

CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY

JEFFREY R. CLEMENTS
Chief of Research
(904) 630-1377



117 West Duval Street
City Hall, Suite 425
Jacksonville, FL 32202
FAX (904) 630-3403

Bill Type and Number: Ordinance 2017-322

Introducer/Sponsor(s): Council President at the request of the Mayor

Date of Introduction: April 25, 2017

Committee(s) of Reference: NCIS, F

Date of Analysis: April 27, 2017

Type of Action: Authorizing execution of amended and restated contract; designation of oversight agency

Bill Summary: The bill authorizes execution of an amended and restated agreement between the City, the University Athletic Association, Inc. (Florida) and University of Georgia Athletic Association, Inc., for the City to host five annual Florida-Georgia football games from 2017 through 2021. The Office of Sports and Entertainment is designated as the City's oversight agency.

Background Information: The agreement, which expires February 15, 2022, covers the finances and operation of the game in the 2017 through 2021 college football seasons. Major provisions of the agreement include:

- The same terms and conditions from the 2010-2016 amended and restated agreement apply.
- The schools shall have total control over all tickets, except for suite tickets controlled under the terms of the Jaguars stadium lease. The City agrees to purchase 1,000 tickets from the schools (100 club seats, 200 lower bowl seats and 200 upper deck seats from each team). The tickets that the City purchases are resold or packaged into sponsorship agreements.
- The City will provide each school with 2 suites (one 24-seat, one 16-seat) at no charge.
- The City agrees to provide a minimum of 82,917 seats per game, and will provide the schools with a ticket manifest by May 15th of each year showing seating availability.
- The City will pay each team a guarantee payment of \$250,000 per year, plus a one-time signing bonus of \$125,000 upon contract execution. The City will pay each team \$60,000 annually for travel and lodging.
- The City will provide each school with 1,500 parking spaces at no cost spread throughout the various stadium parking lots. Each school will have the right to purchase up to an additional 1,062 parking spaces at a cost not to exceed the fee charged for the majority of other college football games held at the stadium in the previous 12 months.
- The City will bear all stadium preparation and game day operational and security expenses.
- The City shall provide at least 6 "student safety stations" in various locations for each game.
- The Daily's Place Amphitheater and Covered Flex Field are not included in the leased premises, and the City has the right to program events in those facilities during the game operative period and to keep all revenues.
- The City grants the schools the right to seek sponsorships and marketing agreements for the game. The City is entitled to 10% of "adjusted event revenues" for Licensed School Events (e.g. ticketed hospitality events).

Policy Impact Area: Economic development; signature event retention

Fiscal Impact: The City's costs are outlined in the description above. Media reports place the game's annual economic impact in recent years between \$25 and \$35 million.

Analyst: Clements