

**To the Mayor and Members of the City Council**

November 7, 2023

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**SUBJECT: Will Rogers Memorial Center Master Services Agreement**

The purpose of this Informal Report is to provide the City Council with an overview of an upcoming proposal to enter into an agreement with Event Facilities Fort Worth (EFFW) to manage capital improvement projects at the Will Rogers Memorial Center (WRMC).

Since the end of the COVID-19 pandemic, the City has received feedback from WRMC constituents about the condition of the facilities that make up the WRMC complex. The City's capacity to deliver capital projects at the complex in a timely manner is not keeping up with constituent expectations.

To address the concern, the City has explored opportunities to place the responsibility for delivering WRMC capital projects in the hands of the private sector. A natural partner for this type of agreement is Event Facilities Fort Worth (EFFW).

EFFW is a supporting organization of the Fort Worth Stock Show & Rodeo (FWSSR). Through EFFW, FWSSR has invested more than \$77 million (adjusted to today's dollars) in direct funding for capital improvements in the City-owned and operated WRMC. The list of WRMC projects jointly funded by the City and EFFW includes the renovations of Cattle Barns 1&2, upcoming renovation of the Sheep and Swine Barns, and construction of the Tower Promenade.

Under this agreement, EFFW will comply with Section 334 of the Texas Local Government Code in its management of approved capital projects at the WRMC complex. EFFW will work with the City's Business Equity program to establish Business Equity participation goals for capital projects where appropriate. EFFW has agreed to manage capital projects at WRMC without compensation.

The City will continue to own the WRMC complex and fund capital improvement projects out of the Culture and Tourism Funds.

The goal of the agreement is to bring a higher level of efficiency to WRMC capital projects. This, in turn, will demonstrate to WRMC constituents that the City is committed to maintaining and improving the WRMC Complex.

Currently, there are 21 active capital projects at WRMC, totaling \$38,364,949. This includes the renovation of the WRMC Coliseum Concourse (proposed to be managed by EFFW) at 8.5M. Additionally, the City has recently issued \$68.9M in Culture and Tourism debt (and plans to issue another \$13.6M in FY25) to fund the renovation of the Sheep and Swine Barn and future capital projects at the WRMC Complex. The Sheep and Swine Barn is a City-managed project. EFFW will manage the future capital projects funded by the debt issuance.

If you have any questions or concerns related to this report, please contact Michael Crum, Director of Public Events, at 817-392-2501.

**David Cooke**  
**City Manager**