SUMMARY STATEMENT

ITEM NO.                      SUBJECT:    2005 Army/Navy Game

COMMITTEE:                  New Business

COMMITTEE MEETING DATE:     August 17, 2005

BOARD ACTION DATE:          August 17, 2005

PROPOSAL: That the Board authorizes staff to provide funding to the Philadelphia Convention and Visitors Bureau in support of the 2005 Army/Navy Game that will be held in Philadelphia December 3, 2005 at Lincoln Financial Field.

PURPOSE: To provide $250,000 to the Philadelphia Convention and Visitors Bureau for expenses related to hosting the 2005 Army/Navy Game.

BACKGROUND: The Army/Navy Game has been held in Philadelphia 78 times in its 105 year history, and since 2003, the DRPA has joined the efforts of the City of Philadelphia, the Commonwealth of Pennsylvania, the Philadelphia Convention and Visitors Bureau, the Army/Navy Host Committee and others to ensure that this event, which generates tremendous economic impact and national exposure for the Greater Philadelphia region, remains in the region.

In 2003, after responding to a competitive national bid process through which 14 other cities submitted bids to host the Army/Navy Game, the United States Naval Academy (USNA) and the United States Military Academy (USMA) awarded five of six the Army/Navy Games to Philadelphia, maintaining the city’s position as the home of the Army/Navy Game in 2004, 2005, 2006, 2008 and 2009.

The DRPA’s support was critical to Philadelphia being awarded the five year contract, and, the Philadelphia Convention and Visitors Bureau is again counting on the DRPA to help to ensure this year’s event is even more successful than previous years.

The 2004 Army/Navy Game generated approximately $21 million in direct impact to the local economy as follows:

$ Almost 70,000 people attended, of which 50,000 were visitors to the region.

$ The event produced demand for approximately 17,000 room nights in both Pennsylvania and New Jersey.

$ Total spending (local and visitor) was $21,000,000.
Direct tax revenues were estimated at $400,000.

In exchange for DRPA funding, PCVB will work with DRPA and PATCO to promote DRPA/PATCO facilities and encourage fans to utilize PATCO as transportation to the game.

**SUMMARY:**
- **Amount:** $250,000
- **Source of Funds:** 1999 PDP Bond Proceeds (PA)
- **Capital Project #:** N/A
- **Operating Budget:** N/A
- **Master Plan Status:** N/A
- **Other Fund Sources:** City of Philadelphia, Commonwealth of PA
- **Duration of Contract:** 1 Year
- **Other Parties Involved:** City of Philadelphia, Commonwealth of PA
RESOLUTION

RESOLVED: That the Board authorizes an amount not to exceed $250,000 to the Philadelphia Convention and Visitors Bureau (PCVB) for expenses related to hosting the 2005 Army/Navy Game in Philadelphia; and be it further

RESOLVED: The Chair, Vice Chair and the Chief Executive Officer must approve and are hereby authorized to approve and execute all necessary agreements, contracts, or other documents on behalf of the DRPA. If such agreements, contracts, or other documents have been approved by the Chair, Vice Chair and Chief Executive Officer and if thereafter either the Chair or Vice Chair is absent or unavailable, the remaining Officer may execute the said document(s) on behalf of DRPA along with the Chief Executive Officer. If both the Chair and Vice Chair are absent or unavailable, and if it is necessary to execute the said document(s) while they are absent or unavailable, then the Chief Executive Officer shall execute such documents on behalf of DRPA.

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Regional Development