

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Mayor's Office
AGENDA DATE: October 30, 2007
CONTACT PERSON/PHONE: David Almonte (541-4530) and Bill Studer (541-4215)
DISTRICT(S) AFFECTED: All Districts

CITY CLERK DEPT.
07 OCT 25 AM 10:56

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Approve a joint resolution of the City of El Paso and the County of El Paso in support of a ten year commitment to sponsor the Texas versus The Nation Game in the City of El Paso.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

Approval of the joint City and County Resolution will further the City's commitment to host and support the Texas versus The Nation Game for the next ten years.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

Yes, City Council approved a sponsorship agreement of \$200,000 on October 10, 2007, for the Texas versus the Nation game to be held on February 2, 2008. The previous sponsorship agreement was approved on November 21, 2006 for the first Texas versus The Nation game held on February 28, 2007.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

This resolution does not require funding, however, the commitment it represents may result in additional monetary commitments, but the economic impact to the City is substantial and it is anticipated will become more evident in the years to come under this sponsorship.

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: David Almonte 10-25-07
(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: [Signature]

DATE: 10/25/07

STATE OF TEXAS)
)
COUNTY OF EL PASO)

CITY CLERK DEPT.
07 OCT 25 AM 10:56

**JOINT RESOLUTION
OF THE CITY OF EL PASO AND THE COUNTY OF EL PASO
TEXAS VS THE NATION GAME**

WHEREAS, the Texas vs. The Nation Game is a first of its kind college all-star game matching the most talented top collegiate players with ties to the football-avid State of Texas against top collegiate players from around the nation;

WHEREAS, the first Texas vs. the Nation Game held in February, 2007 was an overwhelming success, attended by one hundred seven (107) National Football League (“NFL”) scouts, eighteen (18) NFL General Managers, over fifteen (15) VIP former NFL coaches and players;

WHEREAS, Of the one hundred seven (107) players that participated in the inaugural 2007 Texas vs. The Nation Game, seventy-eight (78) were drafted and signed contracts to play with National Football League teams;

WHEREAS, the second Texas vs. The Nation Game scheduled on February 2, 2008, has secured Western Refining as the 2008 title sponsor and will be broadcast live on the College Sports Television Network (CSTV) and rebroadcast a minimum of five (5) times.

WHEREAS, the nationally recognized coaches for this year’s Game will be former head coach of the Philadelphia Eagles and last year’s game winner, Nation Team Coach Buddy Ryan and as coach for the Texas Team, former assistant coach for the Dallas Cowboys, Gene Stallings.

WHEREAS, the Texas vs. The Nation Game is nationally televised and creates more national recognition for El Paso, and the City and the County of El Paso will receive direct and indirect advertising including television commercial spots, national advertising via Internet on each participating college website and special targeted advertising at the participating college campuses.

WHEREAS, the Texas vs. The Nation Game brings National Football League scouts, coaches, game staff, family and friends to the Sun City and has a significant regional economic impact, generating approximately \$4.2 million to the El Paso economy.

WHEREAS, Overtime Sports Southwest LLC, the Texas vs. the Nation Game organizer, will hold various events within the community and play a positive role by hosting a football camp for the children of El Paso, speaking at local schools and participating in various city activities.

WHEREAS, Overtime Sports Southwest LLC, will work closely with the general managers of the various NFL football teams to promote El Paso as a destination to hold pre-season NFL football games; and

WHEREAS, the phenomenal outcome of the first Texas vs. The Nation game has spurred a ten-year commitment to make El Paso the site for this first-rate annual collegiate, NCAA Division I football all-star game by Overtime Sports Southwest LLC.

NOW THEREFORE BE IT JOINTLY RESOLVED, that the City of El Paso and the County of El Paso are proud to host and be a sponsor of the Texas vs. The Nation Game and are committed to supporting the Texas vs. The Nation Game in El Paso for the next ten years.

COUNTY OF EL PASO, TEXAS

CITY OF EL PASO

Anthony Cobos
County Judge

John Cook
Mayor

APPROVED AS TO CONTENT:



David Almonte, Director
Office of Management and Budget

APPROVED AS TO FORM:



Bertha A. Ontiveros
Assistant City Attorney

CITY CLERK DEPT.
07 OCT 25 AM 10:56