

PREPARED FOR



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# SOUTHERN NEVADA SPORTS & ENTERTAINMENT OUTLOOK

PREPARED BY

APPLIED  
ANALYSIS



## Special Thanks



Applied Analysis would like to extend a special thank you to the team at Las Vegas Global Economic Alliance (LVGEA) for the opportunity to conduct the necessary research and develop this evaluation of the sports and entertainment industry in Southern Nevada.



In addition to the support from the LVGEA, Applied Analysis would like to recognize the tremendous research efforts of the Las Vegas Convention and Visitors Authority (LVCVA) and their commitment to the tourism industry and investments in market-based research. Without the research and reporting efforts of the LVCVA Research Center, much of the analysis contained herein would not be possible.



Applied Analysis, a Nevada-based economic research and analysis consultancy, was retained by the LVGEA to review and analyze the sports and entertainment industry in Southern Nevada. The study includes highlights of the state of the industry, economic contributions to the local economy and a forward-looking assessment. This analysis is not intended to provide an all-encompassing analysis of the industry; the research is intended to highlight the state of the industry, the impact of sports venues, professional sports teams and other special events. The analysis also contemplates the impacts these sectors have on the Southern Nevada economy. Forward-looking estimates are based on an unconstrained environment (e.g., labor availability) and does not attempt to quantify the impact of broader, national economy cycles. This report is designed to establish a foundation from which additional research and impacts may be measured.

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## Executive Summary

### The Importance of the Sports and Entertainment Industry

World class cities are known for having a number of sought-after attributes, including those that attract and retain a diverse workforce, provide a wide range of cultural experiences and offer a strong base of amenities and experiences for locals and visitors. For the past decade, A.T. Kearny, an international consultancy, has produced rankings of “global” cities.<sup>1</sup> To provide some perspective, the top global cities include New York, London, Paris, Tokyo, Hong Kong and Los Angeles. While the order of world-class cities may change from year to year, they all tend to rank high in terms of business activity, human capital, information exchange, cultural experiences and political engagement.

Focusing exclusively on global cities located in the United States, the top-ranking markets include New York, Los Angeles, Chicago, Washington, D.C., San Francisco and Boston. While these particular markets are attractive for any number of reasons, they all have something in common. Sports and entertainment offerings are abundant in each local market, and professional sports have been identified as a key component of the cultural factors contributing to global cities. Importantly, each of these top-ranking cities maintains at least one professional sports team in each of the four major sports leagues: (1) National Football League (NFL); (2) Major League Baseball (MLB); (3) National Basketball Association (NBA) and (4) National Hockey League (NHL). This is not to suggest that the mere presence of professional sports will catapult any metropolitan area to be a leader in its global positioning. Rather, sports are one of the key ingredients of those cities that tend to rank high.

Southern Nevada continues to make great strides in a number of the metrics described above, including an expanding base of business activity, near-nation-leading population and employment growth, an emerging technology sector, and yes, increasing cultural experiences. Cultural experience opportunities have been greatly improved as a result of recent investments in professional sports teams, related events and venue infrastructure within the Southern Nevada community.

### Dynamics within the Industry in Southern Nevada

On the heels of a competitive performance in the Stanley Cup Finals that ended in June 2018, the Vegas Golden Knights demonstrated to the world the team’s ability to successfully operate a major, professional sports franchise in Las Vegas, Nevada. Since 1983, Las Vegas has been home to a minor league baseball team (most recently known as the Las Vegas 51s) operating in the Pacific Coast League (PCL) and the current Triple-A affiliate of the Oakland Athletics. With its debut in 1993, the Ultimate Fighting Championship (UFC) has taken a relatively unknown combat sport and created a multi-billion-dollar sports industry, and UFC hosts about half a dozen events each year in Las Vegas. In addition, the Las Vegas Aces, a member of the Women’s National Basketball Association (WNBA), also made Las Vegas home for the 2018 season. During the same year, the Las Vegas Lights FC debuted in the United Soccer League (USL). Finally, the Oakland

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<sup>1</sup> 2018 Global Cities Report, ATKearny, 2018.



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**Vegas Golden Knights**  
NHL



**Las Vegas 51s**  
PCL



**Las Vegas Aces**  
WNBA



**Las Vegas Lights FC**  
USL



**UFC**



**Raiders**  
NFL

Raiders, a member of the NFL, have committed to relocate from Northern California to Southern Nevada with an anticipated debut in the 2020 NFL season. These investments in professional sports in the local market not only have current and future residents taking notice, but corporate partners are making investments in branding and advertising opportunities.

In addition to sport-specific investments, the entertainment industry is a critical element of the overall tourism industry's performance. Las Vegas is widely recognized as the entertainment capital of the world, playing host to thousands of live entertainment and sporting-related events annually. Special events range from popular NASCAR races to multi-day concert events such as Life is Beautiful and EDC. In addition to high-profile events taking place in Southern Nevada, the resort industry supports countless entertainment shows on a nightly basis. These events span well-known names such as Cirque du Soleil to artist residencies and concert headliners such as Celine Dion and Bruno Mars.

The investments don't stop with sports teams and entertainment events, but the critical venues and infrastructure that supports these types of activities are equally important. The market is home to 10 large-scale venues, including a speedway, a stadium, multiple arenas and a ballpark. In addition, Las Vegas will be the future home to Las Vegas Stadium, MSG Sphere at The Venetian and Las Vegas Ballpark located in the Summerlin master-planned community. Existing and future infrastructure investments provide aggregated seating capacity of over 350,000 attendees on any given day.

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### SOUTHERN NEVADA Tourism Infrastructure Committee

Community and business leaders in the Las Vegas area have also recognized the importance of sports and entertainment and the tourism industry's reliance on this sector of the economy. In July 2015, Governor Sandoval created the Southern Nevada Tourism Infrastructure Committee (SNTIC), bringing community leaders together to identify and prioritize tourism improvement projects and to explore funding mechanisms to support new tourism-related initiatives.<sup>2</sup>



The 15-month research effort of the SNTIC resulted in a series of recommendations that ended in the adoption of Senate Bill No. 1 (SB 1) in the 30th Special Session (2016) of the Nevada State Legislature.<sup>3</sup> Among a number of provisions, SB 1 provided \$750 million in funding contributions toward a \$1.84-billion world-class stadium suitable for hosting approximately 65,000 attendees. In doing so, SB 1 triggered \$1.1 billion in private sector investment, putting thousands of construction workers back to work and creating a venue capable of hosting events previously impossible in Southern Nevada. The venue, Las Vegas Stadium, is slated to be the future home of the NFL Raiders and UNLV football team. The creation of the Las Vegas Stadium prompted the creation of the Las Vegas Stadium Authority, which structured the various development and operating agreements and now provides project monitoring and oversight.



Additionally, in response to the Las Vegas Stadium and other quality tourism assets in Southern Nevada, Governor Sandoval signed Executive Order 2018-7, which established the Southern Nevada Sporting Event Committee (SNSEC) to identify potential sporting events and associated activities to host in Southern Nevada, and evaluate the potential costs and benefits associated with each event. On November 14, 2018, the SNSEC convened a regularly scheduled meeting to develop a framework to address the scope, governance and funding associated with the development, hosting and activation of these potential sporting events. SNSEC anticipates finalizing its formal report and recommendation that will be delivered to the Governor and State Legislature of Nevada by the end of 2018.

<sup>2</sup> See [www.SNTIC.org](http://www.SNTIC.org).

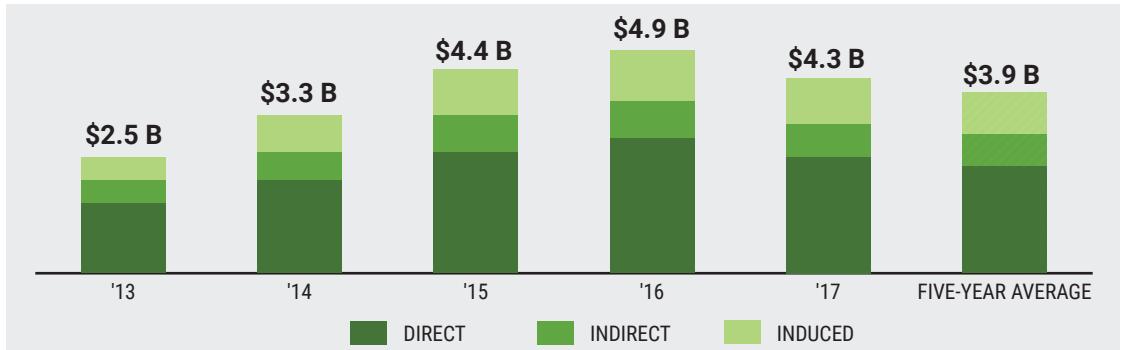
<sup>3</sup> Assembly Bill No. 1 (AB 1) also passed during the same legislative session pursuant to the recommendation of the SNTIC, which provided increased funding for employing and equipping police officers in Southern Nevada, including within the resort corridor.

# The Economic Impacts of Visitor Spending on Sports and Entertainment

Quantifying the economic impacts of these investments is important to better understanding the depth and breadth of the role the industry plays within the Southern Nevada economy. There is not a single approach to quantifying the impact of the industry; but, given the tourism industry's dependence on these types of activities, visitor spending impacts is an integral part of the equation.

It is important to note that total visitor spending in the Southern Nevada community reached approximately \$35 billion during 2017.<sup>4</sup> Visitor spending supported nearly a quarter million employees and nearly \$11 billion in wages and salaries for local workers during the past year. Importantly, approximately 7.3 percent<sup>5</sup> of that spending, or \$2.5 billion, was identified as taking place within the entertainment industry, which includes sports-related entertainment activities. While overall visitor spending within the entertainment sector can vary year-by-year due to any number of factors, including event-related schedules, the five-year average visitor entertainment spending profile reflects a total spend of \$2.3 billion and an economic impact reaching \$3.9 billion.

Visitor Spending Impacts of the Sports and Entertainment Industry in Southern Nevada



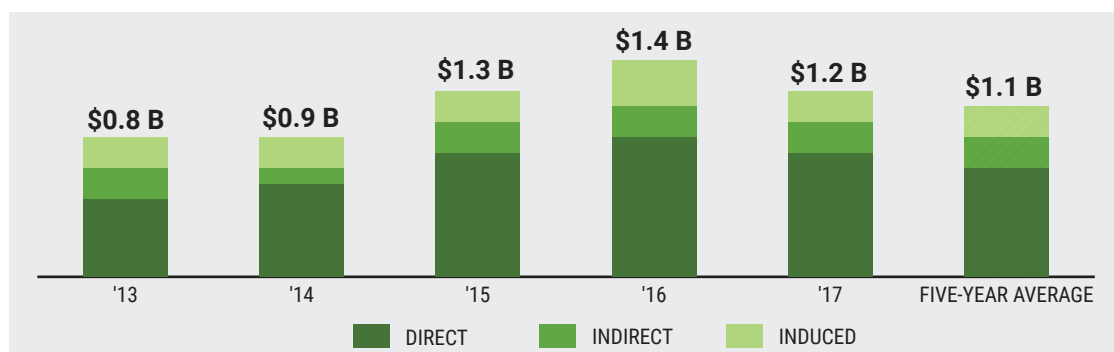
Visitor spending directly supported wage and salary payments of approximately \$780 million for local workers within the industry during 2017. On average during the past five years, approximately \$720 million of direct wages were sourced to the entertainment industry. In addition to the direct earnings, indirect (vendor) impacts and induced (employee spending) impacts contributed to a combined impact of an annual average of \$1.1 billion.

4 See *The Economic Impacts of Southern Nevada's Tourism Industry and Convention Sector* produced by Applied Analysis and the Las Vegas Convention and Visitors Authority (<https://www.lvcva.com/stats-and-facts/economic-impact/>).

5 See *Las Vegas Visitor Profile Study* by the Las Vegas Convention and Visitors Authority (<https://www.lvcva.com/stats-and-facts/visitor-profiles/>) and Applied Analysis calculations.

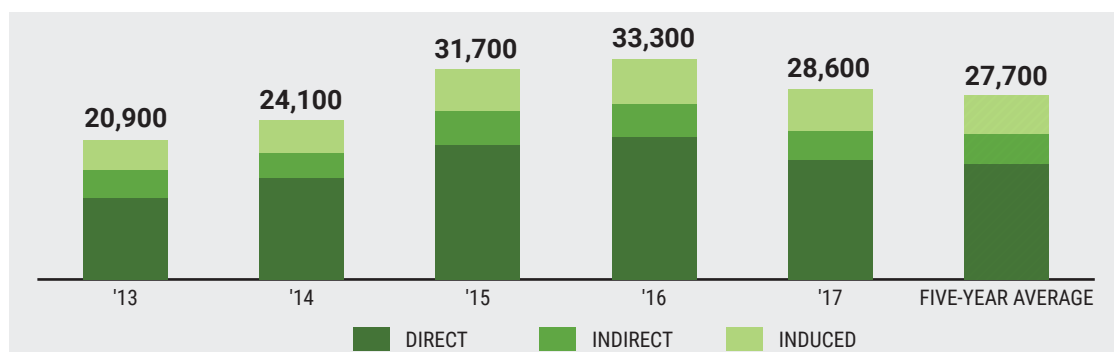
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### Wages and Salaries Supported by Visitor Spending in the Sports and Entertainment Industry in Southern Nevada



In addition to visitor spending and wage impacts, it is important to consider the overall employment counts supported by the sports and entertainment industry. In 2017, an estimated 18,000 direct positions and 28,600 aggregate jobs were supported by the industry. During the past five years, the annual average employment supported by the industry equated to 27,700 positions.

### Employment Supported by Visitor Spending in the Sports and Entertainment Industry in Southern Nevada



## Alternative Measures and Impacts within the Industry

While visitor spending is a key metric of the sports and entertainment industry's impact, there are other factors that merit consideration in assessing the industry's net economic contributions. For example, one could argue that visitor expenditures occur because out-of-town guests are already planning to visit the region for another purpose and their consumption on these types of activities is simply an outcropping of their mere presence. And thus, sport and entertainment spending is mere reallocation of visitors expenditures and not additive of the broader tourism economy. That may be a valid argument for a segment of the visiting population, but there is a significant amount of research indicating the sports and entertainment are not only things that visitors do while they are in Las Vegas but, in many cases, are the reason they choose to come to Las Vegas

in the first place. This analysis contemplates the impacts sourced to visitors in the area that are in the market specifically to attend a special event. Another measurement of impact focuses on the venues, regardless of the tenants or their visitation. Professional sports teams and organizations also have a reach beyond game day, they are businesses in and of themselves, they enhance and diversify the economy and are additive to the Nevada brand. They also give back millions of dollars through volunteerism and in support of charitable and philanthropic causes. Finally, the promotion and advertising of these activities play a significant role in determining the importance of the sports and entertainment industry. Particularly in a destination that holds itself out as the entertainment capital of the world.

Elements of the Sports and Entertainment Industry



Special Events as a Primary Purpose of Visitation

This analysis considers the impacts associated with individuals reporting that they visited the Las Vegas area specifically for a special event. According to the LVCVA's *Las Vegas Visitor Profile Study* for the past five years, an average of approximately 6 percent of visitors' primary purpose of their visits was to attend a special event. To be clear, this excludes visitors who indicated they were in Las Vegas for a number of other reasons, including: for vacation/pleasure, to gamble, attend a convention or corporate meeting, visit friends or relatives, conduct other business, pass through the area, attend a wedding or any other reason, respecting that they very well may have seen a show or attended a concert or sporting event as 59 percent of all visitors indicated attending these entertainment activities during their trip irrespective of their primary purpose.

The following table highlights the spending impacts of those visitors, which includes an average direct spend of \$2.0 billion, or aggregate output of approximately \$3.3 billion. These data generally align with the spending impacts of all visitors on entertainment activities of nearly \$3.9 billion (in aggregate). Wage and salary payments, along with employment impacts, were also fairly consistent between this alternative measure of the industry and those described earlier in this *Executive Summary*.



## Executive Summary

### Visitor Spending of Those Indicating Special Events as the Primary Purpose for Their Visit

	Direct	Indirect	Induced	Total
<b>Economic Output</b>				
<b>2013</b>	\$2.5 B	\$0.8 B	\$0.8 B	<b>\$4.1 B</b>
<b>2014</b>	\$2.1 B	\$0.6 B	\$0.8 B	<b>\$3.5 B</b>
<b>2015</b>	\$1.8 B	\$0.6 B	\$0.7 B	<b>\$3.1 B</b>
<b>2016</b>	\$1.4 B	\$0.4 B	\$0.6 B	<b>\$2.4 B</b>
<b>2017</b>	\$2.1 B	\$0.6 B	\$0.8 B	<b>\$3.5 B</b>
<b>Five-Year Average</b>	<b>\$2.0 B</b>	<b>\$0.6 B</b>	<b>\$0.7 B</b>	<b>\$3.3 B</b>
<b>Wage and Salary Payments</b>				
<b>2013</b>	\$0.8 B	\$0.3 B	\$0.2 B	<b>\$1.3 B</b>
<b>2014</b>	\$0.7 B	\$0.1 B	\$0.2 B	<b>\$1.0 B</b>
<b>2015</b>	\$0.6 B	\$0.2 B	\$0.2 B	<b>\$0.9 B</b>
<b>2016</b>	\$0.4 B	\$0.1 B	\$0.1 B	<b>\$0.7 B</b>
<b>2017</b>	\$0.6 B	\$0.2 B	\$0.2 B	<b>\$1.0 B</b>
<b>Five-Year Average</b>	<b>\$0.6 B</b>	<b>\$0.2 B</b>	<b>\$0.2 B</b>	<b>\$1.0 B</b>
<b>Employment</b>				
<b>2013</b>	19,700	6,900	7,200	<b>33,800</b>
<b>2014</b>	16,300	3,900	5,400	<b>25,600</b>
<b>2015</b>	14,200	3,500	4,400	<b>22,100</b>
<b>2016</b>	10,500	2,400	3,400	<b>16,300</b>
<b>2017</b>	14,700	3,600	5,100	<b>23,500</b>
<b>Five-Year Average</b>	<b>15,100</b>	<b>4,000</b>	<b>5,100</b>	<b>24,300</b>

Source: Las Vegas Convention and Visitors Authority and Applied Analysis.

The spending impacts of visitors noted above reflect those that indicated they came to Las Vegas specifically to attend a special event. However, some event attendees may have visited Las Vegas regardless of their participation at that particular event. Expenditures of those that would have visited regardless would not be considered incremental spending within the market for impact purposes. However, there is a share of visitors that are coming to Las Vegas specifically to see their favorite UFC fighter participate in a mixed martial arts (MMA) event or watch George Strait perform at T-Mobile Arena. Based on available data, Applied Analysis' research in the area and anecdotal and empirical data reported by various venue operators and researchers (including the LVCVA), an estimated 10 to 90 percent of special event attendees from out of town are deemed to be incremental, depending on the event. Assuming a mid-point range of visitation is incremental, approximately one in two dollars are sourced specifically to an event - the gains for the economy are meaningful.

## Sports and Entertainment Venues and Infrastructure

The previous analyses of the sports and entertainment industry have been largely focused on overall spending within the sector, irrespective of venue. This alternative analysis focuses on the venues themselves and their programming to assess activity and impact. For purposes of this analysis, all notable sporting venues were considered along with large-scale entertainment venues (i.e., primarily theaters with capacity of 5,000 or more seats). It is also worth noting that open-aired venues that do not have installed seating (e.g., Fremont Street Experience, Las Vegas Festival Grounds) were not specifically assessed as part of this particular component of the analysis.

Based on estimated attendance and out-of-town ticket sales at those venues, the overall impacts translate into visitor spending impacts of approximately \$3.5 billion, wage and salary impacts of approximately \$1.0 billion and total employment of approximately 25,300 position on a five-year average basis.

### Estimated Five-Year Average Visitor Spending Impacts of Venues

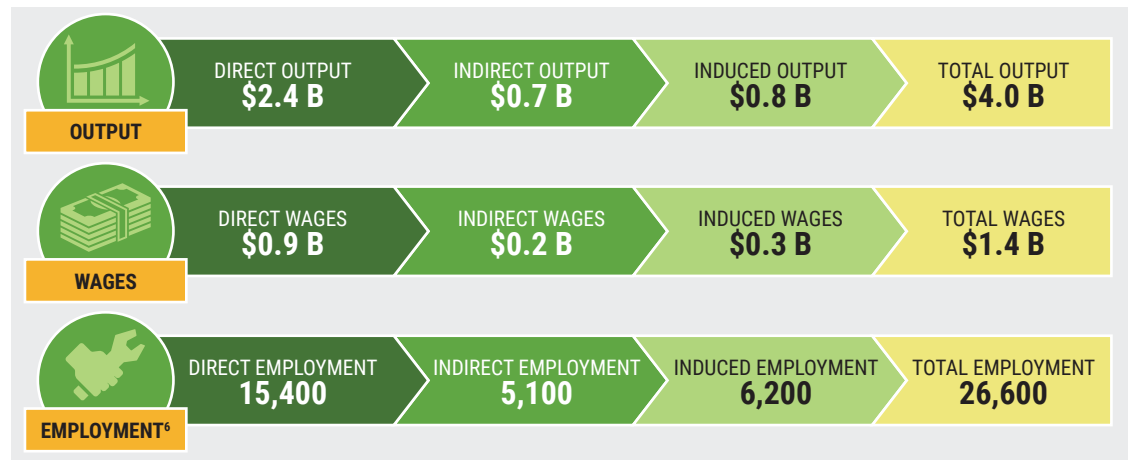


Visitor spending impacts for those attending sports and entertainment events at large-scale venues is impressive. Note, these impact estimates exclude the direct investments and operating costs associated with the facility owners and operators due to limited data availability in this regard.

Importantly, these impacts do not consider the future activity associated with the Las Vegas Stadium, MSG Sphere at The Venetian and Las Vegas Ballpark. The development costs of these three projects alone are estimated to approach \$3 billion, providing a significant one-time boost to the local economy and supporting tens of thousands of person-years of employment.<sup>6</sup> The following summarizes the estimated impacts of these major infrastructure projects.

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### Estimated One-Time Construction Impacts of Notable Venue Investments



*Note, impacts of future investments are discussed later in this analysis.*

### Professional Sports Teams and Organizations

Another important aspect of the economic impact calculus includes the professional sports teams themselves. The existing home teams comprise the Vegas Golden Knights, Las Vegas 51s (to be renamed), Las Vegas Aces and Las Vegas Lights FC, along with the UFC organization. While their local operations support the community and the economy, the impacts associated with visitation to their events are impressive.

When aggregated, visitor spending impacts sourced to sports teams and organizations translate into an estimated \$377 million, or \$636 million when the ripple effect is considered. In addition, total wages and salaries supported by visitor spending equates to a direct impact of \$112 million and total impact of \$173 million. Job counts translate into 2,800 direct positions and approximately 4,300 total positions on an annual basis. Importantly, these impacts reflect the anticipated arrival of the Raiders, which have already committed to play their 2020 NFL season in Las Vegas upon the opening of the new stadium. The analysis also is limited to “incremental” impacts sourced the teams and organizations – meaning not all visitor spending is attributable to the teams; a component of visitors might have attended a game or event while traveling to Las Vegas for another purpose.

While the team impacts described herein are sourced to the visitor spend side of the equation, the team investments in physical assets and human resources is nothing short of impressive. The Vegas Golden Knights have a reported salary cap for payroll for their players approaching \$80 million. Also, the Raiders have an anticipated salary cap of upwards of \$200 million by the 2020 season. Finally, the Raiders have committed to the development of a 323,000-square-foot headquarters and practice facility in the City of Henderson. The cost of the project will likely reach upward of \$100 million, and the investment is important for the local community. Again, these impacts are discussed later in this report.

<sup>6</sup> Employment impacts during the construction phase of the projects are stated in person-years of employment (i.e., one person employed full time for one year).

## Promotion and Advertising of the Destination

Beyond the quantifiable economic impact scenarios described above, it is also important to understand the value associated with promotional and advertising campaigns that are not only designed to drive incremental visitation, but also increase the awareness and recall of the Las Vegas brand. Ensuring the destination – Las Vegas – remains at the top of the minds for potential travelers is vitally important to maintaining a leadership position in not only tourism, but specifically within the sports and entertainment industry.

Local hotel and resort properties play a key role in this function. They are also supported by the promotional and advertising activities of the LVCVA, Las Vegas Events (LVE), professional sports teams and event promoters themselves.

## Future Considerations and Recommendations

The impacts of the sports and entertainment industry in Southern Nevada are meaningful for the local tourism industry and important for the 2.2 million residents that call this community home. The industry supports substantial economic activity and employs tens of thousands of workers. Now is the time to think ahead and plan for the future. The following highlights a few areas worthy of additional consideration heading into 2019 and beyond.

1. **Ensure Las Vegas' Position as a World-Class City.** Las Vegas maintains a number of positive attributes. Successfully developing, promoting and hosting major sporting events will contribute to Las Vegas' position on the global scale. The SNSEC is developing a framework for how Super Bowls, NCAA Final Fours and other notable events should be handled going forward. It is also important the community's infrastructure be prepared for the challenge – ensuring everything from roadways to public safety are ready, willing and able to effectively host major events. It will be important for community and business leaders to support these activities when called upon to do so by donating their time and making investments to ensure events are successful. Hosting major events is expected to pay economic dividends for the community over the long run. A strong support system of volunteers will also be needed when the opportunity arises to host the first major, citywide event in Southern Nevada.
2. **Developing the Business Side of Sports is a Significant Economic Development and Diversification Opportunity.** Developing sports as a business beyond game day or fight night is an important step forward for the Las Vegas economy. While the expanding array of sporting events provides a significant boost to our region's core tourism industry, it also generates new opportunities to extend the economic impact to the business of sports off the field. The growing number of teams, players and professional staffs who support them, combined with Nevada's business-friendly environment, presents ample opportunity for developing businesses and industries centered on sports and the athletes who compete in them.
3. **Monitor the Balance Between Tourist Demand and Infrastructure Capacity.** Upon completion of the major venues in the development pipeline, Southern Nevada will be home to over 350,000 seats in stadiums, arenas and other large-scale venues. Importantly, this estimate includes venues such as the 123,000-seat Las Vegas Motor Speedway. Seat inventory in the local market is expected to approximate

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total visitor counts on the busiest of weekends. At present, the local market is home to approximately 150,000 hotel rooms. Going forward, it will be important to monitor the balance and timing of major sporting events, convention calendars, entertainment events and other impactful events within the tourism industry. Balancing demand with available capacity within the event calendar is important to the success of those events and the resort industry as a whole.

4. **Ensure Transparency and Accountability but Permit Confidentiality.** Public scrutiny and transparency for governmental jurisdictions and agencies is a must when tax dollars are involved. Respecting that this should remain a pillar for public agencies, the bidding process to attract major, citywide events such as a Super Bowl or collegiate national championship games can be complicated and highly competitive. Often times, requests for bids from leagues include proprietary information and require confidentiality. Other times, releasing preliminary bid information can be detrimental if competitors are given the ability to see the details of one city's bid and then adjust their proposal accordingly. While the cost-benefit of any bid must make economic sense, local leaders will need to balance accountability and confidentiality to ensure the region is successful in attracting, retaining and hosting some of the largest, most sought-after events.
5. **Positioning Las Vegas as a Premier Sports Leader Requires Information.** This analysis reflects the assessment of the sports industry based on the best available data. Ensuring a comprehensive data set of information for the industry will help to not only demonstrate the industry's impact going forward, but it will allow leaders to adequately measure returns on investments in sports-related activities in the future. More extensive tracking of information and reporting, where possible to do so, can support the development of additional investments in the local market.
6. **Deliver on the Brand Promise.** Southern Nevada's tourism economy accounts for more jobs, more wages and salaries, more economic output and more taxes than any other industry by a wide margin. As such, it is extremely dependent on visitors' decisions to get in a plane or get in a car and come to Las Vegas. The value of that experience, from the moment they arrive to the moment they leave matters. Las Vegas is already benefiting from incremental travel decisions based on special events and sporting events with throngs of opposing teams' fans visible at Vegas Golden Knights games and out-of-state Raiders fans buying up large blocks of season tickets. Our community's hospitality quotient needs to go beyond the four walls of resort hotels or entertainment venues and should consider mobility, public safety, inclusion and even wayfinding accommodations for international visitors. It should also be a personal responsibility for every resident, recognizing that funding for our schools, our roads, our parks and our community centers is due in no small part to spending of those visitors and their willingness to come back.



# Sports and Entertainment Venues and Infrastructure Impacts

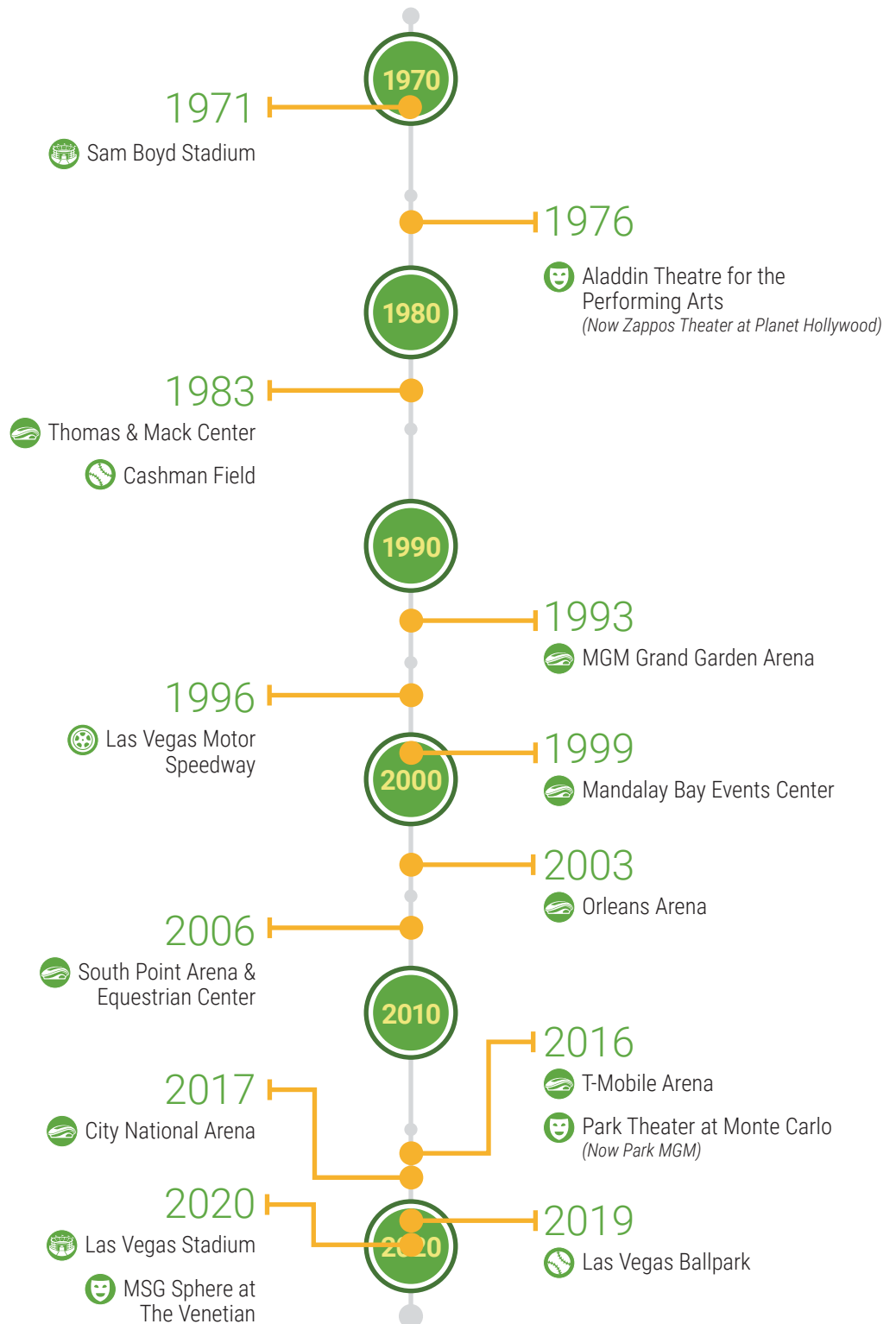
Investments in sports and entertainment venues provide tremendous opportunity and value to the Southern Nevada tourism industry. To evaluate the impacts of the various venues, notable sports facilities and large-scale entertainment venues (greater than 5,000 seating capacity) were catalogued and evaluated. Existing inventory translated into a dozen venues with aggregate seating capacity of nearly 260,000. In addition, three high-profile venues are currently under construction and expected to add an additional 93,000 seats, for a total of 352,000 seats expected to be online by 2021. It is important to note that seating capacity figures are based on reported figures for standard configurations. Venues have the ability to increase size capacity (e.g., add floor seats in an arena) or eliminate seats (e.g., when a larger show footprint is required) as needed. The following provides a summary of the key elements of the venues reviewed.

## Sports and Large-Scale Entertainment Venues

Name	Venue Type	Owner/Operator	Year Opened	Typical Seating Capacity
<b>Existing Venue</b>				
<b>Las Vegas Motor Speedway</b>	Speedway	Speedway Motor Sports Inc.	1996	123,000
<b>Sam Boyd Stadium</b>	Stadium	University of Nevada, Las Vegas	1971	35,000
<b>Thomas &amp; Mack Center</b>	Arena	University of Nevada, Las Vegas	1983	18,500
<b>T-Mobile Arena</b>	Arena	MGM Resorts International and AEG	2016	17,500
<b>MGM Grand Garden Arena</b>	Arena	MGM Resorts International	1993	16,800
<b>Mandalay Bay Events Center</b>	Arena	MGM Resorts International	1999	12,000
<b>Cashman Field</b>	Ballpark	City of Las Vegas	1983	9,300
<b>Orleans Arena</b>	Arena	Boyd Gaming	2003	9,000
<b>Zappos Theater at Planet Hollywood</b>	Theater	Caesars Entertainment/ Live Nation Entertainment	1976	7,000
<b>Park Theater at Park MGM</b>	Theater	MGM Resorts International	2016	5,200
<b>South Point Arena &amp; Equestrian Center</b>	Arena	South Point Hotel, Casino and Spa	2006	4,600
<b>City National Arena</b>	Arena	Vegas Golden Knights and The Howard Hughes Corp.	2017	1,200
<b>Under Construction Venues</b>				
<b>Las Vegas Stadium</b>	Stadium	Las Vegas Stadium Authority/ Las Vegas Stadium Events Company	2020	65,000
<b>MSG Sphere at The Venetian</b>	Arena	MSG and Las Vegas Sands Corp.	2020	18,000
<b>Las Vegas Ballpark</b>	Ballpark	The Howard Hughes Corporation	2019	10,000
<b>Total - Existing &amp; Under Construction</b>				<b>352,100</b>

Note: Venue list includes all major sports facilities and large-scale entertainment venues with 5,000 seats or more. Open-ai red venues without installed seating are excluded.

## Sports and Entertainment Venues and Infrastructure Impacts



Sports and Entertainment Venues and Infrastructure Impacts



## Sports and Entertainment Venues and Infrastructure Impacts

To evaluate the impacts of the facilities, a venue-by-venue assessment of estimated events, average attendance and distributions of locals versus out-of-town visitors was considered. Nearly all of the venues are privately owned and operated, which limits the availability of data on each venue. However, a ground-up estimate of key performance metrics was developed to derive the aggregate impacts for the market space. The following provides a summary of the spending impacts of visitors that attended events within the venues.

### Visitor Spending Impacts of Those Attending Events at Sports and Large-Scale Entertainment Venues

	Direct	Indirect	Induced	Total
<b>Economic Output</b>				
<b>2013</b>	\$1,812 M	\$565 M	\$617 M	\$2,995 M
<b>2014</b>	\$1,973 M	\$576 M	\$769 M	\$3,318 M
<b>2015</b>	\$2,021 M	\$629 M	\$781 M	\$3,431 M
<b>2016</b>	\$2,351 M	\$684 M	\$912 M	\$3,948 M
<b>2017</b>	\$2,304 M	\$672 M	\$917 M	\$3,892 M
<b>Five-Year Average</b>	<b>\$2,092 M</b>	<b>\$625 M</b>	<b>\$799 M</b>	<b>\$3,517 M</b>
<b>Wage and Salary Payments</b>				
<b>2013</b>	\$570 M	\$189 M	\$179 M	\$937 M
<b>2014</b>	\$619 M	\$134 M	\$169 M	\$922 M
<b>2015</b>	\$633 M	\$166 M	\$188 M	\$987 M
<b>2016</b>	\$727 M	\$177 M	\$217 M	\$1,121 M
<b>2017</b>	\$707 M	\$167 M	\$212 M	\$1,085 M
<b>Five-Year Average</b>	<b>\$651 M</b>	<b>\$166 M</b>	<b>\$193 M</b>	<b>\$1,011 M</b>
<b>Employment</b>				
<b>2013</b>	14,500	5,000	5,300	24,900
<b>2014</b>	15,500	3,700	5,200	24,300
<b>2015</b>	15,700	3,900	4,900	24,400
<b>2016</b>	17,400	4,000	5,600	27,000
<b>2017</b>	16,300	4,000	5,700	25,900
<b>Five-Year Average</b>	<b>15,900</b>	<b>4,100</b>	<b>5,300</b>	<b>25,300</b>

These impacts account for all trip expenditures while visiting Las Vegas for an event. While that reflects the total (or gross) impact of the venues, it would not necessarily be appropriate to credit the venue itself with the value of all spending. In reality, some visitors would have come to Las Vegas regardless. Based on research conducted by the LVCVA at various special events and Applied Analysis' research for selected events, it is clear that a segment of the visiting public came to Las Vegas specifically for the event. Stated otherwise, if not for the event at the venue, this particular visitor would not have come to Las Vegas. Based on the types of events hosted at these venues and known research on the topic, a blended average of approximately 28 percent of visitors were considered "incremental" to the Las Vegas destination as a result of the venue and event. As such, the following summarizes the incremental impacts of those new visitors to the market.

### Incremental Visitor Spending Impacts of Those Attending Events at Sports and Large-Scale Entertainment Venues

	Direct	Indirect	Induced	Total
<b>Economic Output</b>				
<b>2013</b>	\$499 M	\$156 M	\$170 M	\$824 M
<b>2014</b>	\$543 M	\$158 M	\$211 M	\$913 M
<b>2015</b>	\$556 M	\$173 M	\$215 M	\$944 M
<b>2016</b>	\$647 M	\$188 M	\$251 M	\$1,086 M
<b>2017</b>	\$634 M	\$185 M	\$252 M	\$1,071 M
<b>Five-Year Average</b>	<b>\$576 M</b>	<b>\$172 M</b>	<b>\$220 M</b>	<b>\$968 M</b>
<b>Wage and Salary Payments</b>				
<b>2013</b>	\$157 M	\$52 M	\$49 M	\$258 M
<b>2014</b>	\$170 M	\$37 M	\$46 M	\$254 M
<b>2015</b>	\$174 M	\$46 M	\$52 M	\$272 M
<b>2016</b>	\$200 M	\$49 M	\$60 M	\$308 M
<b>2017</b>	\$195 M	\$46 M	\$58 M	\$299 M
<b>Five-Year Average</b>	<b>\$179 M</b>	<b>\$46 M</b>	<b>\$53 M</b>	<b>\$278 M</b>
<b>Employment</b>				
<b>2013</b>	4,000	1,400	1,500	6,800
<b>2014</b>	4,300	1,000	1,400	6,700
<b>2015</b>	4,300	1,100	1,300	6,700
<b>2016</b>	4,800	1,100	1,500	7,400
<b>2017</b>	4,500	1,100	1,600	7,100
<b>Five-Year Average</b>	<b>4,400</b>	<b>1,100</b>	<b>1,500</b>	<b>7,000</b>

Future impacts of under construction venues include the Las Vegas Stadium, MSG Sphere at The Venetian and Las Vegas Ballpark. The combined economic impact of these assets at stabilization is expected to reach into the hundreds of millions of dollars. While certain estimations were required, the following summarizes the performance of the industry, accounting for the total impacts, inclusive of the three new venues at stabilization.

### Incremental Visitor Spending Impacts of Existing and Future Stabilized Venues

	Direct	Indirect	Induced	Total
<b>Future Stabilized Impact</b>				
<b>Economic Output</b>	\$1,085 M	\$167 M	\$203 M	\$1,456 M
<b>Wage &amp; Salary Payments</b>	\$377 M	\$57 M	\$64 M	\$497 M
<b>Employment</b>	9,600	1,200	1,500	12,300



## Existing Venues

### Las Vegas Motor Speedway



#### 2018 Notable Tenants/Events/ Concerts

Monster Energy  
Pennzoil 400

Monster Energy  
South Point 400

Electric Daisy Carnival

Las Vegas Motor Speedway (LVMS) has played host to NASCAR Cup Series races in Southern Nevada since 1998. The track also currently hosts Xfinity Series, Truck Series and NHRA races as well. Along with the 1.5-mile oval track, the speedway also maintains a drag strip, dirt track, off-road track and go-kart track. In addition to hosting numerous racing events, the speedway is also capable of hosting corporate outings, trade shows or other meeting events using the various venues located on property. LVMS boasts an impressive 1,400 event days annually across all facilities. Beginning in 2017, the speedway underwent renovations to enhance fan experience. Upgrades included improved clubhouse areas, the new Turn One Social Pavilion and an interactive sports lounge.

#### Quick Facts

Address	7000 North Las Vegas Blvd.
Owner/Operator	Speedway Motor Sports Inc.
Year Opened	1996
Seating Capacity	123,000

Sam Boyd Stadium



Sam Boyd Stadium has been a staple of athletic competition in Southern Nevada for almost a half century. The facility serves the University of Nevada, Las Vegas (UNLV) football team primarily, as well hosting a wide variety of other sporting and entertainment events. The stadium has grown substantially since it was originally constructed in 1971, adding about 25,000 in available seating capacity. Along with hosting UNLV football games, the stadium has hosted the Las Vegas Bowl since 1992, ranking as the 16th-oldest bowl game overall. The stadium currently serves as the venue for USA Sevens Rugby and hosts a number of popular motorsport events such as the Monster Energy Cup and Monster Jam World Finals.

Quick Facts

Address	7000 East Russell Rd.
Owner/Operator	University of Nevada, Las Vegas
Year Opened	1971
Seating Capacity	35,000

2018 Notable Tenants/Events/Concerts

- UNLV Football
- Las Vegas Bowl
- Monster Energy Cup
- Monster Jam World Finals
- USA Sevens Rugby



## Sports and Entertainment Venues and Infrastructure Impacts

### Thomas & Mack Center



#### 2018 Notable Tenants/Events/ Concerts

UNLV Runnin'  
Rebels Basketball

National Finals Rodeo

NBA Summer League

Disney on Ice

The Thomas & Mack Center, named for two Las Vegas bankers who helped to fund the initial studies and designs for the building, is the home venue of the UNLV Runnin' Rebels men's basketball team located on the campus of UNLV. The facility was built in 1983 at a cost of nearly \$30 million. The building serves as a multi-purpose event venue, hosting an array of events such as the National Finals Rodeo, major concerts and basketball tournaments. The Thomas & Mack Center continues to be a prominent sports and entertainment event venue in Clark County, hosting more than 250 events annually.

#### Quick Facts

Address	<b>4505 South Maryland Pkwy.</b>
Owner/Operator	<b>University of Nevada, Las Vegas</b>
Year Opened	<b>1983</b>
Seating Capacity	<b>18,500</b>

T-Mobile Arena



T-Mobile Arena is the newest, state-of-the-art arena located in the heart of Las Vegas just off the iconic Las Vegas Strip. The arena was completed in 2016 at a cost of \$375 million, and is jointly owned by AEG and MGM Resorts International. Notably, the arena serves as the home facility of the Vegas Golden Knights, the newest addition to the National Hockey League's (NHL) Western Conference. The arena is highly functional as a multi-purpose venue. Along with hosting NHL hockey games, T-Mobile Arena is available to host NBA games, concerts, boxing matches, mixed martial arts events, award shows and many other major events.

Quick Facts

Address	3780 South Las Vegas Blvd.
Owner/Operator	MGM Resorts International/AEG
Year Opened	2016
Seating Capacity	17,500

2018 Notable  
Tenants/Events/  
Concerts

Vegas Golden Knights

UFC

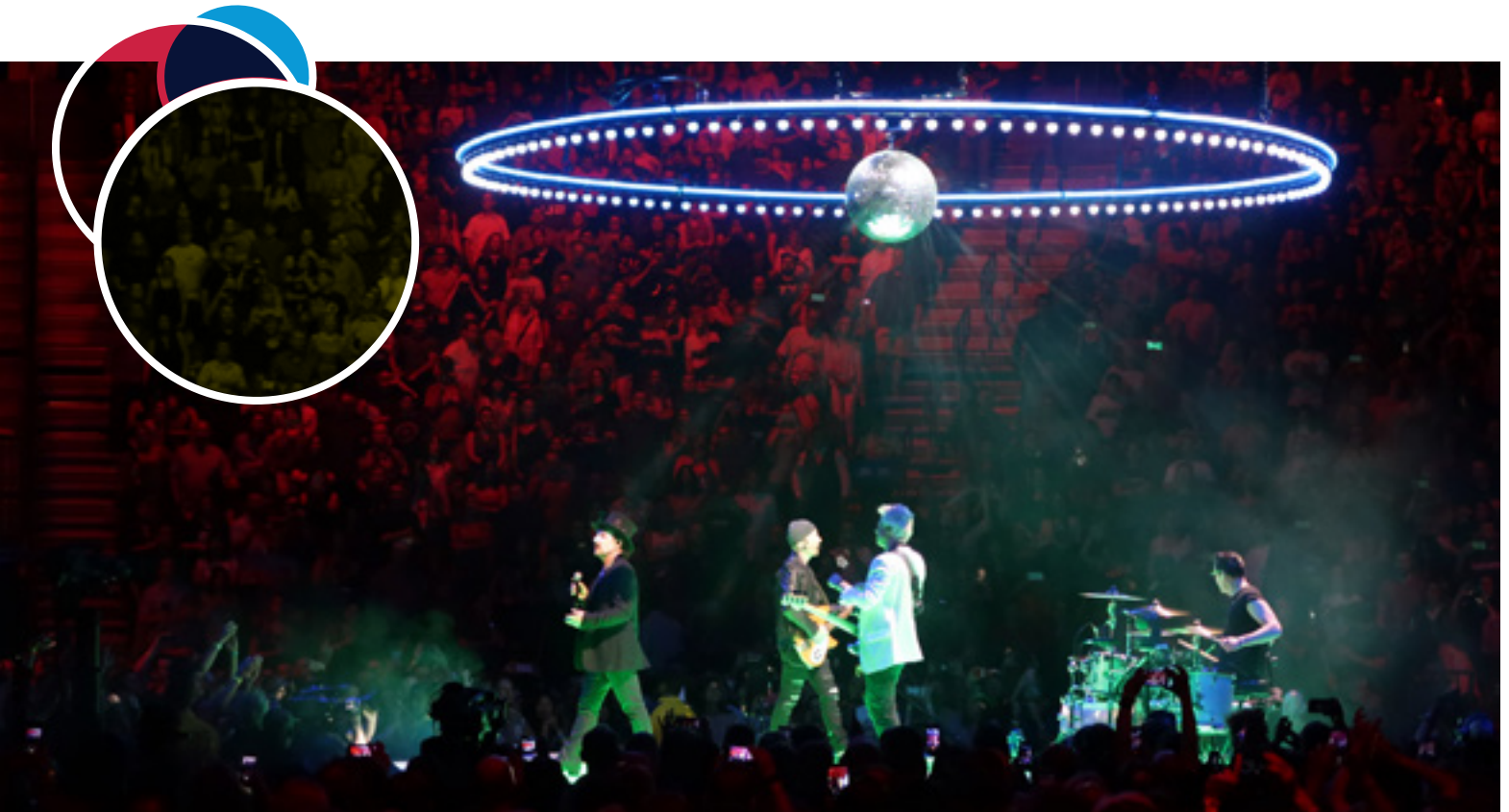
PBR World Finals

Pac-12 Men's  
Basketball Tournament

iHeartRadio Music Festival

Strait to Vegas

## Sports and Entertainment Venues and Infrastructure Impacts



### Top 10 Grossing Arenas

With Capacity 15,001+

Rank	Arena	Location	Concert Capacity	12-Month Gross
1	T-Mobile Arena	Las Vegas	20,000	\$164.4M
2	Madison Square Garden	New York	19,301	\$158.6M
3	O2 Arena	London	21,000	\$147.1M
4	The Forum	Inglewood	17,500	\$100.2M
5	Barclays Center	Brooklyn	19,000	\$80.52M
6	Staples Center	Los Angeles	20,000	\$80.5M
7	Qudos Bank Arena	Sydney	20,381	\$70.4M
8	Scotiabank Arena	Toronto	19,100	\$70.2M
9	American Airlines Center	Dallas	20,100	\$58.6M
10	Prudential Center	Newark	17,500	\$55.1M

Source: Revealed: the Hottest Venues on the 2018 Arena Power List, Billboard, October 2, 2018.



MGM Grand Garden Arena



In 25 years serving Southern Nevada, the MGM Grand Garden Arena has hosted a variety of events such as concerts, championship combat sports, professional and college sporting events and other special events. Until recently, the arena served as one of only a few facilities in the area capable of hosting large-scale concert and sporting events. The venue hosted some of the biggest championship fight events to take place in Southern Nevada in recent years, particularly the Floyd Mayweather vs. Manny Pacquiao boxing match in 2015, which saw a total of 4.6 million pay-per-view purchases and the Floyd Mayweather vs. Oscar de la Hoya match in 2007, which saw a total of 2.4 million pay-per-view purchases.

Quick Facts

Address	3799 South Las Vegas Blvd.
Owner/Operator	MGM Resorts International
Year Opened	1993
Seating Capacity	16,800

2018 Notable  
Tenants/Events/  
Concerts

Pac-12 Women's  
Basketball Tournament

54th Academy of Country  
Music Awards

Latin Grammy Awards

Billboard Music Awards

## Sports and Entertainment Venues and Infrastructure Impacts

### Mandalay Bay Events Center



#### 2018 Notable Tenants/Events/Concerts

Las Vegas Aces  
Billboard Latin Music Awards  
Maroon 5  
Evolution  
Championship Series

Since its opening in 1999, the Mandalay Bay Events Center has hosted prominent headliners and high-profile boxing and mixed martial arts events. After years of hosting concerts and conventions on the Las Vegas Strip, the events center went through a \$10 million renovation to prepare for the arrival of the Las Vegas Aces, the relocated franchise of the Women's National Basketball Association (WNBA) starting play in Las Vegas for the 2018 season. The renovation included new seats, a new basketball floor, the addition of team facilities and a new hanging scoreboard. The venue is also scheduled to host the 2019 WNBA All-Star Game.

#### Quick Facts

Address	3950 South Las Vegas Blvd.
Owner/Operator	MGM Resorts International
Year Opened	1999
Seating Capacity	12,000



Cashman Field



Cashman Field originally opened for baseball in 1983 as the home of the Las Vegas Stars minor league team and has hosted home games for the now Las Vegas 51s since 2001. The ballpark is also converted to a soccer layout to serve as the home facility for the Las Vegas Lights FC soccer team, which began play in the United Soccer League (USL) in 2018. In addition to the regular season slate for the local minor league team, Cashman Field has also hosted several other baseball-related sporting events throughout the years such as Big League Weekend (preseason games between major league ballclubs) and the Big League Challenge (a homerun derby event).

2018 Notable  
Tenants/Events/  
Concerts

- Las Vegas 51s
- Las Vegas Lights FC
- Big League Weekend

Quick Facts

Address	850 North Las Vegas Blvd.
Owner/Operator	City of Las Vegas
Year Opened	1983
Seating Capacity	9,300

## Sports and Entertainment Venues and Infrastructure Impacts

### Orleans Arena



#### 2018 Notable Tenants/Events/ Concerts

Continental Tire Las Vegas  
Holiday Open

All In Barrel Racing

World Men's  
Curling Championship

JAMZ All Star  
Cheerleading Nationals

The Orleans Arena is a multi-purpose venue located just west of the Las Vegas Strip at The Orleans Hotel and Casino. The arena hosts a wide range of sports and entertainment events and continued that trend in 2018, hosting events such as the World Men's Curling Championship, barrel racing, NCAA college basketball and even the Las Vegas Metro K-9 Trials. In past years, the arena also served as the home arena for professional sports franchises like the Las Vegas Gladiators of the Arena Football League and the Las Vegas Wranglers of the East Coast Hockey League.

#### Quick Facts

Address	<b>4500 West Tropicana Ave.</b>
Owner/Operator	<b>Boyd Gaming</b>
Year Opened	<b>2003</b>
Seating Capacity	<b>9,000</b>

Zappos Theater at Planet Hollywood



Originally opening in 1976 as the Aladdin Theater for Performing Arts, the now Zappos Theater at Planet Hollywood has been a prominent entertainment venue in Southern Nevada for over 40 years. The theater plays host to some of the biggest names in the entertainment industry as well as charity benefit and award shows. Popular headliner residencies at the venue include Britney Spears, Backstreet Boys and Gwen Stefani. It is worth noting that the Britney Spears residency was originally contracted as a two-year agreement, but due to the overwhelming success of the show, the contract was extended to four years.

2018 Notable  
Tenants/Events/  
Concerts

Headliner Residencies

- Backstreet Boys
- Gwen Stefani
- Britney Spears

Quick Facts

Address	3667 South Las Vegas Blvd.
Owner/Operator	Caesars Entertainment/Live Nation Entertainment
Year Opened	1976
Seating Capacity	7,000



## Sports and Entertainment Venues and Infrastructure Impacts

### Park Theater at Park MGM Las Vegas



#### 2018 Notable Tenants/Events/ Concerts

##### Headliner Residencies

Bruno Mars

Lady Gaga

Cher

The Park Theater at Park MGM Las Vegas is a brand-new entertainment venue at the newly rebranded Park MGM on the Las Vegas Strip. The \$450 million, state-of-the-art theater represents the very finest in entertainment venues, providing impressive audio and visuals to enhance the experience for viewers. With a versatile seating configuration, the theater provides formats for concerts, shows, combat sports, conventions and even basketball that provide each attendee with an intimate fan experience. Park Theater boasts a 140-foot-wide stage making it one of the widest in the world and is already hosting some of the biggest names in headliner entertainment.

#### Quick Facts

Address	<b>3770 South Las Vegas Blvd.</b>
Owner/Operator	<b>MGM Resorts International</b>
Year Opened	<b>2016</b>
Seating Capacity	<b>5,200</b>

South Point Arena & Equestrian Center



The South Point Arena & Equestrian Center is a versatile event venue located just minutes south of the Las Vegas Strip at the South Point Hotel, Casino and Spa. The multi-purpose venue is suitable for hosting a wide range of events, but the supporting infrastructure for horses makes it particularly well-suited to host popular equestrian and rodeo events. The venue has also been arranged to host college basketball games, combat sports and concerts among other types of events.

Quick Facts

Address	9777 South Las Vegas Blvd.
Owner/Operator	South Point Hotel, Casino and Spa
Year Opened	2006
Seating Capacity	4,600

2018 Notable  
Tenants/Events/  
Concerts

World Series of Team Roping

Las Vegas Holiday  
Hoops Classic

Open Wrestling  
Championships

USA BMX Racing



## Sports and Entertainment Venues and Infrastructure Impacts

### City National Arena



#### 2018 Notable Tenants/Events/ Concerts

Vegas Golden Knights

UNLV Hockey

Lil' Knights  
Cross-Ice Program

Memorial Day  
Tournament

City National Arena serves as the practice facility and headquarters for the Vegas Golden Knights of the National Hockey League (NHL), the first major sports franchise in Las Vegas. Located in the Downtown Summerlin shopping center, City National Arena also provides a state-of-the-art facility that is home to the UNLV hockey team, which plays roughly 14 home games per season at the arena. City National Arena also hosts various youth tournaments throughout the year. The arena houses two NHL-sized ice rinks for team and public use, each with a seating capacity of 600.

#### Quick Facts

Address	1550 South Pavilion Center Dr.
Owner/Operator	Vegas Golden Knights/The Howard Hughes Company
Year Opened	2017
Seating Capacity	1,200

# Future Venues

## Las Vegas Stadium



The biggest sports-related development underway in Southern Nevada is the new Las Vegas Stadium, located just west of the Las Vegas Strip. The stadium will serve as the home of the Raiders of the National Football League (NFL) when they relocate to Las Vegas, and will also serve as the home venue for the UNLV football team. The stadium is currently under construction and on track to be open for the 2020 NFL season. The new 65,000-seat domed stadium will provide Southern Nevada with a world-class venue for football games and a suitable location for large-scale sporting and entertainment events.

### Notable Tenants

Raiders Football

UNLV Football

### Quick Facts

Address	3333 Al Davis Way
Owner/Operator	Las Vegas Stadium Authority/Las Vegas Stadium Events Company
Year Opened	2020
Seating Capacity	65,000
Construction Cost	\$1.84 Billion

## Sports and Entertainment Venues and Infrastructure Impacts



### UNLV Football

Under the requirements of Senate Bill No. 1 (SB 1) of the 30th Special Session of the Nevada State Legislature, the UNLV football team will play its home games at the new stadium upon its completion in 2020. The stadium will provide the university athletes with a playing facility equaling that of the best in the country. The move to the new stadium inevitably means that the team will no longer play home games at Sam Boyd Stadium. UNLV will then become the fifth collegiate team who will share their home field with an NFL franchise.



Construction on the new \$1.84 billion Las Vegas Stadium began in September 2017. The project site spans 62 acres just west of Las Vegas Boulevard. Mortenson Construction Company and McCarthy Builders are the contractors for the project. As construction reached its one-year anniversary, the stadium began vertical progress with the installation of the first 52 truss columns. The project is on track to be completed in time for the 2020 NFL season.

## Community Benefits Plan

Pursuant to the Southern Nevada Tourism Improvements Act, the Las Vegas Stadium Community Benefits Pan has five component parts to ensure the highest level of community engagement by all segments in the design, construction and operation of the new Las Vegas Stadium. The plan outlines goals specifically set to promote small business participation, workforce diversity, community development, mentoring and internships during the construction and operation of the stadium project. The Community Benefits Plan is an instrumental mechanism to help ensure that the economic opportunities associated with the development of the project are shared throughout the community. It is worth noting that construction hiring quotas are exceeding targets. For example, the small business hiring share is currently at 18 percent, 3 percentage points ahead of the 15 percent target, and the minority and women hiring share is currently at 69 percent, an impressive 31 percentage points above the 38 percent target.



## MSG Sphere at The Venetian



One of the most modern entertainment venues in the world is currently under construction in Las Vegas. The MSG Sphere at The Venetian is a new 18,000-seat, technologically advanced arena that will deliver an unparalleled viewing experience for concertgoers. Due to open in 2020, the venue includes an LED exterior, a 160,000-square-foot interior display and an adaptive sound system that will deliver a great experience to all viewers in the building.

### Quick Facts

Address	3356 Swenson St.
Owner/Operator	Madison Square Garden (MSG) and Las Vegas Sands Corporation
Year Opened	2020
Seating Capacity	18,000

## Sports and Entertainment Venues and Infrastructure Impacts

### Las Vegas Ballpark



#### Notable Tenants

Las Vegas 51s Baseball  
(to be renamed)

Construction is already underway on the Las Vegas Ballpark, which will serve as the new home of the Las Vegas 51s minor league baseball team in 2019. The stadium will seat 10,000 fans and will be located in the Downtown Summerlin shopping center, adjacent to City National Arena. The venue will not only provide the team with state-of-the-art facilities, but it will make for a great place to catch a game for fans. The stadium will feature in-seat wait services and breathable mesh seats to make for a more enjoyable experience during the summer months of the season. Also, suites at the stadium will provide 365-day access for meetings at the park.

#### Quick Facts

Address	<b>1650 South Pavilion Center Dr.</b>
Owner/Operator	<b>The Howard Hughes Corporation</b>
Year Opened	<b>2019</b>
Seating Capacity	<b>10,000</b>
Construction Cost	<b>\$150 Million</b>

# Economic Contributions of Professional Sports Teams and Organizations

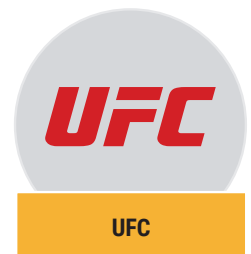
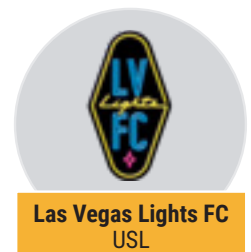
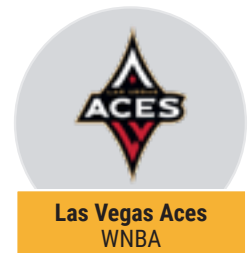
Las Vegas has always been a sports town; however, the arrival of major-league franchises have elevated the region's sports profile and garnered national attention. Until recently the Las Vegas 51s of the Pacific Coast League and Ultimate Fighting Championship (UFC) represented the only long-term tenured sports team and organization in Las Vegas. This trend changed dramatically when the NHL awarded Las Vegas an expansion franchise to begin play in the 2017/2018 NHL season. Shortly thereafter, in early 2017, it was announced that the NFL owners approved the relocation of the Oakland Raiders to Las Vegas. Las Vegas Lights FC (Lights), a professional soccer club, also began play in the United Soccer League in 2018. Additionally, the Las Vegas Aces (Aces) joined the teams and began play in the WNBA during 2018. Southern Nevada quickly experienced a jump in the number of professional sports teams making Las Vegas their home. Not only did Las Vegas see investment in facilities to host the new franchises, but the community saw investment in a new home for the Las Vegas 51s as well, adding another new venue to host sports and entertainment events.

While early concerns about the viability of major professional sports lingered, the Vegas Golden Knights experienced unprecedented on-ice success as Western Conference Champions and developed strong community support. The Lights and the Aces also posted strong attendance figures, suggesting Las Vegas locals just flat-out enjoy seeing live sports, putting to rest the notion that Las Vegas' 24-hour, entertainment-based economy could not support its own team. While Las Vegas locals obviously enjoy their new sports teams, they also appreciate the philanthropic impact these franchises have on the community. Like almost every other professional sports team, Las Vegas' franchises are significantly involved in the community. The Vegas Golden Knights Foundation and the Raiders Foundation are both active in the local market, raising funds for and partnering with other charitable organizations to directly help the less fortunate. Moreover, the Lights launched a charitable "kick back" program in 2018 that allowed fans to select a charitable organization to donate funds to for each ticket purchase; the 51s have been involved with various charitable causes in the community as a staple of the community. Importantly, UFC and their owners (present and prior) are also very committed to local charities in Southern Nevada.

The economic impacts of the professional sports teams and organizations are impressive. While a respectable share of attendance is sourced to local residents, the incremental visitor spending impacts of those traveling from outside the market are impressive. To quantify the incremental growth in the market, certain modeling assumptions were necessary to quantify visitor attendance and the share of attendees that would not have come to Las Vegas if not for the event being hosted locally. The following highlights the incremental economic impacts of the various sports teams and organizations operating in Southern Nevada, including the future estimated impacts of the Raiders.

## Incremental Visitor Spending Impacts of Existing and Future Sports Teams and Organizations

	Direct	Indirect	Induced	Total
<b>Existing and Future Impacts</b>				
<b>Economic Output</b>	\$377 M	\$112 M	\$147 M	\$636 M
<b>Wage &amp; Salary Payments</b>	\$112 M	\$28 M	\$33 M	\$173 M
<b>Employment</b>	2,800	600	800	4,300





## Economic Contributions of Professional Sports Teams and Organizations



### Vegas Golden Knights



#### Quick Facts

Founded	<b>2017</b>
League	<b>National Hockey League (NHL)</b>
Sport	<b>Ice Hockey</b>
Home Facility	<b>T-Mobile Arena</b>
Address	<b>3780 South Las Vegas Boulevard</b>
Home Games	<b>41</b>
Annual Home Attendance	<b>740,000</b>

#### Vegas Golden Knights

With tremendous early fan support and a \$500 million expansion fee, Bill Foley assisted in bringing the National Hockey League (NHL) Vegas Golden Knights to Southern Nevada, making them the first major professional sports franchise for the Silver State. In June of 2017, the Golden Knights selected players from the existing franchises to fill their initial roster in the NHL Expansion Draft. On October 10, 2017, the team played their inaugural home game at T-Mobile Arena on the Las Vegas Strip, less than a year and half after the completion of the state-of-the-art facility. Surrounded by concerns about the ability of Southern Nevada to support a major sports franchise, the team recorded an attendance of 103.9 percent for the 2017/2018 season (4th best in the league). The team also enjoyed unprecedented success on the ice for a first-year major sports franchise, setting a record for most points (109) by an NHL expansion team and finishing with a regular season record of 51-24-7. The team finished first in the Pacific Division and won three postseason playoff series before ultimately losing to the Washington Capitals in the Stanley Cup Final. The postseason run was impressive to say the least, considering the team entered the season with 500-1 odds to win the Stanley Cup. The improbable run led to notable awards for Coach Gerard Gallant (Jack Adams Award), Deryk Engelland (Mark Messier NHL Leadership Award), William Karlsson (Lady Byng Trophy) and General Manager George McPhee (General Manager of the Year). The Vegas Golden Knights have quickly become a staple of life for Southern Nevada residents.



### Vegas Golden Knights Foundation

The Vegas Golden Knights have made tremendous efforts to make lasting impacts in the Las Vegas community off the ice as well as on. The Vegas Golden Knights Foundation is a 501(c)(3) organization that serves as the primary charitable arm of the Vegas Golden Knights, connecting the team with the residents in Las Vegas. The foundation is focused on five priorities that include areas such as youth development and education, supporting military and first responders and their families and fighting hunger and homelessness in Las Vegas. Through sponsorships, ticket sales, events and merchandise sales, the Vegas Golden Knights Foundation is able to provide support to local non-profit organizations.



In 2017, the Vegas Golden Knights Foundation raised more than \$775,000 for the Folded Flag Foundation as a result of the Salute to Service Gala. The money raised from the event for the nonprofit organization was used to directly support The Folded Flag and other charitable organizations making a difference in the community.



## Economic Contributions of Professional Sports Teams and Organizations



**Las Vegas  
51s**



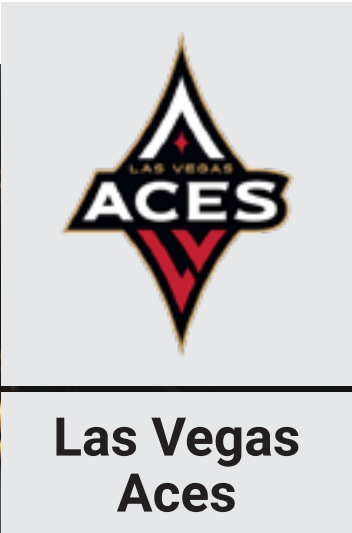
### Quick Facts

Founded	<b>1983</b>
League	<b>Pacific Coast League (PCL)</b>
Home Facility	<b>Cashman Field</b>
Address	<b>850 North Las Vegas Boulevard</b>
Home Games	<b>70</b>
Annual Home Attendance	<b>330,000</b>

### Las Vegas 51s

Since 1983, when the Triple-A franchise from Spokane, Washington relocated to Las Vegas for the start of the 1983 Pacific Coast League (PCL) season as the Las Vegas Stars, over 12 million baseball fans have passed through the gates at Cashman Field to partake in minor league baseball in Southern Nevada. With an ownership change, the team was rebranded as the Las Vegas 51s for the 2001 PCL season. Since 1983, the team has won two PCL Championships (1986 and 1988) and finished first overall in the division four times (1996, 2002, 2013 and 2014). On an individual level, Las Vegas players represented the very best in PCL talent, with the league's most valuable player coming from Las Vegas on seven occasions. Twice, the title of PCL Manager of the Year was awarded to the Las Vegas franchise and on two occasions the title of League Executive of the Year was awarded to Don Logan, current President and Chief Operating Officer of the Las Vegas 51s. In preparation for the 2019 season, team officials announced that in conjunction with the development of a new state-of-the-art stadium, and a new player development contract with the Oakland Athletics of Major League Baseball's (MLB) American League, the team would take the opportunity to rebrand for the start of the 2019 season. The new stadium will be located in the Downtown Summerlin shopping center, adjacent to City National Arena which houses the practice facility and team offices for the NHL's Golden Knights. The team is currently nearing the final stages of selecting a new name and will take the field under the new moniker at the Summerlin facility in April of 2019.

Economic Contributions of Professional Sports Teams and Organizations



**Las Vegas Aces**

In 2018, the Las Vegas Aces of the Women's National Basketball Association (WNBA) became the second major professional sports franchise to play regular home games in Southern Nevada. The team was originally founded in 1997 as the Utah Starzz, one of the original eight WNBA teams, before moving to San Antonio and rebranding as the Silver Stars for the 2003 season. The team is currently owned by MGM Resorts International and plays home games at Mandalay Bay Events Center on the southern end of the Las Vegas Strip. With the first overall selection in the 2018 WNBA Draft, the Aces selected A'ja Wilson (South Carolina) who would go on to be unanimously selected as the 2018 WNBA Rookie of the Year by a panel of national sportswriters and broadcasters. As a team, the Aces exceeded expectations for their first year playing in Las Vegas, finishing with 14 wins. The Aces also received tremendous support from fans in Southern Nevada, averaging more than 5,000 in attendance per game, and drawing more than 7,000 on two occasions. The Aces finished their first season confident about the future of the franchise in Las Vegas, looking forward to the years to come.

**Quick Facts**

Founded	1997
League	Women's National Basketball Association (WNBA)
Home Facility	Mandalay Bay Events Center
Address	3950 South Las Vegas Boulevard
Home Games	17
Annual Home Attendance	85,000



## Economic Contributions of Professional Sports Teams and Organizations



### Las Vegas Lights FC



#### Quick Facts

Founded	<b>2018</b>
League	<b>United Soccer League (USL)</b>
Home Facility	<b>Cashman Field</b>
Address	<b>850 North Las Vegas Boulevard</b>
Home Games	<b>17</b>
Annual Home Attendance	<b>125,000</b>

#### Las Vegas Lights FC

On March 17, 2018, the Las Vegas Lights FC of the United Soccer League (USL), opened the inaugural season with a win against Fresno FC. The team represented one of four new expansion clubs entering play in the league for 2018 along with Atlanta United, Fresno FC and Nashville SC. The USL represents a fast-growing market for professional sports, seeing significant expansion in recent years. The team currently plays at Cashman Field in Downtown Las Vegas, transforming the existing baseball setup to a full-grass soccer field for Lights FC matches. The stadium is uniquely-designed and is adapted to soccer games relatively easily given the shape of the existing baseball stadium and playing surface. All seats available to baseball games are available for soccer games, making for a great fan experience. The Lights FC saw tremendous fan support in their inaugural season. The club ranked highly among all USL teams in average attendance, with over 7,000 fans turning out per match, sixth-most among USL teams in 2018. The team looks to continue to bring an exciting brand of professional soccer to Downtown Las Vegas in 2019.



**UFC**

**Ultimate  
Fighting  
Championship**

### Ultimate Fighting Championship (UFC)

Ultimate Fighting Championship (UFC) is the world's largest mixed martial arts (MMA) promotion company. The venture began in 1993 as a relatively small operation. In 2001, brothers Frank Fertitta III and Lorenzo Fertitta purchased the mixed martial arts organization for an estimated \$2 million. Over the past 15 years, UFC has become the world's largest and most successful mixed martial arts organization. In 2017, the company was reportedly sold for an impressive \$4 billion to WME-IMG (now known as Endeavor), making it the most expensive transaction by an organization in sports history.

The reason for UFC's success has been that it has grown from a niche combat sport into one of the most visible sports organizations in the world. UFC events have had a tremendous impact on Southern Nevada, hosting more than 100 fights over the years, and averaging approximately six events per year on the local market. The UFC's annual premier event, International Fight Week, generates an estimated economic impact exceeding \$200 million. UFC was also a key player in bringing the much-anticipated matchup between Floyd Mayweather, Jr. and UFC Lightweight Champion Conor McGregor in 2017. In October 2018, UFC 229: Khabib vs. McGregor generated an estimated attendance of over 20,000 at the T-Mobile Arena to witness the event.

#### Quick Facts

Founded	<b>1993</b>
Industry	<b>Mixed Martial Arts (MMA)</b>
Headquarters	<b>Las Vegas, Nevada</b>
Address	<b>6650 South Torrey Pines Drive</b>



## Economic Contributions of Professional Sports Teams and Organizations



Further enhancing its presence in Southern Nevada, UFC completed construction on its 184,000-square-foot company headquarters in the southwest valley in 2017. The multi-million-dollar facility not only serves as the global headquarters for the growing organization, but is also the home of the new UFC Performance Institute. Modeled after top training facilities in the world, the 30,000-square-foot tech-laden institute was designed to provide UFC fighters with the best resources and expertise in nutrition, training, rehabilitation and other areas of human performance. This facility has become a leading

example for maximizing performance for athletes because of its focus to not just make athletes bigger and stronger, but to also ensure they are healthier and more resilient. The spin-off effects of this type of investment are significant.

UFC is focused on the development of innovative training methods, techniques and equipment that will help optimize athletic performance. The organization has become a model for developing global relationships as well as signature events that bring fans from all over the world to Southern Nevada.

### **UFC 195: Lawler vs. Condit**

Jan. 2, 2016  
MGM Grand Garden Arena  
10,300

### **UFC Fight Night: Hendricks vs. Thompson**

Feb. 6, 2016  
MGM Grand Garden Arena  
7,422

### **UFC 196: McGregor vs. Diaz**

Mar. 5, 2016  
MGM Grand Garden Arena  
14,697

### **UFC 197: Jones vs. Saint Preux**

Apr. 23, 2016  
MGM Grand Garden Arena  
12,831

### **UFC Fight Night: Almeida vs. Garbrandt**

May 29, 2016  
Mandalay Bay Events Center  
5,193

### **UFC Fight Night: dos Anjos vs. Alvarez**

Jul. 7, 2016  
MGM Grand Garden Arena  
7,760

### **The Ultimate Fighter 23 Finale**

Jul. 8, 2016  
MGM Grand Garden Arena  
8,115

### **UFC 200: Tate vs. Nunes**

Jul. 9, 2016  
T-Mobile Arena  
18,202

### **UFC 202: Diaz vs. McGregor 2**

Aug. 20, 2016  
T-Mobile Arena  
15,539

### **The Ultimate Fighter 24 Finale**

Dec. 3, 2016  
Palms Casino Resort  
2,044

### **UFC 207: Nunes vs. Rousey**

Dec. 30, 2016  
T-Mobile Arena  
18,533

### **UFC 209: Woodley vs. Thompson 2**

Mar. 4, 2017  
T-Mobile Arena  
13,150

### **The Ultimate Fighter 25 Finale**

Jul. 7, 2017  
T-Mobile Arena  
6,308

### **UFC 213: Romero vs. Whittaker**

Jul. 8, 2017  
T-Mobile Arena  
12,834

### **Mayweather vs. McGregor**

Aug. 26, 2017  
T-Mobile Arena  
14,623

### **UFC 216: Ferguson vs. Lee**

Oct. 7, 2017  
T-Mobile Arena  
10,638

### **The Ultimate Fighter 26 Finale**

Dec. 1, 2017  
Park Theater  
N/A

### **UFC 219: Cyborg vs. Holm**

Dec. 30, 2017  
T-Mobile Arena  
13,561

### **UFC 222: Cyborg vs. Kunitskaya**

Mar. 3, 2018  
T-Mobile Arena  
12,041

### **The Ultimate Fighter 27 Finale**

Jul. 6, 2018  
Palms Casino Resort  
2,123

### **UFC 226: Miocic vs. Cormier**

Jul. 7, 2018  
T-Mobile Arena  
17,464

### **UFC 229: Khabib vs. McGregor**

Oct. 6, 2018  
T-Mobile Arena  
20,034

Mayweather vs. McGregor



On Saturday, August 26, 2017, the world welcomed the highly-anticipated 12-rounds super welterweight matchup between boxing legend Floyd Mayweather, Jr. and UFC Lightweight Champion Conor McGregor to T-Mobile Arena in Las Vegas, Nevada. The matchup, which was preceded by a world media tour, did not disappoint as it became one of the most watched combat sporting events in history. Not only did the excitement built around this event bring fans to Las Vegas, but “The Money Fight” also brought the city known as “The Fight Capital of the World” into homes and businesses around the world, as media exposure associated with the event was valued in excess of \$700 million. The event generated substantial economic activity for Las Vegas’ local community. The impacts are not only sourced to consumer spending at the event itself, but the broader Las Vegas metropolitan area benefited from the travel and tourism impacts of attendees. Spending by domestic and international travelers was sourced to hotel accommodations, dining, shopping, gambling, local transportation and other areas. Local vendor purchases (indirect) and employee spending (induced) impacts also generated significant economic activity in the region. Overall, the event generated approximately \$150.9 million in incremental economic output and \$19.4 million in salaries and wages. The event and related visitor activity also supported an estimated 467 jobs in Southern Nevada. In addition to the economic impacts, the event and related visitor spending generated approximately \$7.0 million in public revenues for the state of Nevada and local jurisdictions.



ECONOMIC OUTPUT

\$150.9 M



SALARIES AND WAGES PAID

\$19.4 M



EMPLOYMENT

467 JOBS

## Economic Contributions of Professional Sports Teams and Organizations



**Raiders**



### Quick Facts

Founded	<b>1960</b>
League	<b>National Football League (NFL)</b>
Current Home Facility	<b>Oakland-Alameda County Coliseum</b>
Future Home Facility	<b>Las Vegas Stadium</b>
Regular Season Games	<b>8</b>

### Raiders

The Raiders football team of the NFL's American Football Conference (AFC) was established in 1960 as part of the American Football League (AFL). Since the merger of the AFL and NFL in 1970, the Raiders have competed in the AFC's West Division. While the team was originally formed as the Oakland Raiders, it relocated and played in Los Angeles from 1982 until the team was moved back to Oakland in 1995. The Raiders won an AFL Championship in 1967 and three Super Bowl Championships in 1976, 1980 and 1983.

In 2017, it was announced that the NFL owners had officially approved the relocation of the team to Las Vegas, starting with the 2020 NFL season. The move came in conjunction with the development of a new 62,228-seat domed stadium, which will serve as the home field for the team. In preparation for the first season in Las Vegas, the team began selling personal seat licenses in July 2018 for fans to purchase season tickets for Raiders games in the new stadium. With the team already active in the Las Vegas community and the new stadium taking shape, Southern Nevada residents are looking forward to seeing the Raiders compete in 2020 when they take the field as the Las Vegas Raiders.



## Economic Contributions of Professional Sports Teams and Organizations



### **RAIDERS FOUNDATION**

While the Raiders will not take the field as the Las Vegas Raiders until the 2020 season, the team is already involved with charitable endeavors throughout Southern Nevada, while also continuing to support charitable causes in Oakland. The charitable arm of the Raiders, the Raiders Foundation, is active in the Southern Nevada community, making donations to various nonprofit organizations and promoting civic and community health through military support and youth development. The Raiders recently met with children at University Medical Center of Southern Nevada to interact with patients and their families. Additionally, the Raiders partake in the NFL's Play 60 program which gives students the opportunity to interact with players to support the 60 minutes a day fitness program.

### **Raiders Henderson Headquarters**

The Raiders will make Southern Nevada their new home of the future, building their headquarters and state-of-the-art training facility in Henderson, Nevada. Sitting on 55 acres of land, the 323,000-square-foot headquarters will feature office space, a training center, a kitchen, a 200-seat theater and locker rooms. Outside of the facility, the team will have access to four and a half football fields, as well as a pool and fan seating. Construction is estimated to be completed by spring of 2020.





## Special Events and Their Role in the Tourism Industry

The diversity of special events in Southern Nevada is what allows the local venues to continue to draw out-of-town visitors to the area. According to the latest LVCVA *Las Vegas Visitor Profile Study*, roughly 6 percent of visitors come to Southern Nevada with the primary purpose of attending a special event. In 2017, this key component of visitation drove approximately \$2.1 billion in direct visitor spending while directly supporting over 14,700 jobs in the area.

Southern Nevada continues to evolve, and so does its roster of special events. Between the efforts of the LVCVA and LVE, these organizations not only secure events for the destination, but also ensure their success. Notably, LVE has also been effective in the development, production and support of various events such as USA Sevens Rugby, NBA Summer League and most notably the Wrangler National Finals Rodeo (NFR).

With the help of the LVCVA and LVE, local venues have marketed their events to appeal to a wide range of visitors that continue to drive traffic to Southern Nevada and ultimately demand hotel room nights. This increased growth in special events has provided venues the opportunity to negotiate long-term event contracts well into the next decade in some instances. The Las Vegas special event appeal has also led to discussions for future citywide bid events such as the NFL Super Bowl, NFL Draft and NCAA Final Four that will be made possible with the completion of the Las Vegas Stadium. Securing these future events while also continuing to develop and grow existing events is a vital component in the future success of Southern Nevada's tourism industry.

The pages that follow highlight a number of examples of special events in Las Vegas. These do not represent a comprehensive list. Rather, they provide a sampling of the types of events that draw visitors to Las Vegas.

## Selected Special Events Taking Place in Southern Nevada

Event	Event Type	Primary Event Venue	Event Days	Est. Total Event Attendance	Est. Total Out-of-Town Visitors
<b>Electric Daisy Carnival (EDC)</b>	 Music	Las Vegas Motor Speedway	3	400,000	125,000
<b>Wrangler National Finals Rodeo</b>	 Equestrian	Thomas & Mack Center	10	171,000	40,000
<b>Life is Beautiful</b>	 Music	Downtown Las Vegas	3	153,000	37,000
<b>NBA Summer League</b>	 Sports	Thomas & Mack Center and Cox Pavilion	12	133,000	34,000
<b>Cowboy Christmas Gift Show</b>	 Other	Las Vegas Convention Center	10	118,000	105,000
<b>NHRA Toyota Nationals</b>	 Motor Sports	Las Vegas Motor Speedway	4	108,000	44,000
<b>USBC Open Championships</b>	 Sports	South Point Bowling Plaza	149	100,000	96,000
<b>NASCAR - Spring Race</b> <i>Attendance data only reflects Sunday race day; excludes other events</i>	 Motor Sports	Las Vegas Motor Speedway	3	86,000	73,000
<b>Pac-12 Men's Basketball Tournament</b>	 Sports	T-Mobile Arena	4	83,000	12,000
<b>PBR World Finals</b>	 Equestrian	T-Mobile Arena	5	70,000	17,000
<b>Rock 'n' Roll Las Vegas Marathon &amp; 1/2 Marathon</b>	 Sports	Las Vegas Boulevard	2	57,000	54,000
<b>USA Sevens Rugby</b>	 Sports	Sam Boyd Stadium	3	55,000	22,000

Source: Las Vegas Convention and Visitors Authority and Las Vegas Events.

## Special Events and Their Role in the Tourism Industry

### Quick Facts

Local Event Years	<b>2011-Present</b>
Event Type	<b>Music</b>
Primary Event Venue	<b>Las Vegas Motor Speedway</b>
Event Day	<b>3</b>
Est. Total Event Attendance	<b>400,000</b>
Est. Total Out-of-Town Visitors	<b>125,000</b>

## Electric Daisy Carnival (EDC)

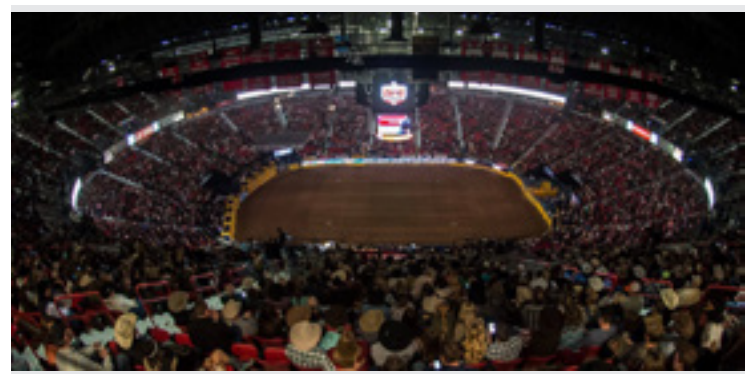


The Electric Daisy Carnival (EDC) event is an annual electronic dance music festival created with the purpose of using music and art to inspire its attendees. Each year Las Vegas hosts the festival's flagship event, spanning three days and attracting over 400,000 total attendees. LVE provided the initial support efforts to EDC's producers that helped the event grow into North America's largest outdoor dance music festival that gives fans unique sets by world-class artists. Due to EDC's overwhelming success, LVE no longer provides financial support for the Las Vegas event but does assist EDC staff with items such as transportation, local partnerships and communication with hotel properties.

### Quick Facts

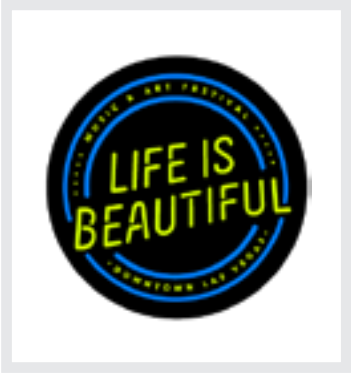
Local Event Years	<b>1985-2018</b>
Event Type	<b>Equestrian</b>
Primary Event Venue	<b>Thomas &amp; Mack Center</b>
Event Days	<b>10</b>
Est. Total Event Attendance	<b>171,000</b>
Est. Total Out-of-Town Visitors	<b>40,000</b>

## Wranglers National Finals Rodeo (NFR)



The National Finals Rodeo (NFR) is the Professional Rodeo Cowboys Association's annual end-of-season championship event that brings the world's best cowboys, barrel racers and livestock together in one destination to compete. December 2018 marks the 34th consecutive year the NFR will have been held in Las Vegas at the Thomas & Mack Center. The event spans 10 days and incorporates a number of ancillary events, such as the Cowboy Christmas Gift Show, Downtown Hoedown and Miss Rodeo America. In 2014, Las Vegas Events negotiated an extension with the Professional Rodeo Cowboys Association that will keep this prestigious event in Las Vegas through 2024.

## Life is Beautiful Music & Art Festival

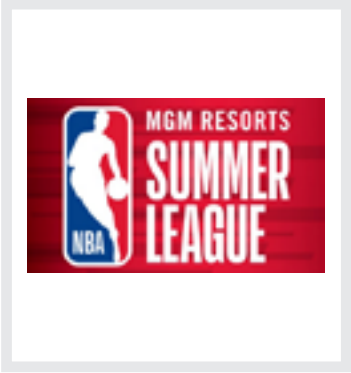


Life is Beautiful Music & Art Festival is an annual event that takes place in Downtown Las Vegas that attracts an estimated 153,000 visitors with approximately 37,000 attendees coming from out of town for the event. The festival was developed in 2013 as a two-day event to help fulfill the music festival demand in the Las Vegas area. Over the past six years, the festival has grown into a three-day event and experienced its first sell out in 2017 within 90-minutes. The event's primary focus is on music, but it also features comedy acts, culinary experiences and art exhibits for attendees to explore.

### Quick Facts

Local Event Years	<b>2013-2018</b>
Event Type	<b>Music</b>
Primary Event Venue	<b>Downtown Las Vegas</b>
Event Days	<b>3</b>
Est. Total Event Attendance	<b>153,000</b>
Est. Total Out-of-Town Visitors	<b>37,000</b>

## NBA Summer League



The NBA Summer League is an off-season basketball competition consisting of three leagues: The Sacramento Kings' California Classic Summer League, Utah Jazz Summer League and the Las Vegas Summer League. At these leagues NBA teams compete, testing summer rosters in place of their regular season line-ups. These rosters include rookies, sophomores and G League affiliate players. The league played its inaugural season in 2001 in Orlando, Florida. The league was later introduced to Las Vegas in 2004, creating the Las Vegas Summer League which has since been played at the Thomas & Mack Center. The event expanded from six NBA teams and 3,000 attendees in 2004, to now hosting all 30 NBA teams and accommodating over 130,000 attendees. The event consists of 82 games spanning 12 days, and welcomes more than 15 million live television viewers on channels such as ESPN, ESPN2 and NBA TV.

### Quick Facts

Local Event Years	<b>2004-2018</b>
Event Type	<b>Sports (Basketball)</b>
Primary Event Venue	<b>Thomas &amp; Mack Center and Cox Pavilion</b>
Event Days	<b>12</b>
Est. Total Event Attendance	<b>133,000</b>
Est. Total Out-of-Town Visitors	<b>34,000</b>

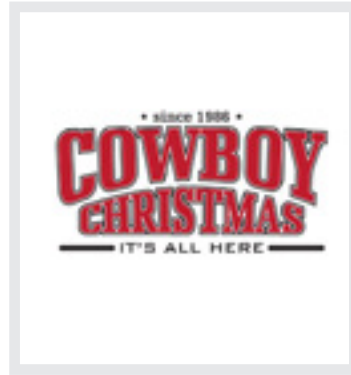


## Special Events and Their Role in the Tourism Industry

### Quick Facts

Local Event Years	<b>1986-2018</b>
Event Type	<b>Other (Gift Show)</b>
Primary Event Venue	<b>Las Vegas Convention Center</b>
Event Days	<b>10</b>
Est. Total Event Attendance	<b>118,000</b>
Est. Total Out-of-Town Visitors	<b>105,000</b>

## Cowboy Christmas Gift Show

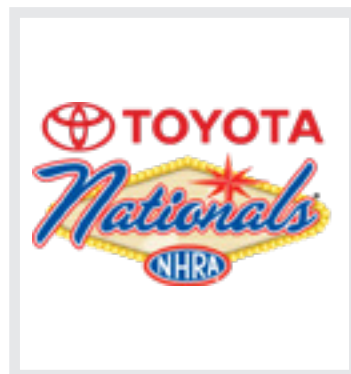


Cowboy Christmas Gift Show is an ancillary event to the Wrangler National Finals Rodeo (NFR). During its first year in 1986, the show attracted 52 exhibitors and 31,000 attendees. Today, the show welcomes more than 350 exhibitors and upwards of 118,000 attendees, most of which are from out-of-town. This 10-day gift show provides a daytime event for NFR fans to purchase unique products as well as official Wrangler NFR merchandise. In addition to shopping, attendees can also experience live entertainment and Junior NFR events. The gift show has become a signature event for the NFR fan experience.

### Quick Facts

Local Event Years	<b>2017-2018</b>
Event Type	<b>Motor Sports</b>
Primary Event Venue	<b>Las Vegas Motor Speedway</b>
Event Days	<b>4</b>
Est. Total Event Attendance	<b>108,000</b>
Est. Total Out-of-Town Visitors	<b>44,000</b>

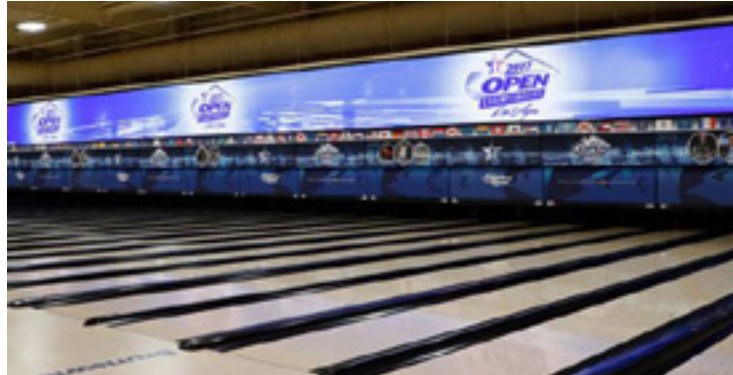
## NHRA Toyota Nationals



The National Hot Rod Association (NHRA) brought the Mello Yello Drag Racing Series to Las Vegas in 2017. This championship drag racing event lets fans experience the world's fastest motor sport, with vehicles racing distances over 1,000 feet and reaching speeds that exceed 300 mph. Las Vegas hosts the season's second-to-last event before the world championships and features four event types: Top Fuel, Funny Car, Pro Stock and Pro Stock Motorcycle. This four-day event brings in over 100,000 attendees, with over 40,000 coming from out of town.



## USBC Open Championships

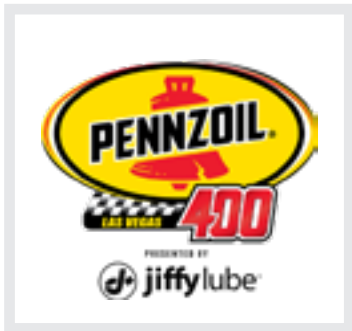


In 2013, in conjunction with the LVCVA and LVE, the South Point Hotel, Casino and Spa and the United States Bowling Congress (USBC) entered into a 12-year agreement to host five USBC Open Championships, four USBC Women's Championships and more than 50 bowling-related events. As part of the agreement, the South Point agreed to build a world-class facility suitable for hosting the highest-level of bowling completion. The \$30 million Tournament Bowling Plaza opened in 2014 featuring 60 lanes and a 360-seat viewing area. In 2017, the Open Championships drew nearly 100,000 attendees, over half of which were event participants. The incremental visitation as a result of this event is substantial, with 96 percent of visitors coming from out of town. The event is scheduled to return to the plaza in 2019.

### Quick Facts

Local Event Years	<b>1985, 2009 and 2017</b>
Event Type	<b>Sports (Bowling)</b>
Primary Event Venue	<b>South Point Bowling Center</b>
Event Days	<b>149</b>
Est. Total Event Attendance	<b>100,000</b>
Est. Total Out-of-Town Visitors	<b>96,000</b>

## NASCAR – Spring Race



Since 1998, Las Vegas has hosted a NASCAR Cup Series stock car race during the spring. The three-day event is headed by the Sunday race which features a 400-mile race with the top-rated stock car drivers in the country. During the weekend event, spectators are able to visit the Las Vegas Motor Speedway's Neon Garage, which is featured in the center of the speedway's infield. The Neon Garage provides fans with a unique experience to view the NASCAR drivers and cars up-close as well as have access to live entertainment and the Winner's Circle. The event welcomes attendees from all over the country, with over 70,000 out-of-town spectators. For this reason, negotiations were made to bring a second NASCAR event weekend to Las Vegas. September 2018 marked the first year that Las Vegas hosted a second NASCAR race, which was sponsored by local South Point Hotel, Casino and Spa.

### Quick Facts

Local Event Years	<b>1998-2018</b>
Event Type	<b>Motor Sports</b>
Primary Event Venue	<b>Las Vegas Motor Speedway</b>
Event Days	<b>3</b>
Est. Total Event Attendance	<b>86,000</b>
Est. Total Out-of-Town Visitors	<b>73,000</b>

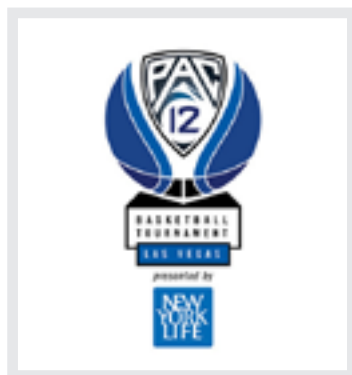
*Attendance data only reflects Sunday race day; excludes other events*

## Special Events and Their Role in the Tourism Industry

### Quick Facts

Local Event Years	<b>2013-2018</b>
Event Type	<b>Sports (Basketball)</b>
Primary Event Venue	<b>T-Mobile Arena</b>
Event Days	<b>4</b>
Est. Total Event Attendance	<b>83,000</b>
Est. Total Out-of-Town Visitors	<b>12,000</b>

## PAC-12 Men's Basketball Tournament

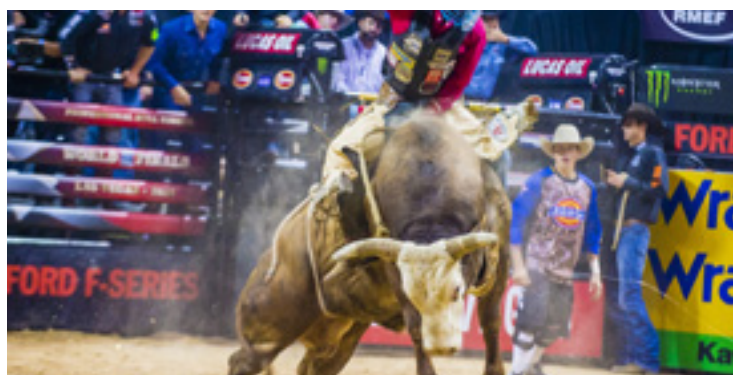
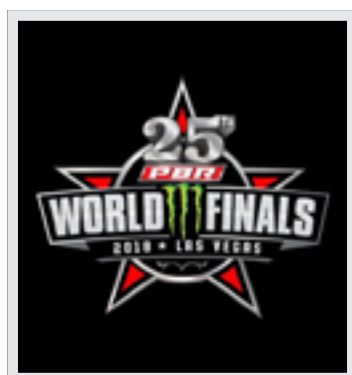


The Pac-12 Men's Basketball Tournament is the concluding tournament for the NCAA Pac-12 conference basketball teams. Though the tournament began in 1987, it moved to Las Vegas in 2013 to be played in the MGM Grand Garden Arena. In 2017, the tournament was moved to the newly constructed T-Mobile Arena where it is set to be played through 2020. The four-day tournament features a four-round, single-elimination style tournament, with the winner receiving an automatic bid into the NCAA tournament. The event is estimated to bring in over 80,000 spectators and is broadcasted through major network partners, including ESPN, Fox Sports and the Pac-12 Network.

### Quick Facts

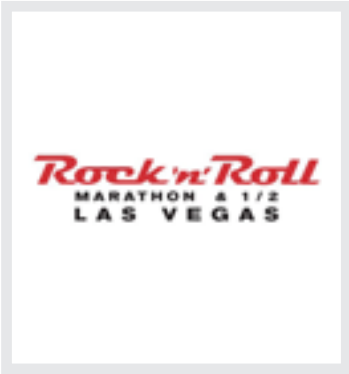
Local Event Years	<b>1994-2018</b>
Event Type	<b>Equestrian</b>
Primary Event Venue	<b>T-Mobile Arena</b>
Event Days	<b>5</b>
Est. Total Event Attendance	<b>70,000</b>
Est. Total Out-of-Town Visitors	<b>17,000</b>

## PBR World Finals



The Professional Bull Riders (PBR) World Finals is a five-day event that brings the world's top 35 riders and top-rated bulls to Las Vegas to compete. In 1994, the inaugural World Finals took place at the MGM Grand Garden Arena. The event later expanded into the Thomas & Mack Center in 1999 where it remained until 2016. Due to the popularity of the event resulting in its growing size, the 2018 PBR World Finals was moved to the T-Mobile Arena where it is set to return to in 2019. The event brings upwards of 70,000 attendees to Las Vegas, nearly 20,000 of which are out-of-town visitors. Each fall the PBR World Finals concludes in Las Vegas and awards over \$2 million in prize money.

## Rock 'n' Roll Las Vegas Marathon & ½ Marathon

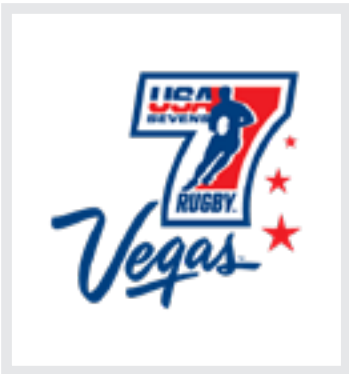


The Rock 'n' Roll Las Vegas Marathon & 1/2 Marathon is the world's largest nighttime running event that draws nearly 50,000 participants to the Las Vegas Valley each year. A majority of participants are out-of-town visitors, representing not only the United States but over 60 countries. Though the Las Vegas Marathon has been in the area since 1967, the Rock 'n' Roll Marathon brand took over the event in 2009 and has since brought the race elevated exposure, support and growth. The event takes place on the iconic Las Vegas Boulevard but also features ancillary events throughout the weekend, including a Health and Wellness Expo housed in the Las Vegas Convention Center.

### Quick Facts

Local Event Years	2009-2018
Event Type	Sports
Primary Event Venue	Las Vegas Boulevard
Event Days	2
Est. Total Event Attendance	57,000
Est. Total Out-of-Town Visitors	54,000

## USA Sevens Rugby



In 2010, Las Vegas hosted its first USA Sevens Rugby tournament at Sam Boyd Stadium. The three-day event is the fifth of ten tournaments on the Sevens World Series tour and it is also the nation's only Sevens Rugby stop. The tournament is North America's largest annual rugby competition, bringing over 55,000 spectators to the area. The event features 16 teams from various countries that compete in 45 matches to gain points in the Sevens World Series rankings. The event also welcomes television viewers through its broadcast on NBC. The weekend event is accompanied by spin-off events which include the Festival Fan Village at Sam Boyd Stadium as well as the Official Welcome Party, Parade of Nations.

### Quick Facts

Local Event Years	2010-2018
Event Type	Sports (Rugby)
Primary Event Venue	Sam Boyd Stadium
Event Days	3
Est. Total Event Attendance	55,000
Est. Total Out-of-Town Visitors	22,000



## Special Events and Their Role in the Tourism Industry

### Other Events

Las Vegas has hosted countless events over the years, earning the title of the entertainment capital of the world. The Las Vegas Convention and Visitors Authority (LVCVA), along with the help of Las Vegas Events (LVE), has made Las Vegas the top destination for events wishing to develop as well as grow. The Las Vegas brand has helped events achieve national and at times global recognition by creating unique experiences for attendees and performers alike. Below are some additional events that Las Vegas has hosted.



# The Importance of Promotion and Advertising

It is important to note the economic activity associated with sports and entertainment is not necessarily sourced directly to the construction of a major venue or the operation of a live act. Travel decisions are assisted by the wide range of promoters and advertisers of events and activities. Without investments that target consumers, it is possible that arenas and showrooms would sit vacant.

## Resort Property Owners and Operators

Key players within the industry include resort property owners and operators. They have a vested interest in ensuring people decide to get in a car or on a plane and travel to the Las Vegas destination. Without their targeted and effective marketing and promotion efforts, demand for sports and entertainment activities would be limited.

## Las Vegas Convention and Visitors Authority



The LVCVA is a lead destination marketer for Las Vegas' tourism industry. The LVCVA mission is simple: "To attract visitors by promoting Las Vegas as the world's most desirable destination for leisure and business travel."

## Las Vegas Events



The primary purpose of LVE is to secure events for the destination and then ensure their success. Through "Signature Events," LVE works closely with event producers, hotels, the LVCVA and local municipalities to assemble the necessary elements for a successful event. Their mission is focused – "We produce, support and assist in the growth of Signature Events that drive tourism and increase awareness of Las Vegas as the premier event destination."



## Professional Sports Teams and Organizations

While the impact of professional sports teams and organizations has been discussed earlier in this analysis, the marketing and promotional reach of the sports teams themselves is an important component of the tourism industry's success.



## Event Promoters and Operators

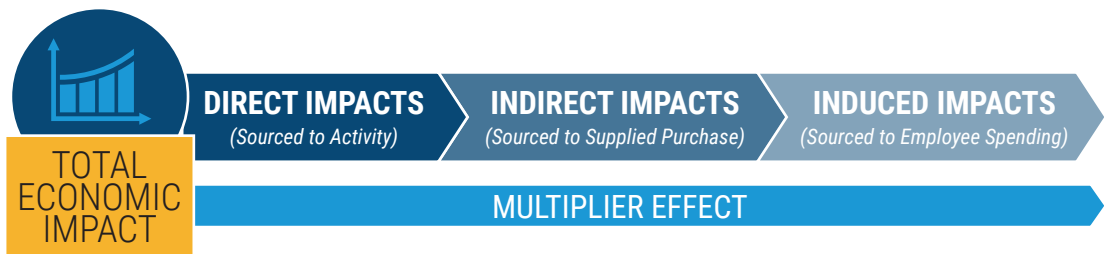
In addition to the venue operators, destination marketing teams, teams themselves and outside promoters that put on a wide range of live events are also an integral part of the industry's impact. Promoters such as AEG Live and Live Nation play an integral role in the success of major events, and, ultimately, the demand for the industry. Without their contributions, much of what takes place in Southern Nevada would not be possible.

The cohesive efforts of destination marketers has led to great success for the Las Vegas area, its tourism industry and the sports and entertainment sector.

# Methodology, Assumptions and Limitations

From paying employee wages to spending on vendor supplies and services, each dollar generated within the sports and entertainment industry ripples throughout the community, multiplying the economic benefits of that front-end output. The magnitude of those multiplier effects is estimated using IMPLAN, a nationally recognized model for estimating the total economic benefits of a business or industry. The model starts with a direct spending and, based on the industry, estimates the ripple effects on overall economic activity, total employment and employee wages and benefits.

Those effects are categorized as direct, indirect or induced. Direct effects capture the economic output, jobs and labor income directly generated by the business. Indirect effects account for economic output, jobs and labor income produced through the purchase of goods and services from suppliers. Finally, induced effects reflect the economic activity and jobs produced by the earnings company workers spend in the community, for example, shopping at the grocery store, going to the movies or visiting a doctor's office. The direct, indirect and induced effects are combined to determine the total economic impact a business has on the community.



While various assumptions are contained throughout this analysis, it is worth noting that assumptions regarding visitation, consumer spending and incremental economic activity were utilized on a venue, team and event basis to generate the estimated economic impacts of the sports and entertainment industry. Known spending values were also sourced data included in the *Visitor Profile Study* created by the Las Vegas Convention and Visitors Authority (LVCVA) and analyses contained in the *Economic Impact Series Briefs* prepared by Applied Analysis on behalf of the LVCVA. Where possible, similar methodologies were utilized in this report to ensure consistency with other analyses on this topic. While the assumptions contained in this analysis provide a reasonable basis for the computed impacts, it is possible actual impacts may vary.

This analysis used the best available data to analyze the economic impacts of the sports and entertainment industry. It relies heavily on data reported by third-party data providers; and, although we have no reason to doubt the accuracy of these data, they have not been subjected to any auditing or review procedures by AA. Input-output models, as is the case with all economics-based models, are not without their limitations. The static model used in this analysis, IMPLAN, for example, assumes that capital and labor are used in fixed proportions. This means that for every job lost or created, a fixed change in investment, income and employment will result. In reality, developers, operators, consumers and governments deal with a changing economy in very complex ways, constantly altering their mix of capital, labor, and levels of investment. Finally, it is important to note that this is a preliminary undertaking that may be supplemented by on-going and future analyses. This report is not intended to be comprehensive and may not be appropriate for all purposes.



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