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### Homeowners near Cowboys Stadium may become temporary landlords

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ARLINGTON — There's a potential upside to living in the shadow of Cowboys Stadium — fans may be looking to rent a home away from home for major sporting events.

At least that's what the Phoenix-based online company [sportseventsrentals.com](#) is pitching to residents living near the new \$1.2 billion stadium. Company co-founder Todd Brenneman describes his 8-month-old site as a sort of Craigslist where property owners living near stadiums worldwide can post photos and information about their homes in hopes of landing lucrative, short-term rental deals with sports fans who either can't find or don't want to book hotel rooms.

So far, the site has listings for 315 sporting events in more than 150 cities in 27 countries, he said.

"If you are not into football, if you want to get out of the area, this is an excuse to escape. You can go on vacation with the money you make," Brenneman said. "You can rent your home, not for an obscene amount, but for a lot more than you could a vacation rental."

Exactly how much the home will rent for is left up to the owner, who pays the company a flat \$99 fee to list their property for either one event or for a year. People listing their property also handle the rental agreement and collect the money from renters.

Brenneman said his company is planning an advertising campaign early next year in Arlington, including mailing advertisements to property owners within five miles of Cowboys Stadium, targeting events such as the Feb. 14 NBA All-Star Game and Super Bowl XLV in 2011.

No one is currently advertising their properties for those sporting events or others scheduled in the Dallas-Fort area, including the Bell Armed Forces Bowl at Amon G. Carter Stadium in Fort Worth on Dec. 30 or the AT&T Cotton Bowl at Cowboys Stadium on Jan. 2, according to the Web site.

City officials say there could be a market for home rentals during sporting events. Since Cowboys Stadium opened last June, Arlington's hotels have been booked up for almost all of the venue's events.

Jay Burress, president and CEO of the Arlington Convention & Visitors Bureau, said Arlington homeowners have been contacting his office for information on how to cash in on their proximity to the stadium.

"We've had plenty of people call and ask. We know there is a demand," Burress said. "As a CVB, we would encourage visitors to stay in hotels as opposed to home rentals."

Burress said home renters are competition for area hotels, which can hurt the city since hotel occupancy taxes are not collected on nights booked at private residences. Arlington's hotel occupancy tax is used for things such as promoting tourism and repaying the city's bonds for Cowboys Stadium.

Burress said he doesn't believe there will be a shortage of hotel rooms for the Super Bowl at Cowboys Stadium since the North Texas region has 90,000 rooms available. The North Texas Super Bowl Host Committee has already reserved 25,000 of those rooms for fans, he said.

"Maybe there is an opportunity there," Burress said of home rentals near Cowboys Stadium. "I hate to get anyone's hopes too high. I think a lot of people see dollar signs."

One of those considering the possibility is George Hawley, who lives on Slaughter Street across from the stadium.



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Hawley, whose home borders one of the stadium's parking lots off Collins Street, said making money off his property could make up for some of the hardships, such as traffic and litter, that he's endured since the facility opened.

Hawley said fans renting homes close to the stadium will experience what residents already do — tailgaters who get a little rowdy after an afternoon of drinking.

"Several of them came over one night and started urinating on my lawn so I called 911 on them," said Hawley.

Brenneman, who said he has rented out his home for sporting events and been a renter, said opening up your home to strangers requires some preparation.

He recommends securing or hiding valuables, setting limits on where they can go on the property and what amenities they can use, and even swapping out the sheets and towels with inexpensive linens.

Susan Schrock, 817-390-7639

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