



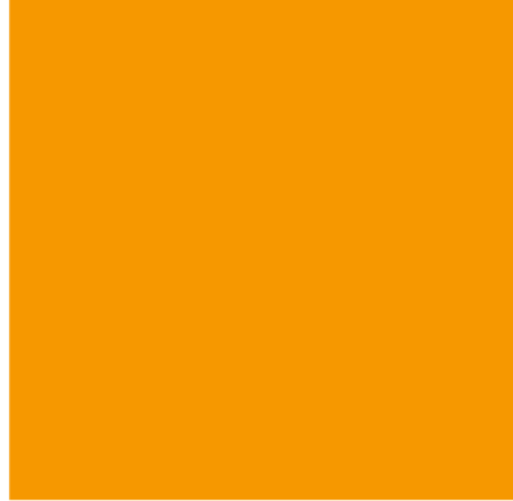
# Sun Bowl Association Contract Renewal

Richard Bristol, Director, Streets and Maintenance

Oct 11, 2022



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- **Strategic Goal 1** – Cultivate an Environment Conducive to Strong, Sustainable Economic Development
    - 1.2 – Enhance visitor revenue opportunities
  - **Strategic Goal 3** – Promote the Visual Image of El Paso
    - 3.3 - Establish a brand that celebrates and promotes El Paso's unique identity and offerings
  - **Strategic Goal 4** – Enhance El Paso's Quality of Life Through Recreational, Cultural and Educational Environments





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# Sun Bowl Association Contract

- Texas Volunteer Based Non-Profit 501C3 Organization
- The contract allows the Sun Bowl Associate to hold these events:
  - Sun Bowl Parade
  - YMCA Turkey Trot
  - Don Haskins Basketball Classic NCAA Basketball Tournament
  - Collegiate Golf Tournament
  - Sun Bowl Fan Fiesta Event
  - Sun Bowl Football Game

# Contract Renewal With Sun Bowl Association

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This Contract renewal includes the following provisions:

- **Contract Term is Ten Years** – At the end of the term the City shall have the unilateral option to renew the contract for an additional ten-year term upon the request of the contractor
- **Consideration** – Contractor shall pay one-half (50%) of the parade title sponsorship to the City for the Annual Thanksgiving Day Parade.

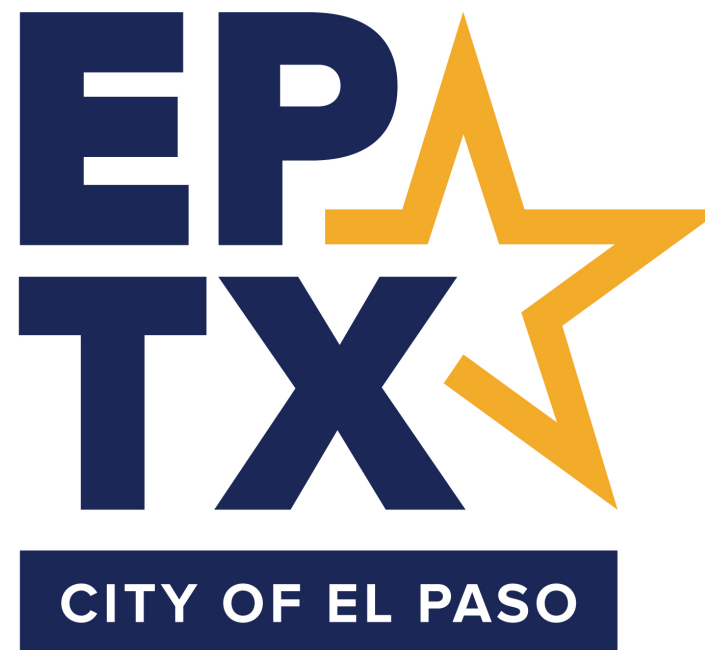
This is a change from previous contracts due to the cost impact of enhanced event security

- Parade day security includes Uniform and Non-Uniformed Police Officers, barricade company services, utilizing City heavy equipment at intersections along route

# City In-Kind Services

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- On an annual basis the **City** provides In-Kind services to the Contractor valued up to \$65,000 in exchange for the Contractor performing services related to the production and promotion of the Sun Bowl Events
- The City installs promotional banners on City light fixtures (Oct 31<sup>st</sup> – Jan)
  - 42 banners along portions of Montana Avenue (btw Copia/Campbell & Ange and Virginia)
  - 79 banners along sections of Airway, Airport and the on Convair near the Airport
  - Standby assistance from Fire Department
  - Hosting the Rotary Luncheon with the Convention Visitors Bureau
  - Manage distribution of the Motor Vehicle Rental Tax (Ordinance #013431)



# Contract In-Kind Services

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- Recognition of the City's partnership by including the City logo in official events and advertisements
- Allow the City to enter up to ten exhibits in the parade
- Allow the City to show four, thirty second City of El Paso commercials during the national telecast and on the field Jumbo Tron during the game
- Provide the banners for the seasonal display
- Provide assistance to the City Convention and Visitors Bureau with volunteers during the Basketball tournaments



# Requested Council Action

Requesting the City Council approve a resolution to authorize the City Manager to sign an agreement between the City of El Paso and the Sun Bowl Association relating to services provided by the City of El Paso and the Sun Bowl Association in conjunction with the Sun Bowl Association events.



# Mission

Deliver exceptional services to support a high quality of life and place for our community



# Values

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople



# Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government

