



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

Major Events Reimbursement Program

Report on the 2019 Big 12 Football Conference Championship Game

Date of Event: December 7, 2019

BACKGROUND

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 2019 Big 12 Football Conference Championship Game.

SUMMARY OF EVENT

The 2019 Big 12 Football Conference Championship Game (the "event") was held December 7, 2019 at AT&T Stadium in Arlington. 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.

According to the attendance report provided to the OOG by Stadium Events Organizing Committee, the Applicant for the event, the total attendance was 66,800 fans. Stadium Events Organizing Committee further estimated that 41 percent of the total attendees, or 27,265, were from out-of-state. This OOG report makes no assumptions about the accuracy of this reported estimate.

METHODOLOGY

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 2018 (the year prior to the event being held), or different events held in the market area during December 2019 (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 2019 Big 12 Football Conference Championship Game utilizing existing resources.

APPLICABLE STATE TAXES

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

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 \$2,539,687. Based on this amount, the Applicant was required to submit a local share of \$406,350 according to the state-to-local share ratio of 6.25:1, resulting in a total trust fund of \$2,946,037 (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	\$ 2,731,200	\$ 163,872
Eating & Drinking Establishments	\$ 7,095,834	\$ 443,490
Alcoholic Beverages (Mixed & Title 5 ABC)	\$ 4,090,540	\$ 280,611
Event Expenses	\$ 0	\$ 0
Auto Rental	\$ 1,971,529	\$ 197,153
Shopping & Entertainment (Aggregated)	\$ 9,224,584	\$ 576,537
TOTAL	\$ 25,113,687	\$ 1,661,663
*NOTE: There was an estimated \$1,056,335 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 2020 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.

Sales Tax			
	2019 Q1	2020 Q1	Difference
Tarrant County	\$466,394,567	\$446,300,514	-\$20,094,053
Hotel Occupancy			
	January 2019	January 2020	Difference
Tarrant County	\$4,272,226	\$4,290,705	\$18,479
Car Rental			
	January 2019	January 2020	Difference
State of Texas	\$18,152,007	21,088,870	\$2,936,863
Mixed Beverage - 1. Gross Receipts			
	January 2019	January 2020	Difference
Tarrant County	\$4,541,257	\$4,677,113	\$135,856
Mixed Beverage – 2.) Mixed Beverage Sales Tax			
	January 2019	January 2020	Difference
Tarrant County	\$4,423,765	\$4,643,197	\$219,432
Title 5 ABC			
	January 2019	January 2020	Difference
State of Texas	\$22,222,414	\$23,884,851	\$1,662,437

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): 10/16/2019
 - Deadline: 11/15/2019, or no later than 45 days prior to the event
- Event Support Contract Received: 10/16/2019
 - Deadline: 12/6/2019, or prior to the event

- Attendance Certification Received: 1/14/2020
 - Deadline: 1/21/2020, or no later than 45 days after the event
- Local Share Received: 12/17/2019
 - Deadline: 3/6/2020, or no later than 90 days after the event
- Disbursement Request Received: 4/28/2020
 - Deadline: 6/4/2020, or no later than 180 days after the event

CONCLUSION

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: 2019 Big 12 Football Conference Championship Game

DATE(S) OF EVENT: December 2 - 8, 2019

EVENT LOCATION (CITY): Arlington / Dallas

DATE APPLICATION SUBMITTED: October 16, 2019

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. 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.

SECTION 1: ENDORSING MUNICIPALITY OR COUNTY

Name of Endorsing Municipality or County:	City of Arlington and City of Dallas
Municipality or County Contact Name:	James F. Parajon (Arlington) / Joey Zapata (Dallas)
Contact Title:	Deputy City Manager / Assistant City Manager
Contact Email:	jim.parajon@arlingtontx.gov / joey.zapata@dallascityhall.com
Contact Phone Number:	817-459-6100 / 214-670-1204

- 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 an Event Hosting Agreement 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 / 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:	\$2,946,037
State Share:	\$2,539,687
Local Share:	\$406,350

*In accordance with statute, the State Share must be no more than 6.25x 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:	\$29,870,024
Estimated Secondary Impact Total:	\$21,881,180

*Direct Impact + Secondary Impact = State Share.

SECTION 5: EVENT INFORMATION

Official Event Name:	2019 Big 12 Football Conference Championship Game
Event Fund/Program being applied for: (ETF, MERP, MSRTF)	MERP
Venue(s) of Event:	AT&T Stadium, Texas Live!, Live by Loews, Omni Las Colinas, Omni Fort Worth, and others
Event Website:	https://big12sports.com/tournaments/?id=762
Date(s) of the Primary Event:	December 7, 2019
Day set-up/load-in for the event will begin:	December 2, 2019
Day strike/load-out of the event will end:	December 8, 2019
Location of Event for the Previous 5 Years: (List most recent year first)	<ol style="list-style-type: none"> 1. AT&T Stadium (2018) 2. AT&T Stadium (2017) 3. 2016 - None 4. 2015 - None 5. 2014 - None
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)
Anticipated Total Attendance at Primary Event:	75,000
Anticipated Out of State Attendance at Primary Event:	16,110
Desired Market Area (Area that is affected by the economic impact of the event):	Dallas-Fort Worth-Arlington Metropolitan Statistical Area
Will there be a host fee, sanction fee, participation fee, bid fee or other similar expense for the event?	Yes
If yes, what is the total amount of the above referenced fee(s)?*	\$1,000,000
Additional Information:	See enclosed application documents

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

SECTION 6: 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 count, ticket scan count, and/or attendee survey
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SECTION 7: CHECKLIST

EDT must receive the following documents (except the Event Support Contract) 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.
- ☐ **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.
- ☐ **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

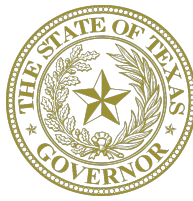
Name (Printed)

President

Title



Date



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

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: 2019 Big 12 Football Conference Championship Game on these dates: December 2-8, 2019 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.

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.

Chris W. Johnson

Affiant Signature

Chris W. Johnson

Printed Name

Principal, Economic Analytics Consulting, LLC

Title and Name of Organization

10/9/19

Date

The State of Texas

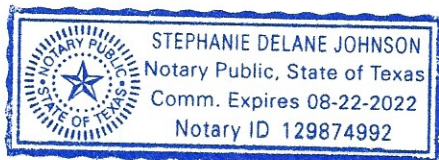
County of Ft. Bend

Before me, a Notary Public, on this day personally appeared Chris W. 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 9th day of October, 20 19

Stephanie Delane Johnson

Notary Public, State of Texas



(PERSONALIZED SEAL)

Stephanie Delane Johnson

(Print name of Notary Public here)

My commission expires the 22nd day of August, 20 20



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

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.

I understand that the City, County or Local Organizing Committee is receiving funding under the Act for the purposes of facilitating this event: 2019 Big 12 Football Conference Championship Game on these dates: December 2-8, 2019 and that the information will be provided by the City, County or Local Organizing Committee as a government document.

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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.

[Signature]

Affiant Signature

Principal, Economic Analytics Consulting, LLC

Title and Name of Organization

James D. Woods, Ph.D.

Printed Name

10/9/19

Date

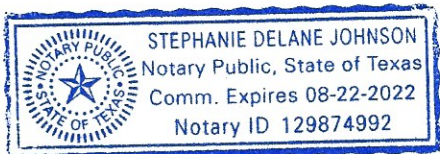
The State of Texas

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 9th day of October, 20 19

[Signature]
Notary Public, State of Texas



(PERSONALIZED SEAL)

Stephanie Delane Johnson
(Print name of Notary Public here)

My commission expires the 22nd day of August, 20 22



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

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 2019 Big 12 Football Conference Championship Game on these dates: December 2 - 8, 2019. 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 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

10-14-19

Date

The State of Texas

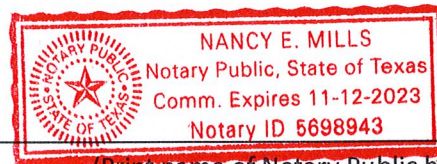
County of Tarrant

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 14th day of October, 20 19

Nancy E. Mills
Notary Public, State of Texas

(PERSONALIZED SEAL)



(Print name of Notary Public here)

My commission expires the _____ day of _____, 20 _____



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

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 2019 Big 12 Football Conference Championship Game on these dates: December 2 - 8, 2019. 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.

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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.

[Signature]
Affiant Signature

City Manager
City of Arlington, TX
Title and Name of Organization

James F. Parajon
Printed Name

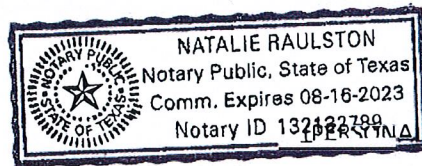
10-11-19
Date

The State of Texas

County of Tarrant

Before me, a Notary Public, on this day personally appeared James 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 11 day of October, 20 19



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



GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM

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, T.C. Broadnax, an authorized representative of the City of Dallas, 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;
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- (5) An Event Support Contract

I understand that I am receiving funding under the Act for the purposes of facilitating this event: the 2019 Big 12 Football Conference Championship Game on these dates: December 2 - 8, 2019. 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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Affiant Signature

City manager, City of Dallas
Title and Name of Organization

PF

T.C. Broadnax
Printed Name

Date

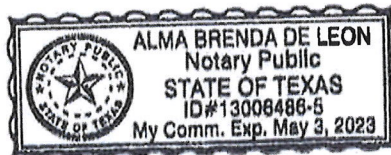
10/14/19

The State of Texas

County of Dallas

Before me, a Notary Public, on this day personally appeared T.C. Broadnax, 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 14 day of October, 20 19



(PERSONALIZED SEAL)

Alma Brenda de Leon

Notary Public, State of Texas

Alma Brenda DeLeon

(Print name of Notary Public here)

My commission expires the 3 day of May, 20 23



City Manager's Office

October 11, 2019

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

Re: Request to Initiate Major Events Reimbursement Program for the 2019 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 and Dallas, Texas were selected as the sole sites for the 2019 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 2 – 8, 2019), including the primary event on December 7, 2019.

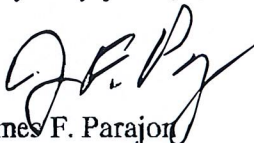
The City of Arlington requests your office review the application that Stadium Events Organizing Committee submits for funding under the Major Events Reimbursement Program ("MERP") pursuant to Tex. Rev. Civ. Stat. art. 5190.14, Sec. 5A to be codified into Texas Government Code Chapter 478 (the "Act"). 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) and David Staas (dstaas@winstead.com).

Office of the Governor
Economic Development & Tourism
October 11, 2019
Page 2

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



City of Dallas

October 10, 2019

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

Re: Request to Initiate Major Events Reimbursement Program for the 2019 Big 12 Football Conference Championship Game

Dear Governor's Office:

The City of Dallas confirms its endorsement of the 2019 Big 12 Football Conference Championship Game (along with related events and activities, collectively, the "Championship") and 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, to be codified into Texas Government Code Chapter 478 (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 Dallas 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 Big 12 Conference, Inc. selected the City of Dallas as a site to host official events and activities comprising the Championship after a highly competitive process considering various sites and venues across the country. The event is scheduled to take place December 2 – 8, 2019 at the various venues, with the primary event being held on December 7, 2019. 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.

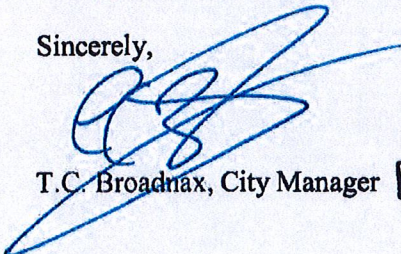
Joey Zapata (joey.zapata@dallascityhall.com) is the designated contact with the City of Dallas, and Rick Baker (rick@stadiumcocc.com) and David Staas (dstaas@winstead.com) are the designated contacts for Stadium Events Organizing Committee, the authorized local organizing committee which will be contributing local funding to the MERP as the City of Dallas's designee.

Office of the Governor
Economic Development & Tourism
October 9, 2019
Page 2




We appreciate your efforts to make this event a success.

Sincerely,


T.C. Broadnax, City Manager PF

Joined by:

STADIUM EVENTS ORGANIZING COMMITTEE

By: 
Rick Baker, President



October 9, 2019

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

Re: 2019 Big 12 Football Conference Championship Game

To Whom It May Concern:

We are delighted to confirm that after a highly competitive selection process (including sites not located in Texas), the City of Arlington, Texas, together with the City of Dallas, Texas, have been selected as the sole site to host the 2019 Big 12 Football Conference 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 of the State of Texas, including St. Louis and Kansas City.

The Big 12 submitted a Request for Proposal (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 period December 2 – 8, 2019, the Championship will be held, climaxing with a football championship game on December 7 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 cities of Arlington and Dallas in hosting the Championship and our teams, students and supporters.

Sincerely,

A handwritten signature in blue ink, reading "Robert A. Bowlsby, II".

Robert A. Bowlsby, II
Commissioner

BIG 12 CONFERENCE

APPENDIX B



**GOVERNOR GREG ABBOTT
ECONOMIC DEVELOPMENT & TOURISM**

November 15, 2019

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

Dear Mr. Baker:

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 an Event Trust Fund under Section 5A relating to the 2019 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 an Event Trust Fund is therefore required by law, and upon receipt of the local share, a fund will be established as follows:

Event:	2019 Big 12 Football Conference Championship Game
Project Code:	201015
Location:	Arlington, TX
Market Area:	Tarrant County
Venue:	AT&T Stadium
Date(s):	December 7, 2019

The estimated incremental increase in tax revenue to the State of Texas is \$2,539,687 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:	\$406,350
Total contribution to the Event Trust Fund established for this event:	\$2,946,037

Attendance metric used to estimate the incremental increase in tax revenue: 75,000 total attendance at event (December 7, 2019)

Page Two
Mr. Baker
November 15, 2019

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 an Event Trust Fund, 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 an Event Trust Fund 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.

If you have further questions, please contact Governor Abbott's Office of Economic Development & Tourism at eventsfund@gov.texas.gov or (512) 936-0100.

Sincerely,



Mary York
Deputy Director
Economic Development & Tourism

MY: 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.
An Attendance Certification submitted without supporting documentation may be rejected, and the event ineligible for disbursement.

Event Name: Big 12 Football Conference Championship Game

Event Date(s): December 7, 2019

Event Location: Arlington

Applicant: City of Arlington

Event application submittal date:	10/16/19
Economic Development and Tourism (EDT) event application approval date:	11/15/19
Attendance Certification due date:	1/21/20
The attendance metric* identified by EDT to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact:	75,000 total attendance at event (December 7, 2019)
Estimated percentage of attendees NOT residents of Texas for the PRIMARY EVENT:	22%

*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 7th 66,800

The estimated total attendees not residents of Texas for the primary event (all days) was: 27,265

The estimated percentage of attendees not residents of Texas for the primary event (all days) was: 40.8%

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?

See attached Attendance Analysis report.

- 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

January 14, 2020

Date