

MARYLAND STADIUM AUTHORITY
MAJOR SPORTS AND ENTERTAINMENT EVENT PROGRAM
POLICIES

I. PURPOSE

The Major Sports and Entertainment Event Program (the “**Program**”) was enacted as part of Chapter 61 (House Bill 897) of the Maryland legislative acts of 2022 (the “**Act**”), as codified in §§ 10-611.1 and 10-611.2 of the Economic Development Article (“**ED**”) of the Maryland Annotated Code. The purpose of the Program is to (i) attract major sporting events and major entertainment events to the State of Maryland (the “**State**”); (ii) attract fans, participants, and tourists to the State for major sporting events; (iii) generate positive media coverage for the State; and (iv) generate a positive economic impact for the State.

II. ELIGIBLE EVENTS

A. Eligible Events. As used in these policies, the term “**Eligible Event**” shall mean a Major Entertainment Event (*as defined in Section II.B below*) or a Major Sporting Event (*as defined in Section II.C below*).

B. Major Entertainment Event.

1. Except as otherwise provided in Section II.B.2 below, a “**Major Entertainment Event**” means an indoor or outdoor event organized for the primary purpose of the entertainment or amusement of people with (a) an expected attendance of at least 20,000 people; (b) a negotiated broadcasting deal with either live or delayed broadcasting; (c) commercial sponsorship opportunities; or (d) a demonstrated positive economic impact for the State. Examples of a Major Entertainment Event include a parade, carnival, fair, festival, concert, exhibition, or show.
2. Upon the request of Maryland Sports (and office within the Authority) and the recommendation of the HB 897 Oversight Committee (the “**Committee**”) appointed by the Chairman of the Authority’s Board (the “**Board**”), the Board may approve a specific entertainment event to be designated as a Major Entertainment Event even if it may not meet the qualifications set forth in Section II.B.1 above but would otherwise be consistent with the purposes of the Program.

C. Major Sporting Event.

1. Except as otherwise provided in Sections II.C.2 and II.C.3 below, a “**Major Sporting Event**” means a professional or an amateur sporting event that is sanctioned by a regional, national, or international organization or association with (a) an expected attendance of at least 20,000 people; (b) a negotiated broadcasting deal with either live or delayed broadcasting; (c) commercial sponsorship opportunities; or (d) a demonstrated positive economic impact for the State.

2. The term “Major Sporting Event” shall not include:
 - (a) A professional football game unless the professional football game is either (i) a Super Bowl (*i.e.* a championship game for the National Football League) or (ii) an exhibition or championship football game for an organization other than the National Football League;
 - (b) A professional baseball game unless the professional baseball game is either (i) a Major League Baseball All-Star Game or (ii) an exhibition or championship game for an organization other than Major League Baseball; or
 - (c) A professional basketball game.
3. Upon the request of Maryland Sports and the recommendation of the Committee, the Board may approve a specific sporting event to be designated as a Major Entertainment Event even if it may not meet the qualifications set forth in Section II.C.1 above but would otherwise be consistent with the purposes of the Program, provided that such sporting event is not specifically excluded under Section II.C.2 above.

III. ELIGIBLE RECIPIENT

As used in these policies, the term “**Eligible Recipient**” shall mean a nonprofit organization, a for-profit organization, a county of the State, or a business entity that intends to operate, sponsor, and/or provide a location and/or facilities for an Eligible Event.

IV. FUNDING REQUEST

To be considered for funding under the Program, an applicant shall submit a written request to Maryland Sports together with a completed application for funding under the Program. The applicant shall specify the amount(s) of funds requested and the date(s) (or reasonable estimates thereof) on which the applicant desires receipt thereof. The application form shall be prepared by Maryland Sports, approved by the Committee, and provided to the public on the Authority’s and Maryland Sports’ respective websites.

V. REVIEW PROCESS

A. Review by Maryland Sports.

1. Upon receipt of a written request for funding and completed application, Maryland Sports shall first determine whether (a) the applicant qualifies as an Eligible Recipient, (b) the entertainment or sporting event qualifies as an Eligible Event (which determination may include consideration of whether Maryland Sports would recommend that such event be designated as an Eligible Event pursuant to Sections II.B.2 or II.C.3 above), and (c) the application complies with all other requirements of the Program as specified in the Act.
2. If Maryland Sports determines that the applicant qualifies as an Eligible Recipient and the event qualifies as an Eligible Event (or that Maryland Sports would recommend that such event be designated as such), then Maryland Sports shall review the application using the Sports Event Bid Evaluation Tool (“**SEBET**”) or such other evaluation method or tool approved by the Committee.

3. For every application that qualifies to be reviewed under Section V.A.2 above, Maryland Sports shall submit a written memorandum to the Committee recommending approval or denial of the application, together with the materials submitted by the applicant.
- B. Review by the Committee.
1. The Committee shall review each recommendation and supporting materials provided by Maryland Sports pursuant to Section V.A.3 above.
 2. If Maryland Sports recommends denial of the application, the Committee may:
 - (a) Accept Maryland Sports recommendation, in which case Maryland Sports shall notify the applicant of such denial and that such denial is the final decision of the Authority; or
 - (b) Require Maryland Sports to request additional information from the applicant, reevaluate the application if such additional information is received, and resubmit the recommendation once such reevaluation is complete.
 3. If Maryland Sports recommends approval of the application, the Committee may:
 - (a) Accept Maryland Sports recommendation, in which case the Committee shall submit the recommendation and supporting materials to the full Board for consideration at the Board's next available meeting; or
 - (b) Require Maryland Sports to request additional information from the applicant, reevaluate the application if such additional information is received, and resubmit the recommendation once such reevaluation is complete.

VI. FUNDING

- A. Written Agreement Required. Prior to receiving any funds, the approved Eligible Recipient shall enter into a written agreement with the Authority that shall be either (1) on a form previously approved by the Committee, or (2) if the approved terms for the Eligible Recipient and/or Eligible Event cannot be reasonably accommodated by a form agreement previously approved by the Committee, in form and content submitted for review and approval by the Committee prior to execution thereof on behalf of the Authority.
- B. Sole Source of Funds. All funding agreements shall specify that (1) the only source of funds to be provided to an approved Eligible Recipient for or in connection with an Eligible Event shall be limited to the money available in the Major Sports and Entertainment Event Program Fund (the "**Fund**"), and (2) if there is, for any reason, not enough money in the Fund to pay the amounts specified in such funding agreement, neither the Authority nor the State shall be obligated to pay the Eligible Recipient from any other fund or source.
- C. Execution of Funding Agreements. Funding agreements shall be executed on behalf of the Authority by the executive director of the Authority unless executive director has designated in writing that the executive director of Maryland Sports and/or the chief financial officer of the Authority may execute such agreements on behalf of the Authority. If the executive director of the Authority delegates authority to execute such agreements, such delegation shall be submitted to and kept with the records of the Committee.