



**Economic Development & Tourism Committee Meeting
Tuesday, October 18, 2022
11:30 a.m.
Council Chambers**

Agenda

1. Call to Order

2. Approval of the Minutes

3. TicketSmarter Birmingham Bowl

Event Sponsorship Agreement with ESPN Productions Inc., (“ESPN”), under which ESPN shall plan, implement, and host the NCAA TicketSmarter Birmingham Bowl (“Birmingham Bowl”) Football Game in Birmingham, Alabama on December 27, 2022 at Protective Stadium. The Birmingham Bowl is expected to bring college athletics, numerous fans, visitors, and officials from outside the City, and will create and foster community pride while providing recreation and entertainment opportunities for attendees, bring jobs and have a positive economic impact for the City. For ESPN hosting the Birmingham Bowl in Birmingham, the City will provide sponsorship incentives to ESPN not to exceed \$200,000.00 in accordance with Amendment No. 772

Submitted by: LaKeela Lowe

4. Adjournment

