Committee Workshop
The Committee **shall** identify potential sporting events and associated activities to host in Southern Nevada, and evaluate the potential costs and benefits associated with each event. To the extent deemed appropriate, the Committee may apply to host sporting events of the type described in this Order. To the extent authorized by law, the Committee may constitute a local organizing committee for the purposes of such applications.
The Committee **shall** also make recommendations in a report to the Governor that identifies the advisability of, need for, benefits of, and appropriate composition, powers and duties of a permanent Sports Commission in Nevada. If it is determined that the creation of a Sports Commission is advisable, the report may include suggested legislation.
The report **shall** be submitted to the Governor and the Legislative Commission of the Nevada Legislature on or before December 31, 2018. The Committee may deliver additional reports as it deems necessary.
# Key Decision Points

<table>
<thead>
<tr>
<th></th>
<th>Scope</th>
<th>Funding</th>
<th>Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What events or types of events should be within the purview of the entity or entities responsible for identifying, evaluating, attracting, developing and retaining events in Southern Nevada?</td>
<td>What is the amount of funding that is necessary and appropriate to successfully fulfill its/their mandate and what are the most appropriate sources of such funds? How do you ensure these funds are dedicated the mission?</td>
<td>What entity or entities shall be responsible for identifying, evaluating, attracting, developing and retaining potential sporting and sporting-related events with the potential to take place in Southern Nevada?</td>
</tr>
</tbody>
</table>
Scope

- Major City-wide Bid Events
- Sponsored and Developing Events
- Amateur Events
- Other Events

Event Size

Timing & Calendar

Recurring vs. Non-Recurring

Community Returns
1 Scope

Major City-wide Bid Events
- Super Bowl
- NFL Draft
- NHL All-Star Game
- NHL Draft
- NBA All-Star Game
- NBA Draft and Draft Lottery
- MLB All-Star Game
- Olympic Games
- College Football Playoffs, National Championship

Sponsored and Developing Events
- NCAA Final Four (men)
- NCAA Final Four (women)
- NCAA Tournament (early rounds)
- NCAA Hockey Frozen Four
- FIFA World Cup Soccer
- International Soccer Friendlies
- International Champions Cup
- MLS Cup
- Formula I Racing
- CONCAFA Gold Cup

Amateur Events

Other Events
- College Football Semifinals
- Neutral Site College Football Games
1 Scope

A. **Major City-wide Bid Events**
   - Wrangler National Finals Rodeo
   - UFC International Fight Week
   - NCAA Las Vegas Bowl
   - Pro Bull Riders Championship
   - NASCAR Races
   - PRCA Series
   - FEI World Cup
   - NBA Summer League
   - USA Basketball
   - MLB Big League Weekend
   - USA Sevens Rugby
   - The Mint 400
   - Monster Energy Supercross

B. **Sponsored and Developing Events**
   - Monster Jam
   - WNBA Aces
   - Vegas Golden Knights
   - Shriners Hospital for Children Open
   - NCAA Conference Tournaments
   - World Series of Team Roping
   - David Cup Golf Tournament
   - College Baseball Classic
   - Vegas Uncork’d

C. **Amateur Events**

D. **Other Events**
1 Scope

- Major City-wide Bid Events
  - Mayor’s Cup Soccer Tournament
  - AAU Basketball Finals
  - Disney Soccer Showcase
  - AAU Junior Olympic Games
  - Dallas Cup Soccer Tournament
  - Jefferson Cup Soccer Tournament
  - JVA World Challenge Soccer Tournament
- Sponsored and Developing Events
  - World Series of Lacrosse
  - USSSA Elite World Series
  - Travelball Select National Championships
  - Youth Dance Grand Prix
- Amateur Events
- Other Events
1 Scope

- Stadium Concerts (e.g., Taylor Swift Reputation Tour, Jay-Z and Beyoncé)
- Special one of a kind concerts and events (e.g., Led Zeppelin reunion)
- National Political Conventions
- Awards Programs and Ceremonies
1 Scope

A Range of Responsibilities

- Identify potential events
- Assemble bid teams
- Bid research and presentation
- Event preparation
- Develop local organizing committees
- Facility and site selection
- Fundraising and sponsorship
- Marketing and promotion
- Manage events
- Hotel coordination
- Media relations
- Volunteer recruiting and management
- Information resource center
- Vendor coordination
- Community partnerships/affiliations
- Evaluation
- Community relations
- Government relations
2 Funding

Public vs. Private

- Membership Fees & Sponsorships
- Owned & Operated Events
- CVBs, DMOs & Local Governments
- Specific Taxation Districts (e.g., Room Tax)

Recurring vs. Non-Recurring
2 Funding

Comparative Markets

**Funding Type**
- Public
- Private
- Public/Private

**Budget Inclusions**
- Operates Out of CVB Budget
- Includes Debt Service

**Event-Type Focus**
- Major City-wide
- Bid Events
- Sponsored/Amateur Events

Use sliders along chart axes to zoom in

Select U.S. Sports Commission's Population Vs. Budget

http://sportingeventcommittee.com/budgetchart/budgetchart.php
# Funding

<table>
<thead>
<tr>
<th>Historical Investments in Special Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Budget (FY 2018)</td>
</tr>
<tr>
<td>Economic Impact (direct, indirect, induced)</td>
</tr>
<tr>
<td>Sponsorship-to-Impact Ratio</td>
</tr>
</tbody>
</table>

[a] Sourced to LVCVA and LVE; does not include advertising/media sponsorships.

[b] Reflects the total economic impact of special events sourced to out-of-town visitation in which intercept surveys of participants were conducted. Economic impacts do not reflect any media value generated by these events.

[c] Reflects the ratio between sponsorship budgets and economic impact. This is not to suggest the economic impact is solely sourced to the sponsorship amount. It also does not suggest that out-of-town visitors attending these events might not have come to Las Vegas otherwise.
## Historical Investments in Special Events (examples)

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Cowboy Christmas Gift Show</td>
<td>PAC 12 Conference Men's Basketball Championship</td>
<td>Mesquite - Amateur Golf Tournament</td>
</tr>
<tr>
<td>Downtown Hoedown (FSE)</td>
<td>PBR Built Ford Tough World Finals</td>
<td>Mesquite - Classic Car Show</td>
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<tr>
<td>Emerge Music Conference</td>
<td>PBR World Cup - Last Cowboy Standing</td>
<td>Mesquite - Elvis Rocks Mesquite</td>
</tr>
<tr>
<td>FEI World Cup Finals - Jumping and Dressage</td>
<td>Rock ‘n’ Roll Las Vegas Marathon</td>
<td>Mesquite - Hot Air Balloon Festival</td>
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<tr>
<td>Indian National Finals Rodeo</td>
<td>Rock of Vegas Summer Concert Series (FSE)</td>
<td>Mesquite - Music Fest</td>
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<tr>
<td>Las Rageous</td>
<td>Senior National Finals Rodeo</td>
<td>Mesquite - Nevada Open</td>
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<tr>
<td>Las Vegas Bowl (Royal Purple)</td>
<td>Senior Softball World Masters</td>
<td>Mesquite - Reserve</td>
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<tr>
<td>Las Vegas Marathon</td>
<td>St. Patrick’s Day Weekend</td>
<td>Mesquite - Rising Star Sports Ranch - MSQ</td>
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<tr>
<td>Life is Beautiful</td>
<td>US Slow Pitch Softball Tournament</td>
<td>Mesquite - Smokin BBQ</td>
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<tr>
<td>Lucas Oil Off-Road Race</td>
<td>USA Basketball Showcase</td>
<td>Laughlin - Championship Bull Riding</td>
</tr>
<tr>
<td>LV USBC Men Gold Championships (US Open)</td>
<td>USA Sevens (Rugby)</td>
<td>Laughlin - Concert - Chris Stapleton</td>
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<tr>
<td>LV USBC Women Championships</td>
<td>Vegas Uncork’d</td>
<td>Laughlin - Concert - Luke Bryan</td>
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<tr>
<td>Mexican Natl Soccer</td>
<td>West Coast Conference Basketball Championships</td>
<td>Laughlin - Concert - Toby Keith</td>
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<tr>
<td>MINT 400</td>
<td>World Series of Team Roping</td>
<td>Laughlin - Fireworks (July 4)</td>
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<td>Mountain West Conf Basketball Championships</td>
<td>World Wrestling Championships</td>
<td>Laughlin - Half Marathon</td>
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<tr>
<td>NASCAR - Spring Race</td>
<td>Wrangler National Finals Rodeo</td>
<td>Laughlin - Laugh Test</td>
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<td>Laughlin - SNORE/Rage at the River</td>
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## Pro Forma Calendar for Major Bid Events (Sample Scenario)

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## Pro Forma Expenditures for Major Bid Events (Sample Scenario)

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<td><strong>Total</strong></td>
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<td>$60</td>
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</tbody>
</table>

$225 Million / 15 years = $15 Million per Year
A Wide Range of Revenue Sources Could Be Considered (Examples)...

- Private Sector Development Fees
- Tourist Taxes & Fees
- Registration Fees
- Excise Taxes
- Business Taxes & Fees
- Gaming Taxes & Fees
- Fuel Taxes
- Sales Taxes
- Property Taxes
- Transfer Taxes
- Live Entertain. Taxes
Market Realities Must Also Be Considered...

- Revenue Generating Capacity
- Return on Investment
- Consistency and Sustainability
- Nexus
- Political Viability
## Measuring the Impact

<table>
<thead>
<tr>
<th>Current Rate</th>
<th>Tax/Revenue Base</th>
<th>Incremental Rate</th>
<th>Annual Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Use Tax</td>
<td>8.25%</td>
<td>$43 Billion</td>
<td>0.10%</td>
</tr>
<tr>
<td>Transient Lodging Tax</td>
<td>12.00% - 13.38%</td>
<td>$6 Billion</td>
<td>0.10%</td>
</tr>
<tr>
<td>Live Entertainment Tax</td>
<td>9.0%</td>
<td>$1.5 Billion</td>
<td>0.10%</td>
</tr>
<tr>
<td>Modified Business Tax</td>
<td>1.475% - 2.000%</td>
<td>$42 Billion</td>
<td>0.10%</td>
</tr>
<tr>
<td>Specialty License Plate Fee</td>
<td>Varies</td>
<td>±200,000 Plates</td>
<td>$5.00/Plate</td>
</tr>
</tbody>
</table>

Note: Tax bases and rates are estimated for FY 2018; impacts are intended to provide order-of-magnitude estimates and additional review and analysis is necessary to quantify the potential yield (including factors such as price elasticity). It is also worth noting any adjustment to the current taxation structure could require a two-thirds majority vote of the Nevada legislature.
Current Structure

Resort Properties
Sports Franchises
Other Private Entities
Other Public Entities
3 Governance

Potential Alternatives

- **A** Status Quo
- **B** LVCVA Exclusively
- **C** LVE Exclusively (Current Form)
- **D** LVE Exclusively (Public Entity)
- **E** LVCVA & LVE (Both Public with Same Board)
- **F** New Standalone Sports Commission
- **G** New Ad Hoc Committee for Major Events
NEXT STEPS

1. SCOPE
2. FUNDING
3. GOVERNANCE