

**CITY COUNCIL RESEARCH DIVISION  
LEGISLATIVE SUMMARY**



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**Bill Type and Number:** Ordinance 2020-679

**Introducer/Sponsor(s):** Council President at the request of the Mayor and Council Member Bowman

**Date of Introduction:** October 27, 2020

**Committee(s) of Reference:** None – emergency approval on first reading

**Date of Analysis:** October 29, 2020

**Type of Action:** Appropriation; authorization to execute memorandum of understanding; request for emergency enactment; designating oversight agency

**Bill Summary:** The bill appropriates \$1,130,000 from the FY20-21 Special Council Contingency for the Georgia/Florida football game to add to \$470,000 already budgeted to provide a minimum guarantee of \$600,000 to each of the teams and \$400,000 for advertising and promotion expenses. The bill also authorizes execution of a Memorandum of Understanding among the City and the two universities to provide for deviations from the usual contractual game requirements (reduced financial guarantee, reduced City ticket purchase requirements, COVID-related public gathering restrictions, etc.) in light of the unusual circumstances presented by the COVID-19 pandemic. Emergency adoption on first reading is requested.

**Background Information:** The current contract for the Florida/Georgia football game entered into in 2017 expires following the 2021 game. The City and the university athletic departments have negotiated a new contract that would have revised the terms for the 2020 and 2021 games and extended the contract on the new terms through the 2025 game. However because of the COVID pandemic that new contract has not been finalized and executed by all parties. This bill authorizes an MOU for changes to the current contract for the 2020 game to be held on November 7<sup>th</sup> in light of the major restrictions and disruptions imposed by the COVID pandemic, which will substantially reduce the attendance allowed at the game. The team guarantees will be reduced from \$1 million to \$600,000 apiece; the City will have the right to keep advertising and sponsorship revenues to help recoup its costs; the stadium ticketed capacity will be reduced to 19,829; the “Bold City Bash” and other ancillary social events will be suspended; the City, the universities and ASM Global will work to ensure the implementation of COVID-19 operational and safety protocols; and the City’s obligation to purchase game tickets will be reduced from 1,000 to 300 tickets (150 from each school).

**Policy Impact Area:** Georgia/Florida game operations for 2020

**Fiscal Impact:** The bill appropriates \$1,130,000 from the FY20-21 Special Council Contingency for the Georgia/Florida football game to add to \$470,000 already budgeted for the game elsewhere in the budget.

**Analyst:** Clements