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## Southern Nevada Sporting Event Committee

Las Vegas, Nevada

Meeting Minutes | Monday, September 24, 2018

The Southern Nevada Sporting Event Committee met in regular session in full conformity with law and bylaws of said Committee at the City of Las Vegas Council Chambers, Las Vegas, Nevada on Wednesday, the 24<sup>th</sup> day of September, 2018 at the hour of 1:00 p.m. The meeting was called to order at the appointed hour by Chairman Anderson and on roll call, the following members were present constituting a quorum of the members thereof:

### Committee Members Present:

Chairman Paul Anderson  
Vice Chairman Dallas Haun  
Marc Badain (Via Phone)  
Mike Britt  
Peter Dropick  
Mayor Carolyn Goodman  
Steve Hill  
John Hill, III  
John Maddox (Via Phone)  
John McManus  
Bill Noonan  
Rossi Ralenkotter  
Chancellor Thomas Reilly  
Mary Beth Sewald  
Kim Sinatra  
Commissioner Steve Sisolak  
Steven Stallworth

### Committee Members Absent:

Peter Sadowski  
Scott Sibella  
Andrew Abboud

### Non-Voting Technical Advisory Members Present:

Guy Hobbs, Hobbs, Ong & Associates  
Rosemary Vassiliadis, McCarran International Airport  
Murray Craven, Senior Vice-President of Operations for the Vegas Golden Knights

#### ITEM NO. 1 Call to Order, Roll Call and Establish Quorum

DISCUSSION: At this time, Chairman Paul Anderson asked Mr. Brian Gordon of Applied Analysis to call roll. Mr. Gordon confirmed that a quorum was present.

Chairman Anderson Closed Agenda Item No. 1.

#### ITEM NO. 2 Public Comment

At this time, Chairman Anderson asked if there were any persons present in the audience wishing to be heard on any items on the agenda as posted.

SPEAKER(S): None.

There being no persons present in the audience wishing to be heard on any items on the agenda as posted, Chairman Anderson closed the public comments.

#### ITEM NO. 3 Chairman/Committee Member Comments

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DISCUSSION: Chairman Anderson thanked the committee members for their participation and explained where the committee currently is in the process of researching sporting event commissions and putting together a recommendation for the governor per Executive Order 2018-7. He explained that the meeting would further the research phase for the committee and that in subsequent meetings, the committee would begin to put together ideas and recommendations to be included in the final report produced by the committee.

Chairman Anderson Closed Agenda Item No. 3.

### ITEM NO. 4 Review and Possible Approval of Minutes of the Southern Nevada Sporting Event Committee Meeting on September 12, 2018 (For possible action)

FINAL ACTION: It was moved by Mr. Rossi Ralenkotter, seconded by Vice Chairman Dallas Haun and carried by unanimous vote that the meeting minutes be approved.

Chairman Anderson Closed Agenda Item No. 4.

### ITEM NO. 5 Receive an Update from Southern Nevada Sporting Event Committee Staff Relating to Committee Administrative and Research Items

DISCUSSION: Mr. Brian Gordon of Applied Analysis thanked the technical advisory committee members Mr. Murray Craven, Mr. Guy Hobbs and Ms. Rosemary Vassiliadis for their attendance. He briefly discussed the topics to be covered in future meetings, including the analysis and reporting phases of the committee.

Chairman Anderson Closed Agenda Item No. 5.

### ITEM NO. 6 Receive Presentations on Amateur Events from a Panel to Include Mr. Hal Pastner (Bigfoot Hoops), Mr. Mike Millay (Clancy's Sports Properties) and Mr. Guy Hobbs (Nevada Youth Soccer Association)

DISCUSSION: Mr. Gordon provided an overview of amateur sporting events and introduced the participants for the Amateur Sports Panel. Mr. Hal Pastner gave a presentation on the development of youth basketball events in Las Vegas and the growth of Bigfoot Hoops. He discussed the growth of youth basketball nationally and worldwide. Mr. Pastner also described the partnerships between Bigfoot Hoops and Las Vegas Events and the economic impacts of events annually hosted by the organization. He also showed the committee two brief promotional videos on the organization. He discussed the collaborative work between Bigfoot Hoops and sports commissions in Florida and Texas to host events. He also discussed the lack of available facilities in Las Vegas and how this limits the growth of youth basketball events in Southern Nevada. After the presentation from Mr. Pastner, Chairman Anderson asked if there were any questions from the committee. Chairman Anderson asked Mr. Pastner if he knew of any issues the committee was not aware of considering the lack of facilities. Mr. Pastner reiterated his previous statement about lack of facilities and noted that the organization relies heavily on schools to host tournament games. He noted that there isn't a large facility capable of hosting a tournament in one place. Chairman Anderson asked about the rules of the National Collegiate Athletic Association (NCAA) and how changes may hinder growth in youth basketball events. Mr. Pastner discussed plans going forward to accommodate college coaches and the NCAA, while continuing to grow amateur basketball events. Mayor Goodman asked if Mr. Pastner would reach out to the Mayor's Office regarding hotel room availability and connecting Bigfoot Hoops with the LVCVA to collaborate on future events.

Mr. Mike Millay gave a presentation on the development of sports commissions and the growth of amateur sporting events since the 1950s. He discussed specifically, how amateur sports were affected by major historical events such as the deregulation of the Amateur Athletic Union and the attacks of September 11, 2001. He discussed the scope of activities for sports commissions of

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different sizes and how they are funded and organized. He also discussed the monetization of youth sports and the growth in for profit organizations. Mr. Millay discussed the nature of sports tourism and the factors driving economic growth relative to youth sports. He also discussed the needs of organizations successfully utilizing youth events to achieve economic goals and outlined the four phases of the “event cycle” while explaining the use of resources to host events. Mr. Millay stressed the importance of utilizing a system to evaluate and focus on events to host. After Mr. Millay’s presentation, committee members asked questions regarding youth sports. Mr. Steven Stallworth asked about Mr. Millay’s opinion about the perception of Las Vegas with regard to how youth sports visitors view the city. Mr. Millay commented that the perception of Las Vegas as a city with few attractions for families is likely the biggest obstacle the city faces relative to growing youth sports. He also stressed the importance of having the necessary facilities to grow youth sports.

Mr. Guy Hobbs gave a presentation on the state of youth sports generally and the growth of soccer-related youth sporting events in the United States and Southern Nevada, specifically. Mr. Hobbs listed some examples of significant investments in youth sports complexes. He also described the importance of having facilities to attract events and the inventory of available soccer facilities in Southern Nevada by jurisdiction. To build on Mr. Hobbs’ discussion about facilities, Commissioner Steve Sisolak described the forthcoming soccer facilities being developed in Clark County. Mr. Hobbs described major soccer tournaments held in Southern Nevada in terms of the number of participants and the economic impacts associated with them. Mr. Hobbs concluded his presentation, noting that there is potential to increase capacity for future events in Southern Nevada with the help of an organization like a sports commission. After Mr. Hobbs presentation, Commission Sisolak asked if Mr. Hobbs had considered the tangible impact of these events in terms of room nights. Commissioner Sisolak also asked if the idea of having a championship caliber tournament being played in the new Las Vegas Stadium had been considered. Mr. Hobbs responded by stating that some amateur events had been played in professional venues. Mayor Goodman asked if there had ever been an effort to coordinate all youth sports to determine how they would be hosted in whole, especially relative to building a large, multi-sport complex. Mr. Hobbs stated that the coordination of amateur sporting events and possibly the use of a multi-sport complex should be considered by the committee. Mr. Steve Hill asked if the spending from sports tourism is equal to traditional visitors in the area. Mr. Hobbs noted that the visitors to the area for youth sporting events is likely lower than the average, however, based on the time of year, the incremental spending from sporting event visitors could still be beneficial. Commission Sisolak asked Mr. Hobbs if there were collegiate soccer events that could be hosted in Southern Nevada. Mr. Hobbs noted that there are collegiate events that Southern Nevada could seek out, however, necessary facilities are still lacking for those opportunities. Mr. Bill Noonan asked Mr. Hobbs about any experience with organizations discussing Las Vegas and the potential for hosting additional soccer events. Mr. Hobbs stated that he didn’t have experience with any stigma associated with Las Vegas, however he noted that the temperature in Las Vegas in certain times of year can make scheduling soccer events difficult. Ms. Mary Beth Sewald asked if the committee could identify best practices with regard to the scope of activities for a potential sports commission. Mr. Millay commented on the nature of spending from sports tourism guests compared to the average guests at Disney. He also noted there was a difference between participatory sporting events and spectator events with regard to the goals of the committee, chiefly incremental spending. Mr. John McManus commented on the need for facilities to keep events in Las Vegas and the costs a family bears on travel to support youth athletes. He noted that he believed the youth sports tourism sector should be a focus of the committee.

Chairman Anderson Closed Agenda Item No. 6.

### ITEM NO. 7

Receive Presentations on Other Events from a Panel to Include Mr. Kurt Melien (Live Nation Entertainment) and Mr. John Nelson (AEG Live) (to be introduced by Mr. Pat Christenson, President of Las Vegas Events)

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DISCUSSION: Mr. Gordon introduced the Other Events Panel and the importance of discussing non-sporting events that take place in sports venues. He also introduced Mr. Pat Christenson of Las Vegas Events (LVE), who explained the role LVE has played relative to participatory sports. He noted that youth sports had not previously been identified as a priority for Las Vegas. Mayor Goodman asked Mr. Christenson if he believed Las Vegas should be focusing on youth sports. Mr. Christenson stated that he believes Las Vegas should be focused on youth sports. Chairman Anderson commented on the funding-related questions that the committee would address going forward after the initial research phase. Mr. Christenson gave an overview of live music events in Las Vegas and the potential for growth in the industry with the addition of new venues, specifically the new MSG Sphere project. He then introduced panelists Mr. John Nelson (AEG Live) and Mr. Kurt Melien (Live Nation). Mr. Nelson gave a presentation on the scope of activities of AEG Live and the impact live music shows have on tourism in Southern Nevada. He also discussed the prospect of using the Las Vegas Stadium to host large live music events and the nature of hosting this type of event in a stadium. He also discussed the need to be strategic when planning and operating shows in the new stadium. Mr. Melien discussed the scope of activities for Live Nation. He also noted that available content for large event music content is relatively fixed and it is a competitive process to secure stadium events. Mr. Nelson discussed the importance of residency shows relative to increasing tourism to Southern Nevada. Mr. Stallworth asked about the financial commitment promoters would be looking for to bring in live touring music events. Mr. Christenson responded by noting that a collaborative process would be necessary to ensure that events are successfully hosted in the new stadium. Ms. Kim Sinatra asked about the need to fund live music events or if the facility itself is the biggest need for attracting stadium events. Mr. Nelson responded that the events are likely not subsidized. Mr. Marc Badain asked about the economic differences between single act shows and festival shows in a stadium. Mr. Nelson stated that a festival show would take over the facility for a longer period of time compared to a touring show. He also noted that in Las Vegas the opportunity exists to put on multi-day stadium events. Mr. Melien added that Las Vegas has a good opportunity to host those types of events. Chairman Anderson asked about the decision factors that would make Las Vegas competitive in the market of live music events. Mr. Melien responded that it is imperative that the first stadium show is hosted successfully. Mr. Nelson stated that it is important to note that residents of secondary markets are making up the audience for the show, as opposed to supplanting concertgoers from another primary market event. Mr. John Hill III asked about the concern around the general calendar for events in Las Vegas and how stadium events would fit into the larger Las Vegas tourism calendar.

Chairman Anderson Closed Agenda Item No. 7.

### ITEM NO. 8 Chairman/Committee Member Closing Comments

DISCUSSION: At this time Chairman Anderson thanked the presenters for their participation in the meeting.

Chairman Anderson Closed Agenda Item No. 8.

### ITEM NO. 9 Public Comment

At this time, Chairman Anderson asked if there were any persons present in the audience wishing to be heard on any items on the agenda as posted.

SPEAKER(S): None.

There being no persons present in the audience wishing to be heard on any items on the agenda as posted, Chairman Anderson closed the public comments.

Chairman Anderson Closed Agenda Item No. 9.

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**ITEM NO. 10** Adjournment (For possible action)

FINAL ACTION: It was moved by Mr. Steve Hill, seconded by Mr. John Hill III and carried by unanimous vote that the meeting be adjourned.

The meeting was adjourned at the hour of 2:57 p.m.