of the Governor (OOG) may be subject to disclosure under the Texas Public Information Act, Chapter 552 of the Texas Government Code ("the Act"), including, but not limited to, the application, event support contract, economic impact analysis, and all disbursement documentation submitted after the event, whether created or produced by the applicant or by any third-party. If it is necessary to include proprietary or otherwise confidential information in the documents submitted, that particular information should be clearly identified as such. **Merely making a blanket claim that the all documents are protected from disclosure because they may contain some proprietary or confidential information is not acceptable, and will not render the information confidential.** Any information that is not clearly identified as proprietary or confidential will be released in accordance with the Act.

I, the authorized representative of the applicant, certify that the representations made, the facts stated in this application and all supplemental documents are true and correct, and that no relevant facts have been intentionally omitted, as evidenced by my signature below. I hereby agree, on behalf of the applicant, to comply with the reporting requirements and will provide other documentation as requested.



Signature

Rick Baker

Name (Printed)

President

Title

November 12, 2020

Date



November 5, 2020

Office of the Governor  
Economic Development & Tourism  
P.O. Box 12428  
Austin, Texas 78711

Re: 2020 Big 12 Football Conference Championship Game

Dear Governor's Office:

We are delighted to confirm that after a highly competitive selection process (including sites not located in Texas), the City of Arlington, Texas, has been selected as the sole site to host the 2020 Big 12 Conference Football Championship Game and related activities (the "Championship"). Stadium Events Organizing Committee (the "LOC") is the authorized local organizing committee for the Championship.

The game has been played since the Conference's formation in 1996. Previously, the event has been held at various sites outside the State of Texas, including St. Louis and Kansas City.

The Big 12 submitted a Request for Proposals (dated August 29, 2016) to the LOC with respect to the proposed football championship games, and the LOC (among others) submitted an application in response to that RFP. After receiving RFP responses and following a highly competitive selection process, including sites outside Texas, the Big 12 selected the location for the Championship. We entered into a local organizing committee agreement with the LOC in 2016, which was joined by the City of Arlington and the City of Dallas.

During the event period of December 16-19, 2020, the participating teams will arrive and practice on December 18 and the championship football game will occur on December 19 at AT&T Stadium between the football teams of two Big 12 member institutions, selected in accordance with the Big 12's policies for the sport of football.

We are very excited about the current Big 12 Conference football season and look forward to working with Stadium Events Organizing Committee and the City of Arlington in hosting the Championship and our teams, students and supporters.

Sincerely,



Robert A. Bowlsby, II  
Commissioner

**BIG 12 CONFERENCE**

400 East John Carpenter Fwy \ Irving, TX 75062

☐ T 469-524-1000

☐ F 469-524-1044

BIG12SPORTS.COM



November 11, 2020

Office of the Governor  
Economic Development & Tourism  
P.O. Box 12428  
Austin, Texas 78711

Re: Request to Initiate Major Events Reimbursement Program for the 2020 Big 12 Football Conference Championship Game

Dear Governor's Office:

After a highly competitive selection process (including one or more sites not located in Texas), Arlington, Texas was selected as the sole site for the 2020 Big 12 Football Conference Championship Game (along with related events and activities, collectively, the "Championship"). AT&T Stadium in Arlington, Texas will be the location of various components of the Championship (scheduled to occur December 16 – 19, 2020), including the primary event on December 19, 2020.

The City of Arlington requests your office review the application that Stadium Events Organizing Committee submits for funding under the Major Events Reimbursement Program ("MERP") pursuant to Tex. Rev. Civ. Stat. art. 5190.14, Sec. 5A (the "Act"). This is our formal request to your office for participation in the MERP. We have reviewed the event and found it meets all eligibility requirements as listed in the Act. We request your office provide an estimate of the economic gain to the state and the City of Arlington under the MERP as a result of hosting the Championship and also request you undertake the responsibilities and duties of the Governor's Office set forth in the Act with respect to the MERP. The City has previously authorized Stadium Events Organizing Committee to enter into an agreement with the site selection organization to host the Championship on behalf of the municipality for purposes of the MERP.

I am the designated contact at the City of Arlington for purposes of the MERP. Stadium Events Organizing Committee is the authorized local organizing committee for the Championship and will be contributing local funding for the MERP as the City of Arlington's designee. The designated contacts for the local organizing committee are Rick Baker ([rick@stadiumeoc.com](mailto:rick@stadiumeoc.com); copy to [rick@cottonbowl.com](mailto:rick@cottonbowl.com)) and David Staas ([dstaas@winstead.com](mailto:dstaas@winstead.com)).

Office of the Governor  
Economic Development & Tourism  
November 11, 2020  
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We look forward to the excitement the Championship will bring to Arlington, and the opportunity to showcase our city.

Very truly yours,

  
James F. Parajon  
Deputy City Manager

Joined by:

STADIUM EVENTS ORGANIZING COMMITTEE

By:   
Rick Baker, President



OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

## AFFIDAVIT of Endorsing Entity

**Affidavit to be completed, including signed and notarized, by any and all Municipalities, Counties, and/or LOCs endorsing an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.**

I, James F. Parajon, an authorized representative of the City of Arlington, a ~~{Local Organizing Committee (nonprofit corporation), endorsing municipality or endorsing county}~~ (circle one) ("Requestor") that is receiving funding through the Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund ("the Act"), hereby swear and affirm that, to the best of my knowledge, the Requestor has designed and implemented internal controls, processes and procedures to help the Requestor ensure that the Requestor and its use of these funds complies with all applicable laws, rules, and written guidance from the Economic Development and Tourism Office. I further swear and affirm that I, or my duly authorized employee, representative, or agent, have reviewed the information, and that all of the statements made and information provided therein, including statements made and information provided in any attachments are true, complete, and correct to the best of my knowledge. All other information submitted as part of this request for participation is being represented by me as true and correct, and I am unaware of any information contained therein that is false, misleading, or fraudulent. Information provided includes but is not limited to:

- (1) A letter from the municipality or county requesting participation in the Events Trust Fund program and signed by a person authorized to bind the municipality or county;
- (2) A letter from the site selection organization on organization letterhead selecting the site in Texas;
- (3) An economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities;
- (4) An application for an Events Trust Fund program and any attachments; and
- (5) An Event Support Contract

I understand that I am receiving funding under the Act for the purposes of facilitating this event: the 2020 Big 12 Football Conference Championship Game on these dates: December 16 - 19, 2020. I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.

I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.

I understand that the offense of perjury, under Section 37.02, Texas Penal Code, is committed when a person, with





OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

intent to deceive and with knowledge of the statement's meaning, makes a false statement under oath or swears to the truth of a false statement previously made and the statement is required or authorized by law to be made under oath.

I understand my obligation to provide information about event expectations, performance, and expenses that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348. I hereby swear and affirm that I have read the entire affidavit, and I understand its contents.

Affiant Signature 

James F. Parajon

Printed Name

Deputy City Manager, City of Arlington

Title and Name of Organization

11/10/20

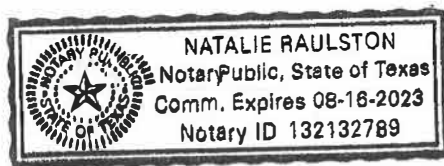
Date

The State of Texas

County of Tarrant

Before me, a Notary Public, on this day personally appeared James F. Parajon, known to me to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he/she executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 10<sup>th</sup> day of November, 20 20



(PERSONALIZED SEAL)

Natalie Raulston

Notary Public, State of Texas

Natalie Raulston

(Print name of Notary Public here)

My commission expires the 16 day of August, 20 23





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GOVERNOR

## AFFIDAVIT of Endorsing Entity

**Affidavit to be completed, including signed and notarized, by any and all Municipalities, Counties, and/or LOCs endorsing an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.**

I, Rick Baker, an authorized representative of Stadium Events Organizing Committee, a [Local Organizing Committee (nonprofit corporation), ~~endorsing municipality or endorsing county~~] (circle one) ("Requestor") that is receiving funding through the Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund ("the Act"), hereby swear and affirm that, to the best of my knowledge, the Requestor has designed and implemented internal controls, processes and procedures to help the Requestor ensure that the Requestor and its use of these funds complies with all applicable laws, rules, and written guidance from the Economic Development and Tourism Office. I further swear and affirm that I, or my duly authorized employee, representative, or agent, have reviewed the information, and that all of the statements made and information provided therein, including statements made and information provided in any attachments are true, complete, and correct to the best of my knowledge. All other information submitted as part of this request for participation is being represented by me as true and correct, and I am unaware of any information contained therein that is false, misleading, or fraudulent. Information provided includes but is not limited to:

- (1) A letter from the municipality or county requesting participation in the Events Trust Fund program and signed by a person authorized to bind the municipality or county;
- (2) A letter from the site selection organization on organization letterhead selecting the site in Texas;
- (3) An economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities;
- (4) An application for an Events Trust Fund program and any attachments; and
- (5) An Event Support Contract

I understand that I am receiving funding under the Act for the purposes of facilitating this event: the 2020 Big 12 Football Conference Championship Game on these dates: December 16 - 19, 2020. I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.

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GOVERNOR

I understand that the offense of perjury, under Section 37.02, Texas Penal Code, is committed when a person, with intent to deceive and with knowledge of the statement's meaning, makes a false statement under oath or swears to the truth of a false statement previously made and the statement is required or authorized by law to be made under oath.

I understand my obligation to provide information about event expectations, performance, and expenses that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348. I hereby swear and affirm that I have read the entire affidavit, and I understand its contents.

*Rick Baker*

Affiant Signature

Rick Baker

Printed Name

President, Stadium Events Organizing Committee

Title and Name of Organization

*11-10-20*

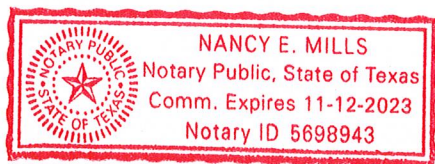
Date

The State of Texas

County of Tarrant

Before me, a Notary Public, on this day personally appeared Rick Baker, known to me to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he/she executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 10<sup>th</sup> day of November, 2020



(PERSONALIZED SEAL)

*Nancy E. Mills*

Notary Public, State of Texas

*Nancy E. Mills*

(Print name of Notary Public here)

My commission expires the

**TEXAS** WIDE OPEN **IN BUSINESS**

12 day of November 2023



OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

## **AFFIDAVIT**

### **for Economic Impact Documentation**

**Affidavit to be completed, including signed and notarized, by any and all party(ies) providing economic data to support an application for an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.**

I, Chris W. Johnson, am providing information to be used by a City, County or Local Organizing Committee for the purpose of receiving funding through the Event Trust Fund, Major Events Reimbursement Program, or Motor Sports Racing Trust Fund ("the Act"), and hereby swear and affirm that, to the best of my knowledge, any data provided is true and accurate, and any projections made are based on reasonable assumptions documented in the information provided. I further swear and affirm that I have reviewed the information being submitted, and that all of the statements made and information provided herein, including statements made and information provided in any attachments are true, complete, and correct, to the best of my knowledge. Information provided includes but is not limited to an economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities.

I understand that the City, County or Local Organizing Committee is receiving funding under the Act for the purposes of facilitating this event: 2020 Big 12 Football Conference Championship Game on these dates: December 19, 2020 and that the information will be provided by the City, County or Local Organizing Committee as a government document.

I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.

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ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

Affiant Signature

Chris W Johnson

Printed Name

Principal, Economic Analytics Consulting, LLC

Title and Name of Organization

11/9/2020

Date

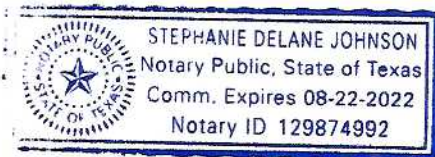
The State of Texas

County of Ft. Bend

Before me, a Notary Public, on this day personally appeared Chris Johnson, known to me to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he/she executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 9<sup>th</sup> day of November, 20 20

Notary Public, State of Texas



(PERSONALIZED SEAL)

Stephanie D Johnson

(Print name of Notary Public here)

My commission expires the 22<sup>nd</sup> day of August, 20 22

TEXAS WIDE OPEN  
BUSINESS



OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

## **AFFIDAVIT**

### **for Economic Impact Documentation**

**Affidavit to be completed, including signed and notarized, by any and all party(ies) providing economic data to support an application for an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.**

I, James D. Woods, Ph.D., am providing information to be used by a City, County or Local Organizing Committee for the purpose of receiving funding through the Event Trust Fund, Major Events Reimbursement Program, or Motor Sports Racing Trust Fund ("the Act"), and hereby swear and affirm that, to the best of my knowledge, any data provided is true and accurate, and any projections made are based on reasonable assumptions documented in the information provided. I further swear and affirm that I have reviewed the information being submitted, and that all of the statements made and information provided herein, including statements made and information provided in any attachments are true, complete, and correct, to the best of my knowledge. Information provided includes but is not limited to an economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities.

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I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.

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OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT  
GOVERNOR

Affiant Signature

James D. Woods

Printed Name

Principal, Economic Analytiks Consulting, LLC

Title and Name of Organization

11/9/2020

Date

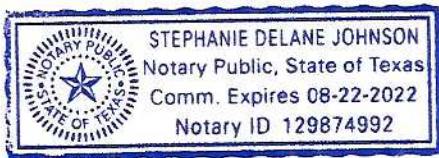
The State of Texas

County of Ft. Bend

Before me, a Notary Public, on this day personally appeared James D. Woods, known to me to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he/she executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 9<sup>th</sup> day of November, 20 20

Notary Public, State of Texas



(PERSONALIZED SEAL)

Stephanie D. Johnson

(Print name of Notary Public here)

My commission expires the 22<sup>nd</sup> day of August, 20 22

TEXAS WIDE OPEN  
BUSINESS

# APPENDIX B



GOVERNOR GREG ABBOTT  
**ECONOMIC DEVELOPMENT & TOURISM**

December 11, 2020

Mr. Rick Baker  
President  
Stadium Events Organizing Committee  
One AT&T Way  
Arlington, Texas 76011

Dear Mr. Baker:

Thank you for your interest in the establishment of a Major Event Reimbursement Program. The Office of the Governor has completed its review of the application and economic information submitted by the Stadium Events Organizing Committee for the establishment of a Major Events Reimbursement Program under Section 5A relating to the 2020 Big 12 Football Conference Championship Game (the "event"). Based on the representations and the information submitted and certified in the application, the event meets the eligibility requirements set by the Texas Legislature in article 5190.14 of the Texas Revised Civil Statutes. Establishment of a Major Events Reimbursement Program is therefore required by law, and upon receipt of the local share, a fund will be established as follows:

Event:	2020 Big 12 Football Conference Championship Game
Project Code:	211015
Location:	Arlington, TX
Market Area:	Tarrant County
Venue:	AT&T Stadium
Date(s):	December 16-19, 2020

The estimated incremental increase in tax revenue to the State of Texas is \$919,237 or 6.25 times the amount of local revenue retained or remitted to the Texas Comptroller of Public Accounts as local funds from eligible endorsing municipalities.

Local funds required:	\$147,078
Total contribution to the Event Trust Fund established for this event:	\$1,066,315

Attendance metric used to estimate the incremental increase in tax revenue: 23,005 total attendance of all attendees (December 19, 2020)

Page Two  
Mr. Baker  
December 11, 2020

Following the event, you will need to complete and submit the Attendance Certification Form, which is enclosed for your convenience. The Attendance Certification Form and supporting documentation must be submitted no later than 45 calendar days after the conclusion of the event.

The local funds must be submitted no later than 90 calendar days after the conclusion of the event. If the funds for the local share amount are not submitted by the 90-day deadline, the Event Trust Fund will not be available for disbursement.


To initiate a disbursement from a Major Events Reimbursement Program, a Disbursement Request Form, Disbursement Request Worksheet and all supporting documentation must be submitted no later than 180 calendar days after the conclusion of the event. The establishment of a Major Events Reimbursement Program does not entitle or guarantee that disbursements from the fund will be available for the reimbursement of any particular expenditure relating to the event. All disbursements will be subject to the requirements of article 5190.14 of the Texas Revised Civil Statutes, the Event Fund Program Administrative Rules under Title 10, Chapter 184 of the Texas Administrative Code, and the policies and guidelines of the Office of Economic Development & Tourism within the Office of the Governor, including timely submittal of the Event Support Contract, Attendance Certification Form, local funds, Disbursement Request Form, and other documentation as required.

This letter addresses only the establishment of a Major Events Reimbursement Program under article 5190.14 of the Texas Revised Civil Statutes and does not constitute approval of the event for any other purpose or supersede any applicable laws, including executive orders.

If you have any questions or need further assistance, please contact Lauren Rodriguez at [lauren.rodriguez@gov.texas.gov](mailto:lauren.rodriguez@gov.texas.gov) or (512) 936-0213. If you'd like to reach another member of the program staff, they can be reached at [eventsfund@gov.texas.gov](mailto:eventsfund@gov.texas.gov) or (512) 936-0100.

Thank you for all that your organization does to support the Texas economy.

Sincerely,



Adriana Cruz  
Executive Director  
Economic Development & Tourism

AC: lr

# APPENDIX C



GOVERNOR GREG ABBOTT  
ECONOMIC DEVELOPMENT & TOURISM

**ATTENDANCE CERTIFICATION**

**(Must be submitted no later than 45 days after conclusion of the event)**

Submit this completed form and all supporting documentation to [eventsfund@gov.texas.gov](mailto:eventsfund@gov.texas.gov).  
An Attendance Certification submitted without supporting documentation may be rejected, and the event  
ineligible for disbursement.

**Event Name: 2020 Big 12 Football Conference Championship Game - #211015**

**Event Date(s): December 16-19, 2020**

**Event Location: Arlington, TX**

**Applicant: Stadium Events Organizing Committee**

Event application submittal date:	November 12, 2020
Economic Development and Tourism (EDT) event application approval date:	December 11, 2020
<b>Attendance Certification due date:</b>	<b>February 2, 2021</b>
The attendance metric* identified by EDT to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact:	23,005 total attendance of all attendees (December 19, 2020)
Estimated percentage of attendees NOT residents of Texas for the PRIMARY EVENT:	30%

\*If Applicant has questions or concerns regarding how this metric was developed, please contact EDT within 10 days of receiving the fund approval letter.

**To be completed by the Applicant:**

The TOTAL attendance at each PRIMARY EVENT DAY:

December 19th                      21,164

The estimated total attendees not residents of Texas for the primary event (all days) was: 14,592

The estimated percentage of attendees not residents of Texas for the primary event (all days) was: 68.9%

The following attendance methodologies will be accepted: ticket sales count, turnstile count, ticket scan count, convention registration check-in count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). If you are submitting another method, it should have previously been approved by EDT.

**What is the source and methodology used to obtain attendance totals?**

Attached Attendance Analysis report, based upon ticket sales information and credential registration information

- I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.
- I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.
- I understand my obligation to provide information about event expectations and performance that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348.

Authorized Official (must be signed by event application signatory or successor):



Signature

Rick Baker

Printed Name

President, Stadium Events Organizing Committee

Title and Name of Organization



Date