

1 **..Title**

2 **2023 Military Bowl Parade and Football Game** - For the purpose of identifying the Military
3 Bowl Parade and Football Game that will be held on December 27, 2023, as a Major Special Event;
4 and waiving charges for certain City of Annapolis costs related to city services for that event.

5 **..Body**

6
7 **CITY COUNCIL OF THE**
8 **City of Annapolis**

9
10 **Resolution 50-23**

11
12 **Introduced by Mayor Buckley**

13 **Referred to:**

14 Finance Committee

15
16 **A RESOLUTION** concerning

17
18 **2023 Military Bowl Parade and Football Game**

19
20 **FOR** the purpose of identifying the Military Bowl Parade and Football Game that will be held
21 on Wednesday, December 27, 2023, as a Major Special Event; and waiving certain City of
22 Annapolis fees for services related to that event.

23
24 **WHEREAS,** Section 14.18.110 of the City Code states that “the City Council may exempt certain
25 special events from fees by resolution”; and

26
27 **WHEREAS,** The daylong Military Bowl event on Wednesday, December 27, 2023, begins with
28 a parade from the Annapolis City Dock to the Navy-Marine Corps Memorial
29 Stadium, where the playoff football game takes place between top teams from the
30 Atlantic Coast Conference and the American Athletic Conference; and

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32 **WHEREAS,** The Military Bowl game, organized by the non-profit Military Bowl Foundation,
33 benefits the USO and Patriot Point, the Military Bowl Foundation’s 294-acre retreat
34 for recovering service members, their families and caregivers; and

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36 **WHEREAS,** The Military Bowl is the culmination of "Bowl Week," which ends in the City of
37 Annapolis with fans arriving for Military Bowl Eve followed by gameday,
38 highlighted by the Military Bowl Parade featuring the world-famous Budweiser
39 Clydesdales and honoring the nation’s Medal of Honor Recipients; and

40
41 **WHEREAS,** The five-year average Military Bowl game attendance is 27,525 people, leading to
42 an overnight stay of an estimated 22,681 visitors, according to a 2019 survey by
43 Visit Annapolis and Anne Arundel County Conference & Visitors Bureau; and

44

1 **WHEREAS,** The 2019 survey also found that the Military Bowl led to \$18,912,214 in direct
2 business sales, supported 8,820 local jobs, and contributed to \$1,058,694 in local
3 taxes.
4

5 **WHEREAS,** The Military Bowl Football Game at 2 p.m. ET on Wednesday, December 27, 2023,
6 is broadcast by ESPN with a viewing audience of more than 2.2 million people,
7 placing a national spotlight on the City of Annapolis; and
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9 **WHEREAS,** the City of Annapolis recognizes Military Bowl events contribute to the local
10 economy, promote tourism and foster a welcoming spirit among residents and
11 visitors alike; and
12

13 **NOW, THEREFORE,**

14 **BE IT RESOLVED BY THE ANNAPOLIS CITY COUNCIL** that:

- 15
16 1. The Military Bowl Parade and Football Game that will be held on Wednesday, December
17 27, 2023, is hereby designated a Major Special Event in recognition of its significance to
18 our heritage and public service to our City; and
19
- 20 2. The City of Annapolis hereby waives reimbursement for the costs associated with
21 the Military Bowl Parade and Football Game to be held Wednesday, December 27, 2023,
22 up to a maximum of \$15,000, including but not limited to costs for providing security,
23 cleanup and other related services; and
24
- 25 3. This waiver of fees is intended to express the city's appreciation for the annual Military
26 Bowl's positive impact on the community and its commitment to fostering a welcoming
27 and vibrant atmosphere for residents and visitors.
28

29 **AND BE IT FINALLY RESOLVED BY THE ANNAPOLIS CITY COUNCIL** that this
30 resolution shall take effect upon passage.
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