

A RESOLUTION

20-610

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

September 23, 2014

To declare the existence of an emergency with respect to the need to authorize the Mayor to solicit advertisements and sponsorships to generate revenue for the District of Columbia Public Schools and the Annual District of Columbia Interscholastic Athletic Association Championship Turkey Bowl game.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Turkey Bowl Revenue Generation and Sponsorship Emergency Declaration Resolution of 2014".

Sec. 2. (a) The District of Columbia Public Schools ("DCPS") anticipates budgetary challenges that constrain it from promoting the Annual District of Columbia Interscholastic Athletic Association Championship Turkey Bowl game ("Turkey Bowl") in a manner that would permit it to maximize turnout and showcase its championship game. In the past, DCPS has solicited advertising from parents, family members, and friends of the student athletes to support the game.

(b) Due to longstanding restrictions against commercial advertising involving District property, sponsorships may not be solicited or accepted as a donation absent specific legislative authority.

(c) There is precedent for this type of public-private partnership initiative. In 2012, the Council authorized the DC State Athletic Office to engage in sponsorship and fundraising activity, pursuant to the District of Columbia State Athletic Activities, Programs, and Office Fund Emergency Act of 2012, effective February 1, 2013 (D.C. Act 19-770; 60 DCR 1074). In 2011, the Council enacted the Turkey Bowl Revenue Generation and Sponsorship Emergency Act of 2011, effective October 14, 2011 (D.C. Act 19-191; 58 DCR 9152), authorizing the Mayor to solicit advertisements and sponsorships under a 1 to 3 year contract to generate revenue for DCPS and the Turkey Bowl. The Council also authorized the Department of Parks and Recreation ("DPR") to contract for advertisements and sponsorships for facilities within the DPR inventory from unspecified partners in Title VI, Subtitle E of the Fiscal Year 2012 Budget Support Act of 2011, effective July 22, 2011 (D.C. Law 19-21; 58 DCR 6226), for the same reasons.

(d) The Mayor estimates that authorizing paid sponsorships will result in much-needed revenue to supplement existing funds to keep, and possibly expand, the Turkey Bowl and other DCPS sports activities.

(e) If the emergency legislation is not adopted, Turkey Bowl sponsorship opportunities will be lost because the game is scheduled to be played in November 2014.

**ENROLLED ORIGINAL**

Sec. 3. The Council of the District of Columbia determines that the circumstances enumerated in section 2 constitute emergency circumstances making it necessary that the Turkey Bowl Revenue Generation and Sponsorship Emergency Act of 2014 be adopted after a single reading.

Sec. 4. This resolution shall take effect immediately.