

UNLV Campus Improvement Authority Board

STADIUM MARKET DEMAND ANALYSIS

March 27, 2014

1

STUDY PROCESS



PRESENTATION OUTLINE

1. PREMIUM SEATING DEMAND

- Annual COI
- Local Constituents (i.e. Donors, Ticket Buyers, Corporations, Residents)

2. EVENT UTILIZATION & BUILDING PROGRAM RECOMMENDATIONS

- Event Promoter Interviews
- Comparable Venues
- Industry Knowledge / Experience

3. NEXT STEPS

- Building Costs
- Financial Projections
- Economic Impact Analysis
- Funding Analysis



2

UNLV ATHLETICS & ALUMNI SURVEY



STUDY OVERVIEW

STUDY COMPLETION STATISTICS

Group	Population	Surveys Completed	Percentage of Population Participating	Margin of Error ⁽⁵⁾
Athletic Donors ⁽¹⁾	2,652	415	16%	4.4%
Season Ticket Holders ⁽²⁾	3,312	124	4%	8.6%
Occasional Ticket Buyers ⁽³⁾	6,247	335	5%	5.2%
Other ⁽⁴⁾	141,295	935	1%	3.2%
TOTAL	153,506	1,809	1%	2.3%

(1) Includes Rebel Athletic Fund Donor.s

(2) Consists of football and men's basketball season ticket holders who are not RAF donors.

(3) Consists of occasional football and men's basketball ticket buyers who are not RAF donors or season ticket holders.

(4) Consists of other university constituents and other TMC/SBS ticket purchasers that are not RAF donors or ticket buyers.

(5) Based on 95% confidence interval.

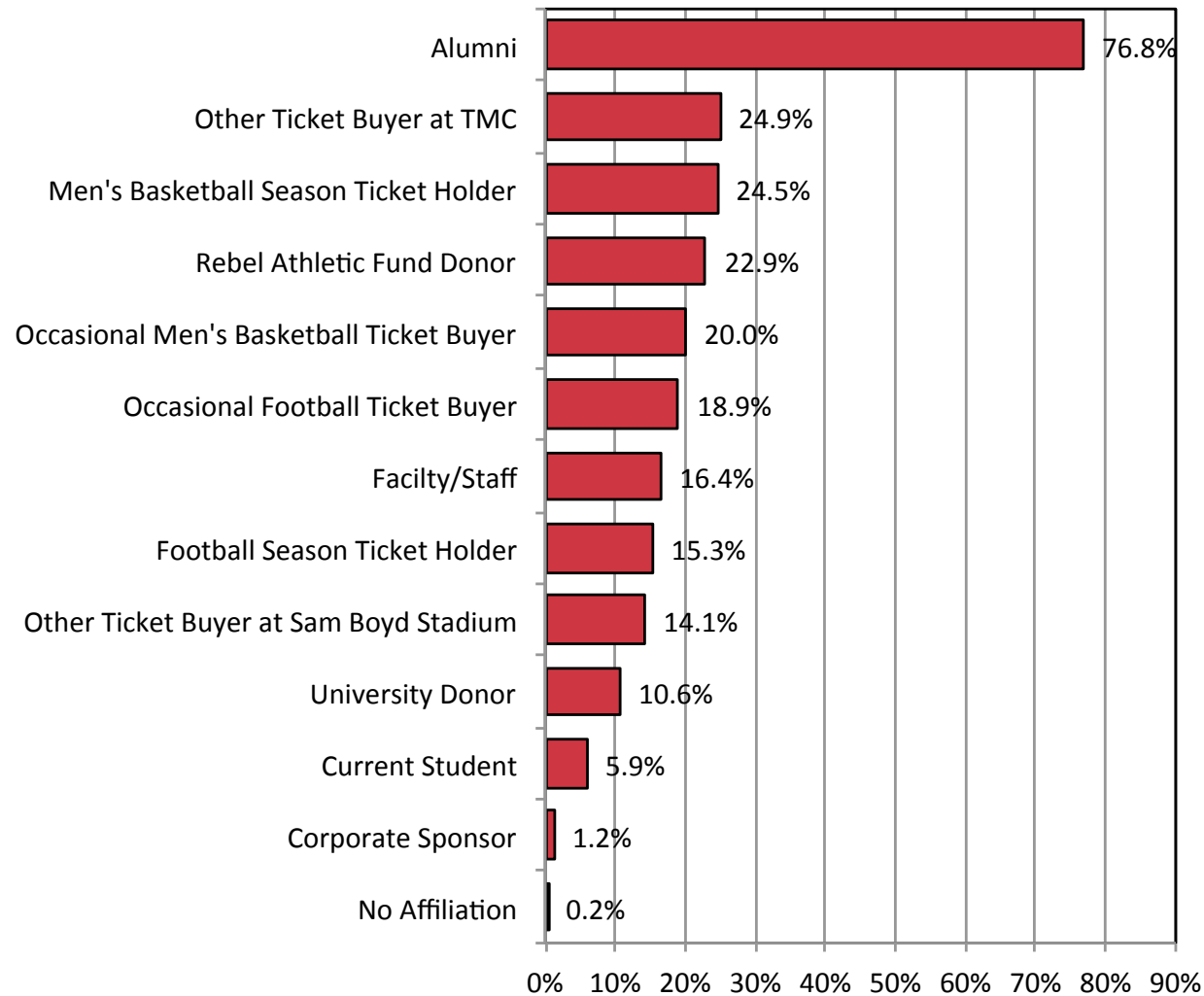
SURVEY TOPICS

- Attendance History
- Seat Location
- Project Support
- Attendance Impact
- Priority Seat Interest
- Premium Seating
- Price Sensitivity
- Lease Terms
- Desired Design Features
- Importance of Amenities
- Donation Cannibalization
- Food & Beverage Preferences
- Other Event Attendance
- Demographic Data
- Other Input

A total of 1,809 surveys were completed to provide a basis for determining demand for potential premium seating in a new multi-purpose on-campus stadium.

CURRENT STATUS OF SURVEY RESPONDENTS

ALL RESPONDENTS



SURVEY GROUP BREAKDOWN

Athletic Donors	
MBB Season Ticket Holder	83%
Alumni	59%
FB Season Ticket Holder	50%
Other TMC Ticket Buyer	46%
Other SBS Ticket Buyer	27%
Occasional FB Ticket Buyer	21%
University Donor	18%
Occasional MBB Ticket Buyer	9%
Corporate Sponsor	4%
Faculty/Staff	3%
Current Student	1%

Season Ticket Holders	
MBB Season Ticket Holder	80%
Alumni	75%
FB Season Ticket Holder	56%
Other TMC Ticket Buyer	42%
Other SBS Ticket Buyer	27%
Occasional FB Ticket Buyer	23%
Faculty/Staff	23%
Occasional MBB Ticket Buyer	19%
University Donor	17%
Current Student	4%
Corporate Sponsor	3%

Occasional Ticket Buyers	
Alumni	92%
Occasional MBB Ticket Buyer	90%
Occasional FB Ticket Buyer	67%
Other TMC Ticket Buyer	47%
Other SBS Ticket Buyer	27%
Faculty/Staff	15%
University Donor	14%
Current Student	7%
Corporate Sponsor	0%

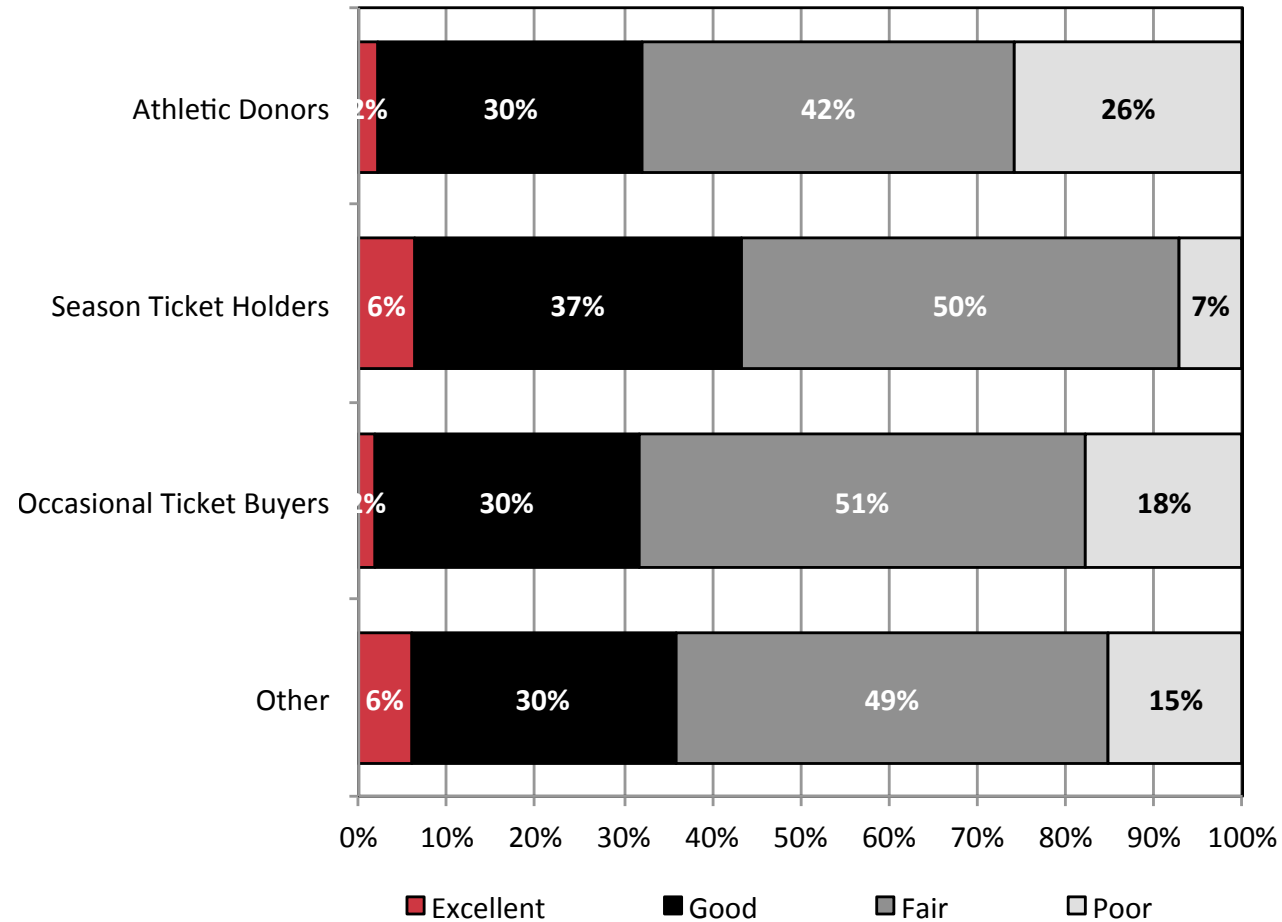
Other	
Alumni	79%
Faculty/Staff	22%
Current Student	8%
Other TMC Ticket Buyer	5%
University Donor	5%
Other SBS Ticket Buyer	2%
No Affiliation	0%
Corporate Sponsor	0%

REBEL ATHLETIC FUND DONOR GIVING STATUS

Donor Level	Total Members	Surveys Completed	Percentage Surveyed	Composition Comparison	
				Actual Membership	Surveys Composition
RAF Contributor (\$1-\$99)	340	50	14.7%	12.8%	12.1%
Player's Circle (\$100-\$249)	404	49	12.1%	15.2%	11.8%
Starter's Circle (\$250-\$499)	228	37	16.2%	8.6%	8.9%
Varsity Circle (\$500-\$1,499)	705	107	15.2%	26.6%	25.8%
MVP Circle (\$1,500-\$2,499)	353	60	17.0%	13.3%	14.5%
Rebel Circle (\$2,500-\$4,999)	319	53	16.6%	12.0%	12.8%
All-American Circle (\$5,000-\$7,499)	89	20	22.5%	3.4%	4.8%
Scarlett & Gray Circle (\$7,500-\$9,999)	29	13	44.8%	1.1%	3.1%
Coaches Circle (\$10,000-\$19,999)	123	12	9.8%	4.6%	2.9%
Champion Circle (\$20,000-\$49,999)	53	4	7.5%	2.0%	1.0%
AD's Circle (\$50,000 and above)	9	9	100.0%	0.3%	2.2%
TOTAL	2,652	414	16%	100%	100%

Overall, a representative sample of current Rebel Athletic Fund donors were surveyed based on the current membership composition

SAM BOYD STADIUM RATING

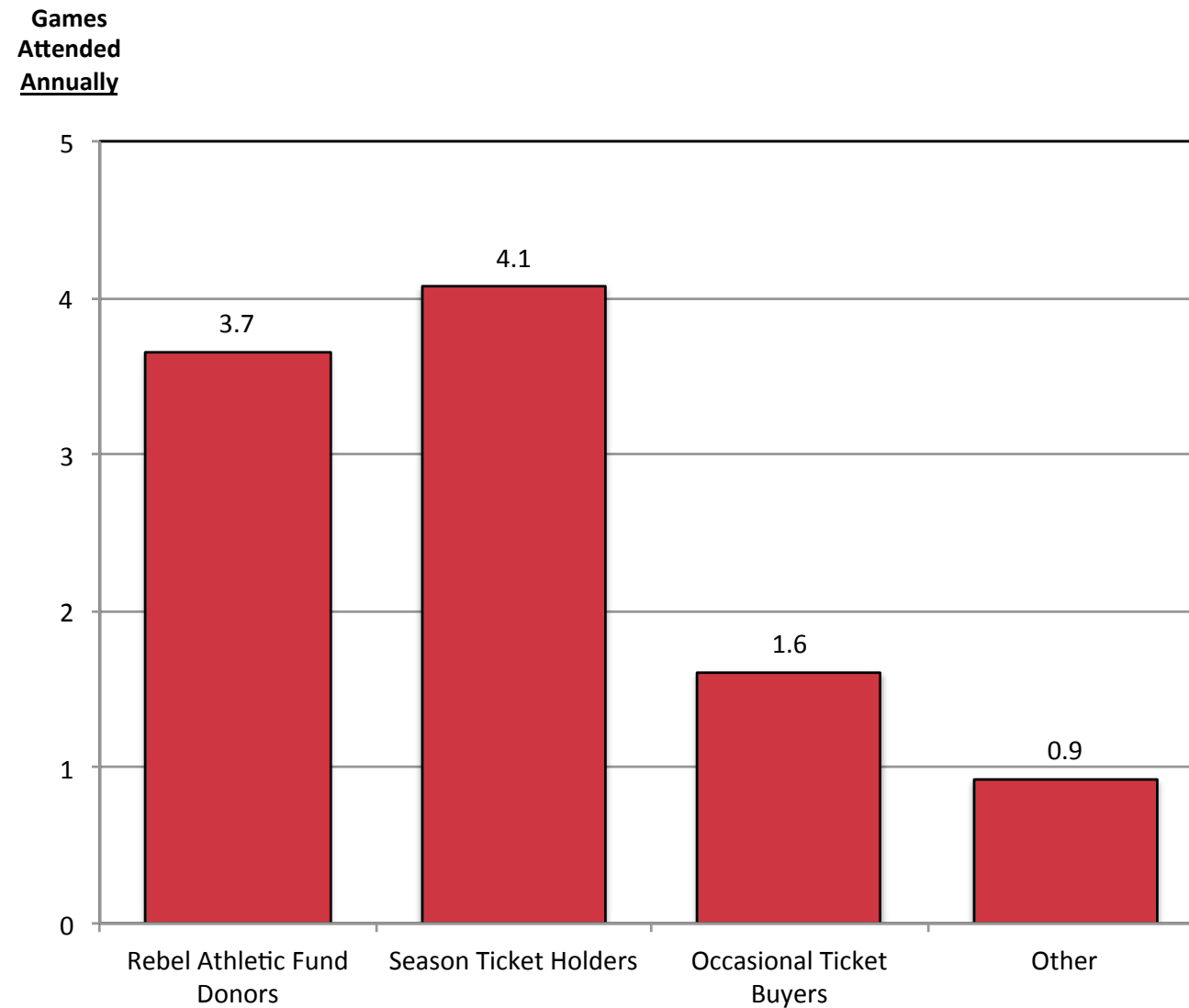


REASONS FOR NEGATIVE RATING

- Lack of paved parking
- Stadium location
- Lack of audio/visual capabilities
- Seat comfort
- Aesthetically unpleasant
- Lack of UNLV branding
- Poor game day atmosphere
- Condition of restrooms
- Outdated and tired looking
- Poor food selection and quality
- Lack of shaded seating

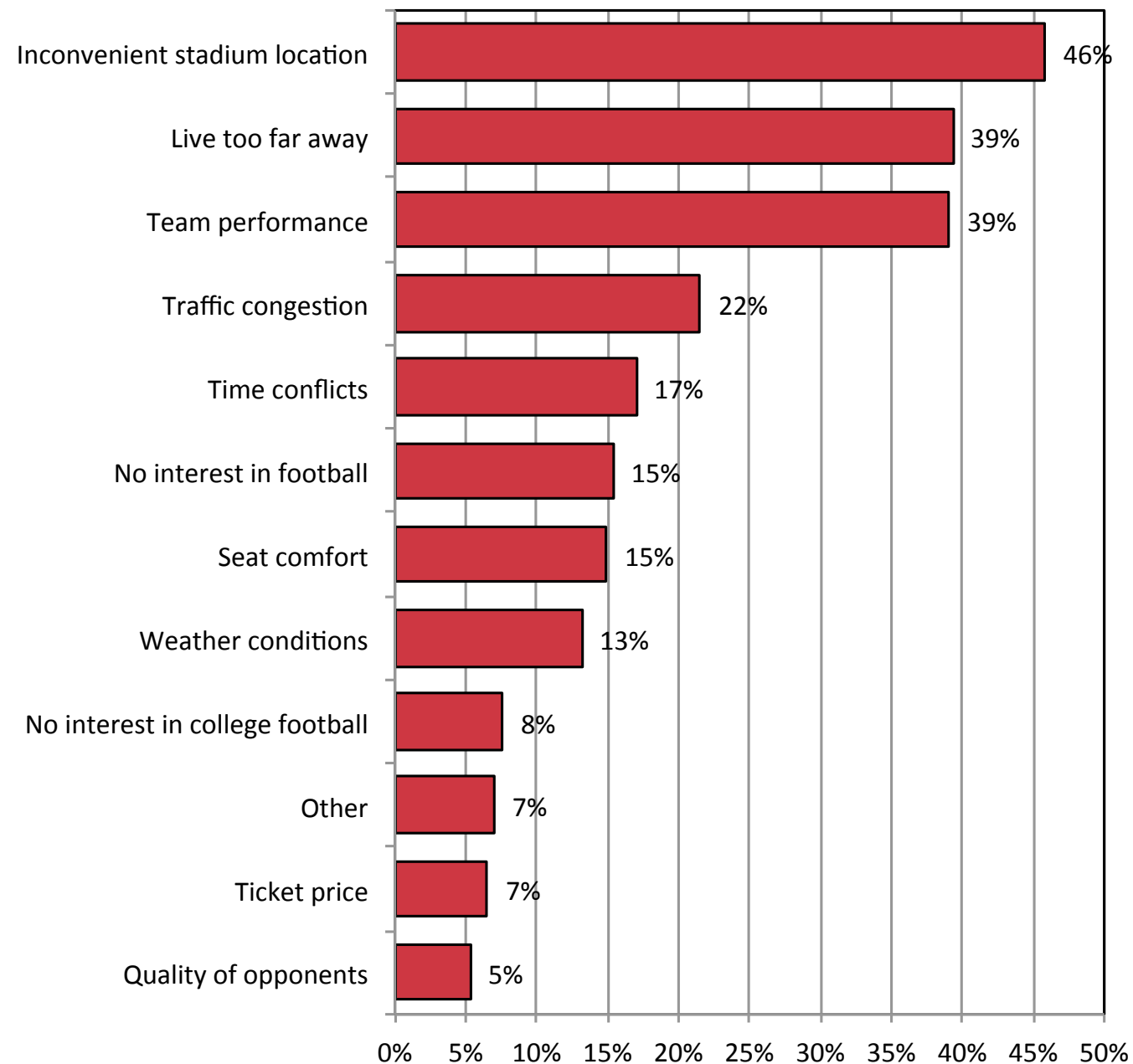
Overall, approximately 34 percent of respondents rated Sam Boyd Stadium positively (excellent or good)

UNLV HOME FOOTBALL GAME ATTENDANCE



Overall, respondents attend an average of 1.9 home games annually

WHY NOT ATTEND MORE HOME GAMES



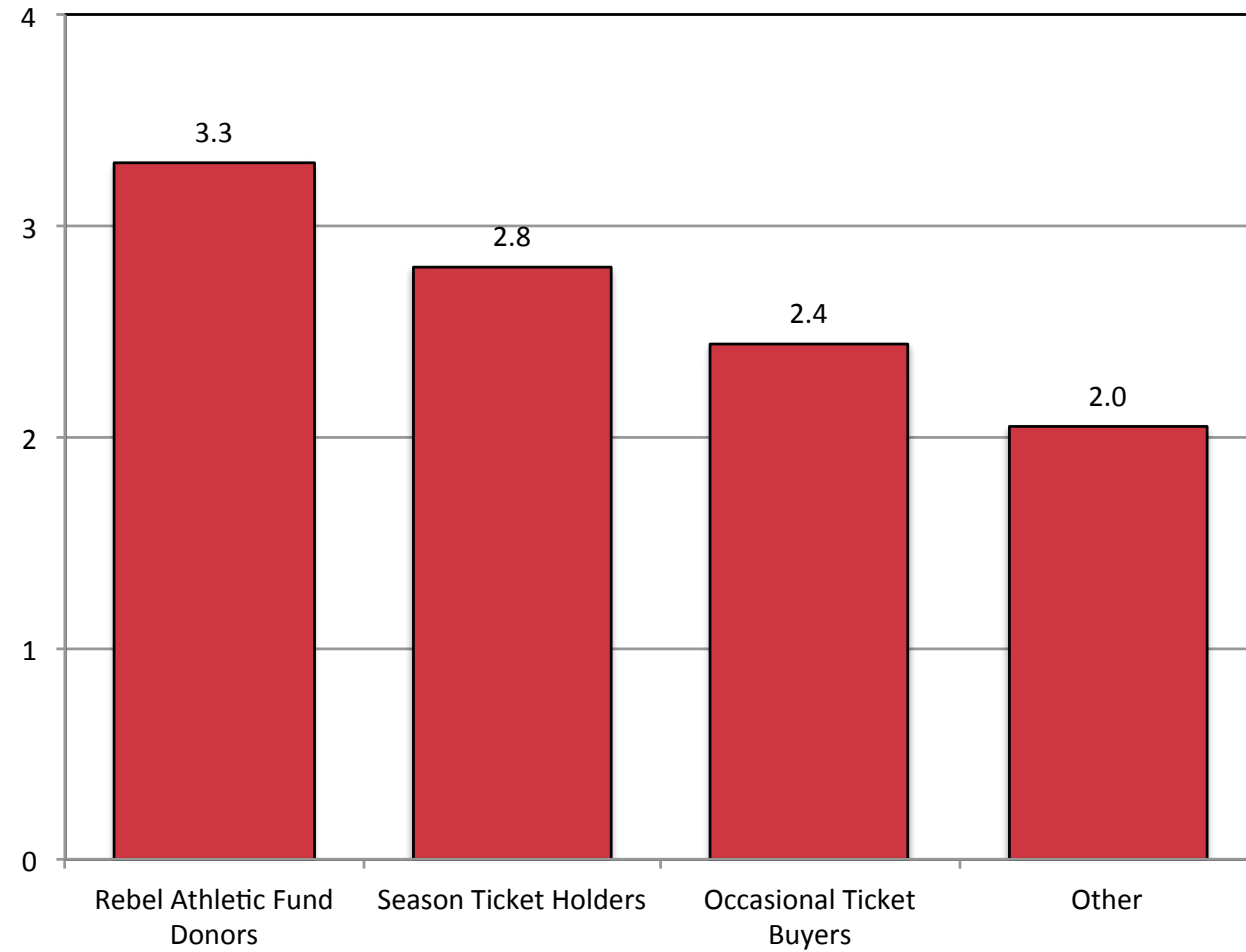
*Asked of respondents attending two or fewer home football games per year

SAMPLING OF OTHER REASONS CITED:

- Lack of shaded seating
- Poor tailgating scene
- Belligerent fans
- Difficult to bring young children
- Prefer to watch on TV
- Dirt parking lot
- Overall poor game day experience
- Late game times
- No discount for faculty/staff

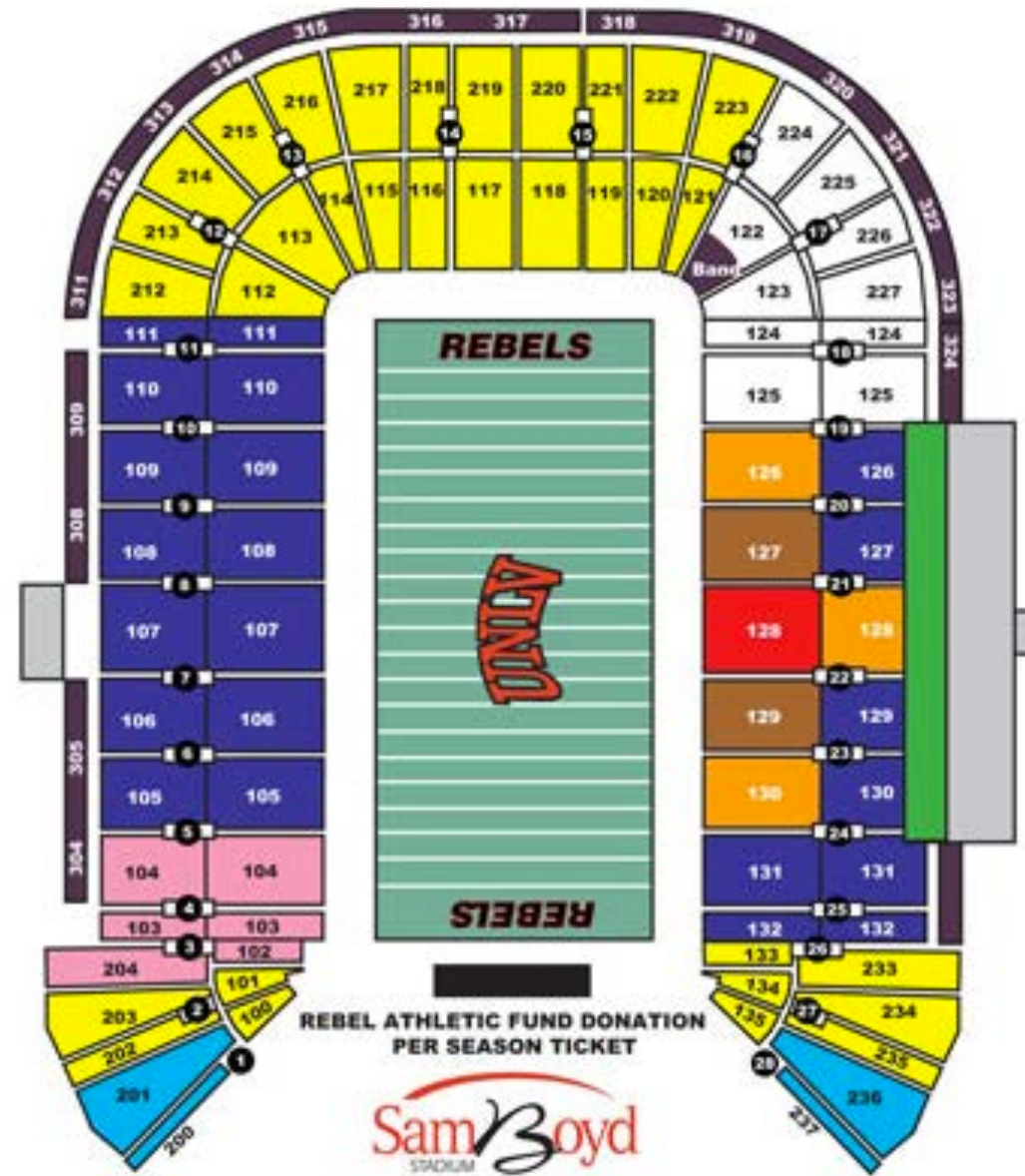
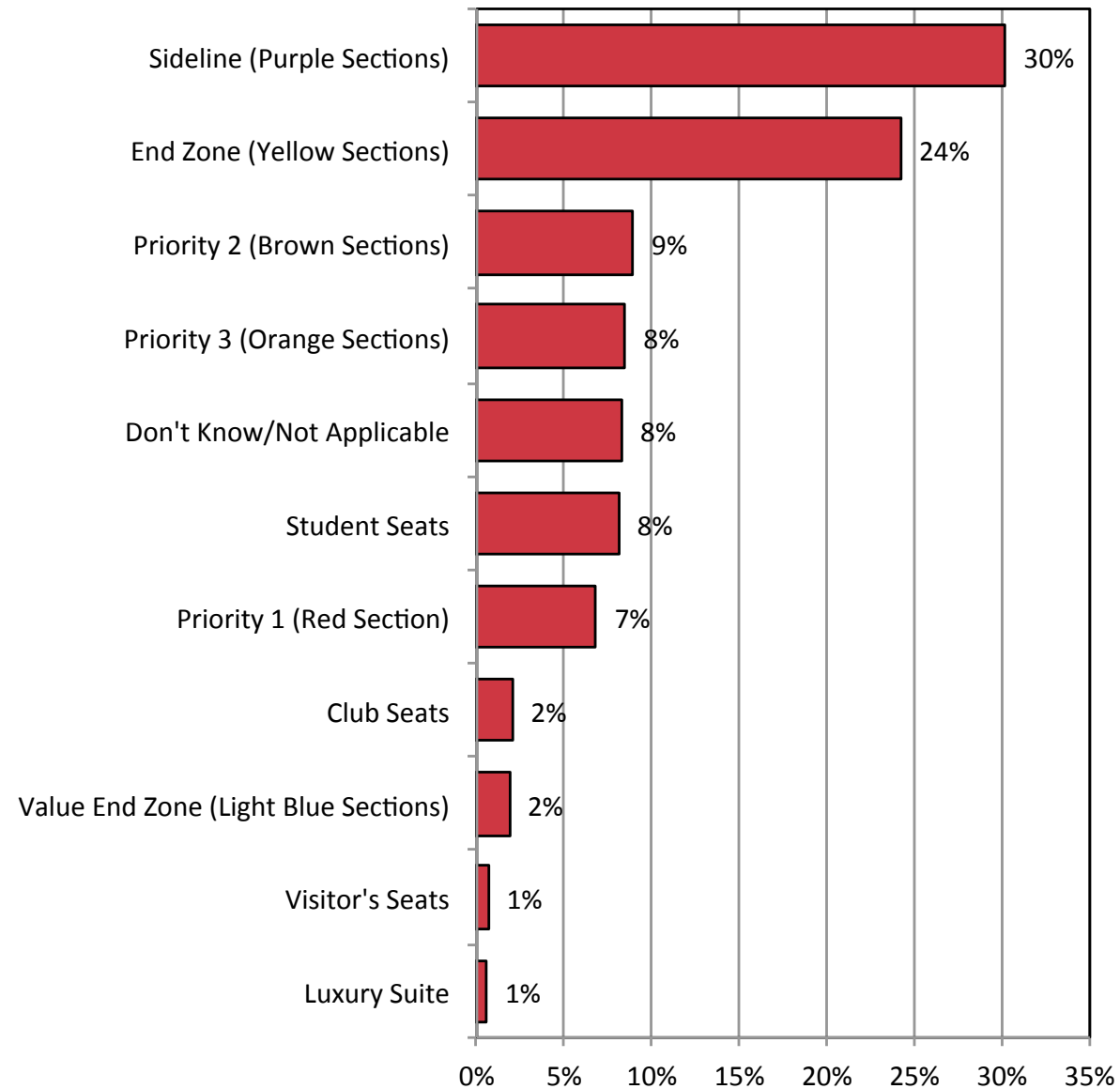
NUMBER OF TICKETS PURCHASED PER GAME

Tickets
Purchased
Per Game



Overall, respondents purchase an average of 2.6 tickets per game

CURRENT SEAT LOCATION



NEW MULTI-PURPOSE ON-CAMPUS STADIUM

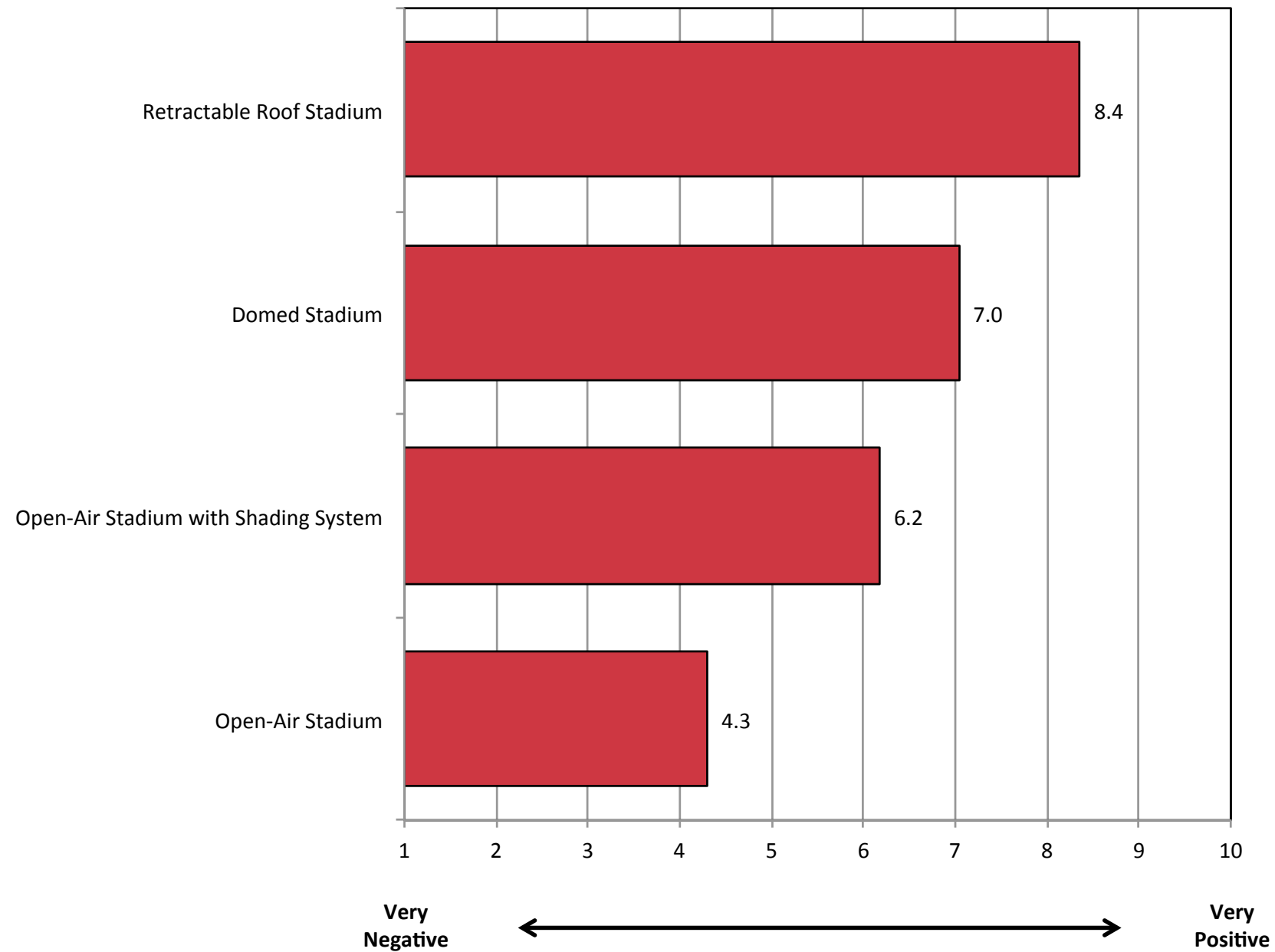
NEW STADIUM DEVELOPMENT ATTITUDE

New Multi-Purpose Stadium Development Attitude	Athletic Donors	Season Ticket Holders	Occasional Ticket Buyers	Other	Overall
Very Positive	81%	77%	75%	57%	67%
Somewhat Positive	12%	14%	13%	19%	16%
Neutral	3%	2%	3%	9%	6%
Somewhat Negative	3%	2%	5%	7%	6%
Very Negative	1%	4%	4%	8%	6%
Total Positive Attitude	92%	91%	88%	76%	83%

NEW STADIUM ATTENDANCE IMPACT

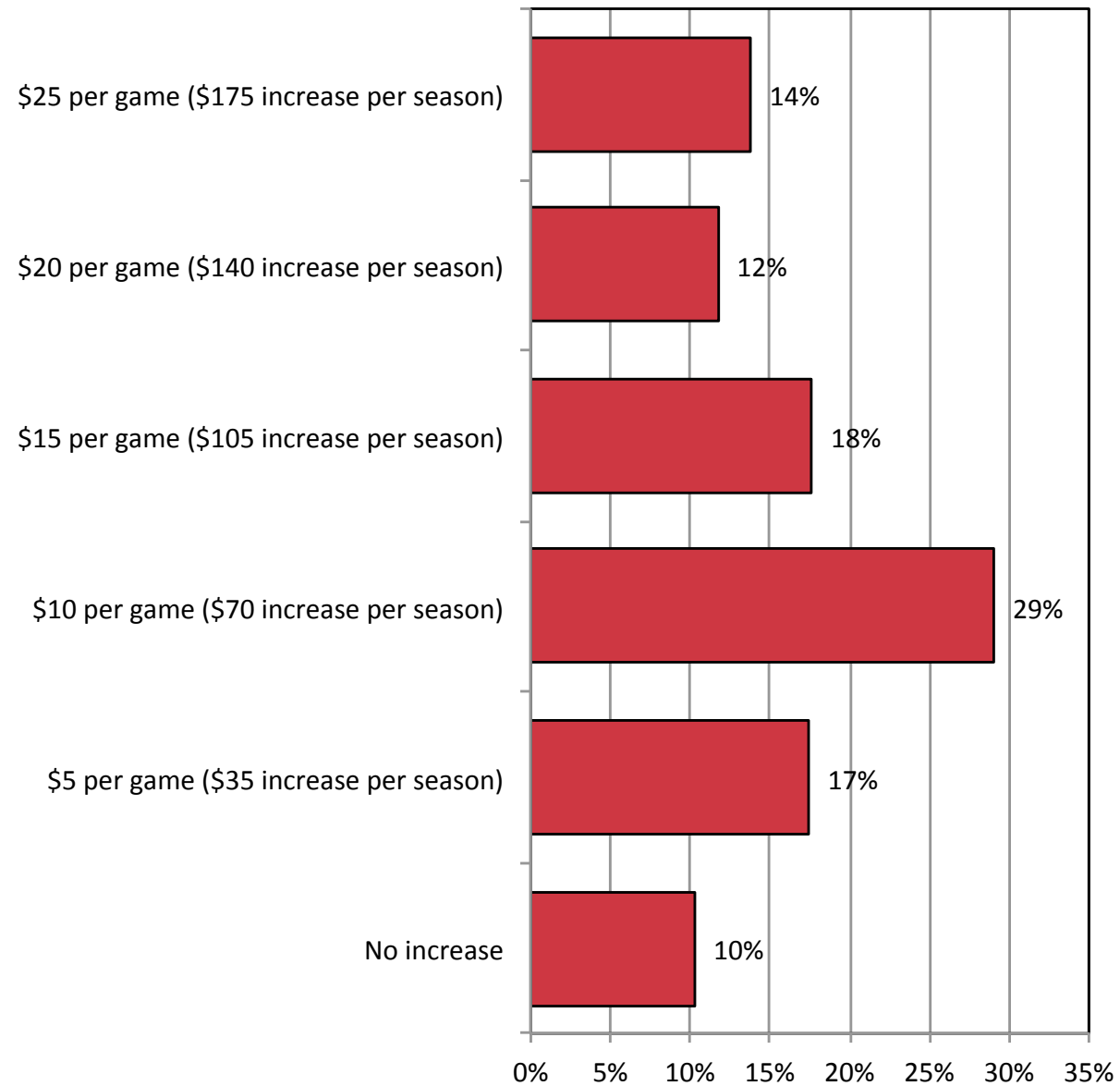
New Multi-Purpose Stadium Attendance Impact	Athletic Donors	Season Ticket Holders	Occasional Ticket Buyers	Other	Overall
Attend MORE UNLV home games	62%	57%	79%	58%	63%
Attend the SAME NUMBER of UNLV home games	35%	35%	15%	18%	23%
Attend FEWER UNLV home games	1%	5%	3%	1%	2%
I would NOT ATTEND any UNLV home games	2%	3%	3%	23%	13%

NEW STADIUM DEVELOPMENT PREFERENCE



TICKET PRICE INCREASE SENSITIVITY

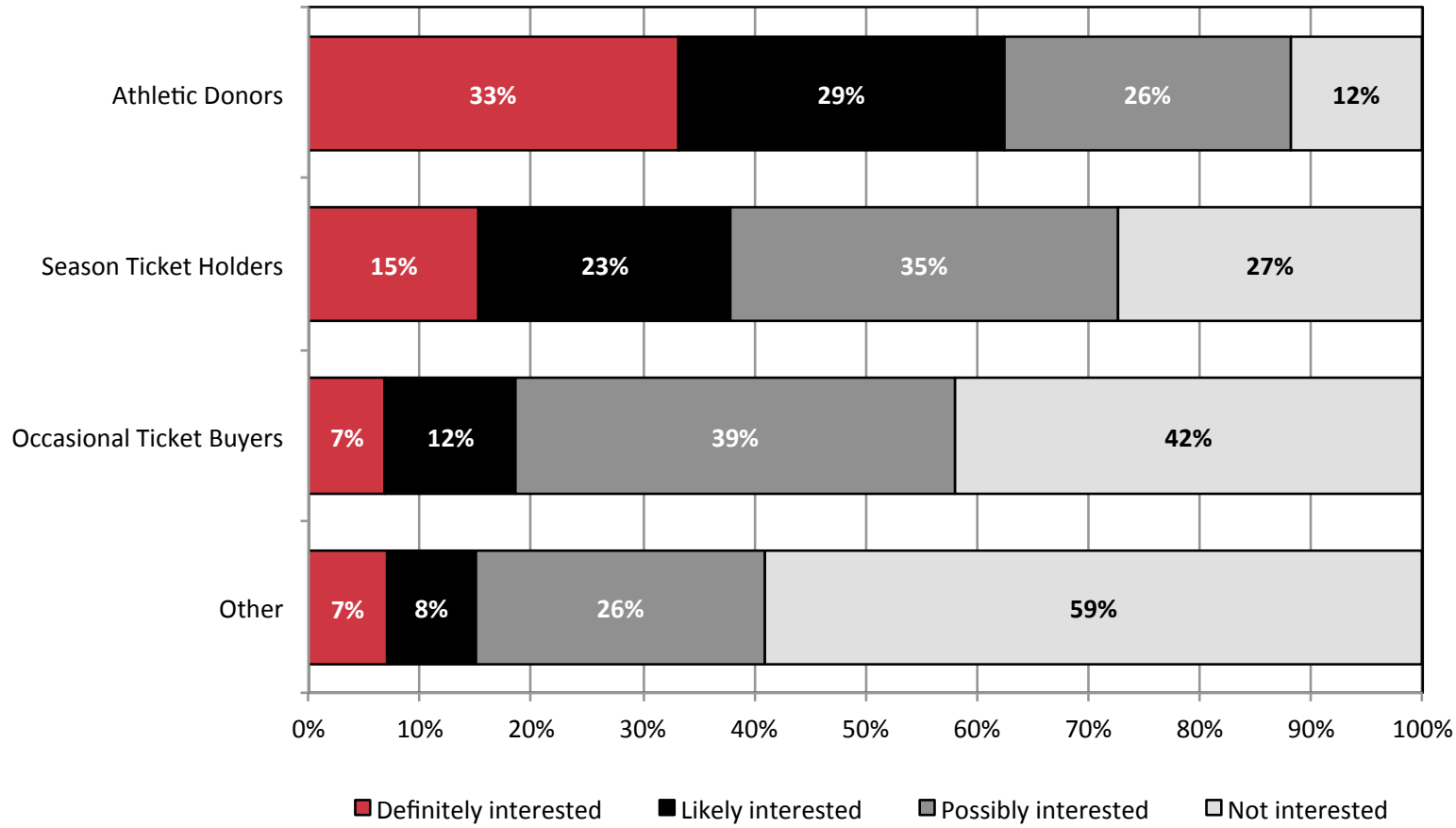
RESPONDENT SUPPORT FOR TICKET PRICE INCREASES:



- \$25 per game: 14%
- \$20 per game: 26%
- \$15 per game: 44%
- \$10 per game: 73%
- \$5 per game: 90%

PRIORITY SEATS

PRIORITY SEAT INITIAL INTEREST



TOTAL POSITIVE INTEREST

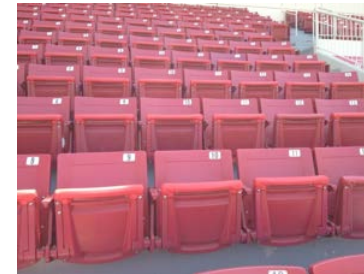
82%

73%

58%

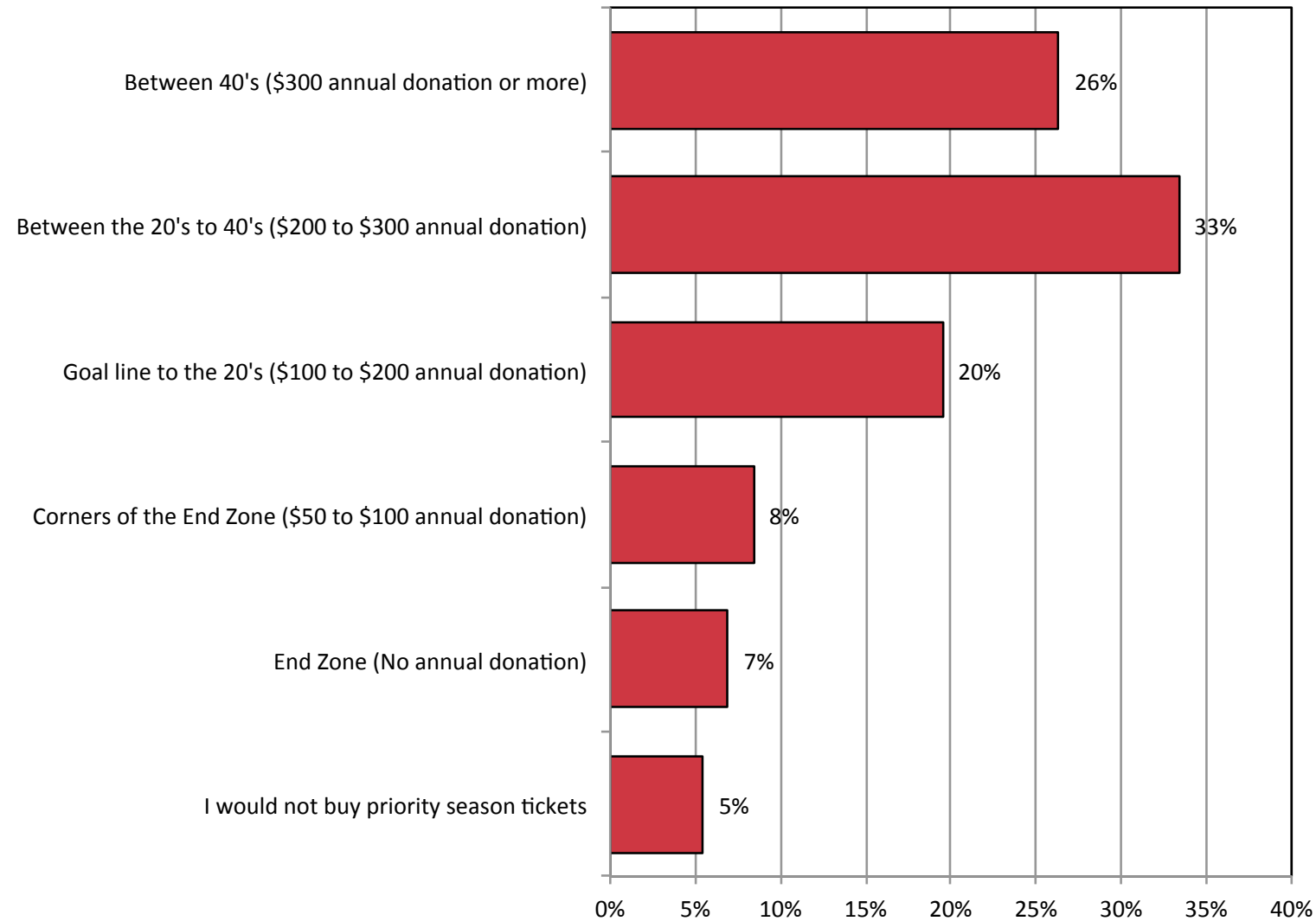
41%

PEER INSTITUTION PRIORITY



PRIORITY SEAT LOCATION PREFERENCE

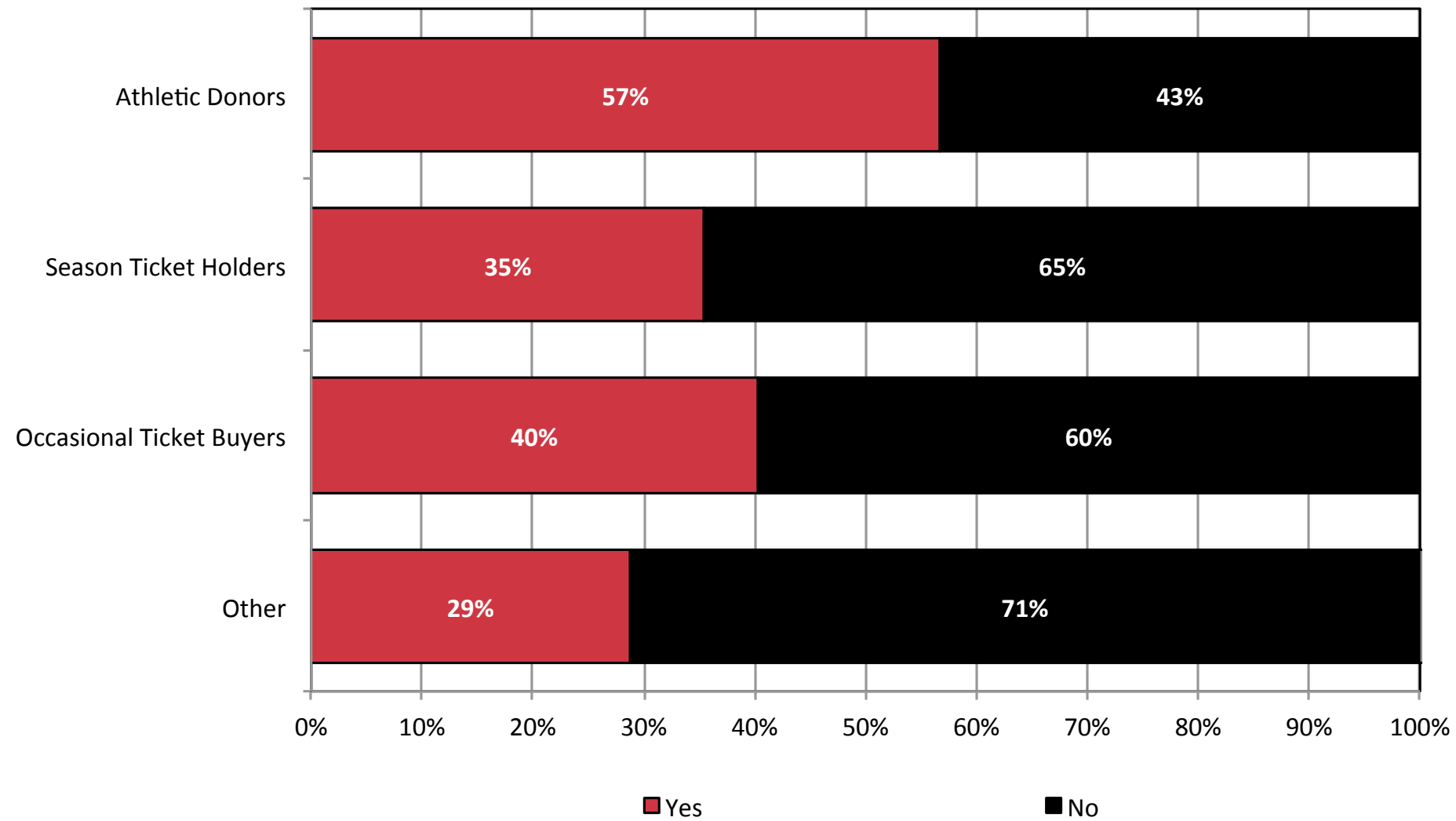
PRIORITY SEAT LOCATION PREFERENCE & PRICE SENSITIVITY



Respondents would purchase an average of 2.6 priority seats per account

PREMIUM SEAT INITIAL INTEREST

INITIAL INTEREST IN CLUB SEAT, LOGE BOXES AND LUXURY SUITES



CLUB SEATS

CLUB SEAT & LOUNGE IMAGES

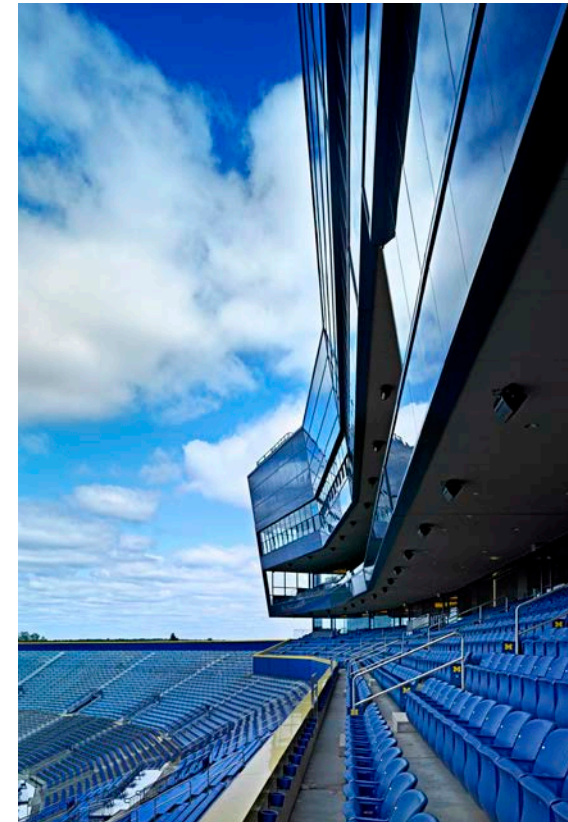
- Prime locations
- Lower bowl or press box level
- Located outdoors and covered
- Wider chair back seat
- More leg room
- Preferred parking
- Access to private lounge
- Private restrooms
- Television monitors
- Upscale food & beverage service
- First right to purchase other event tickets



SOUTH CAROLINA



TENNESSEE



MICHIGAN

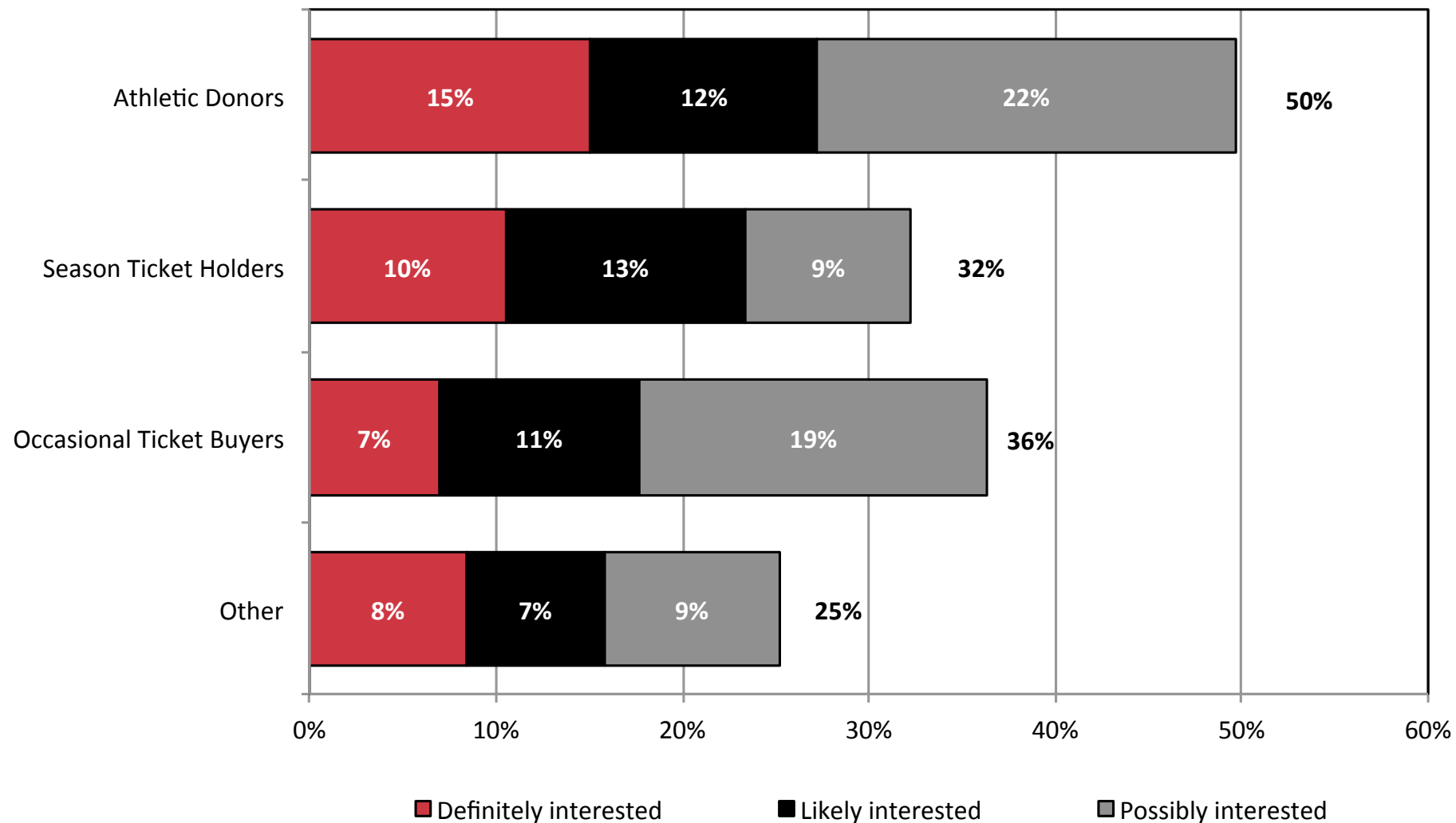


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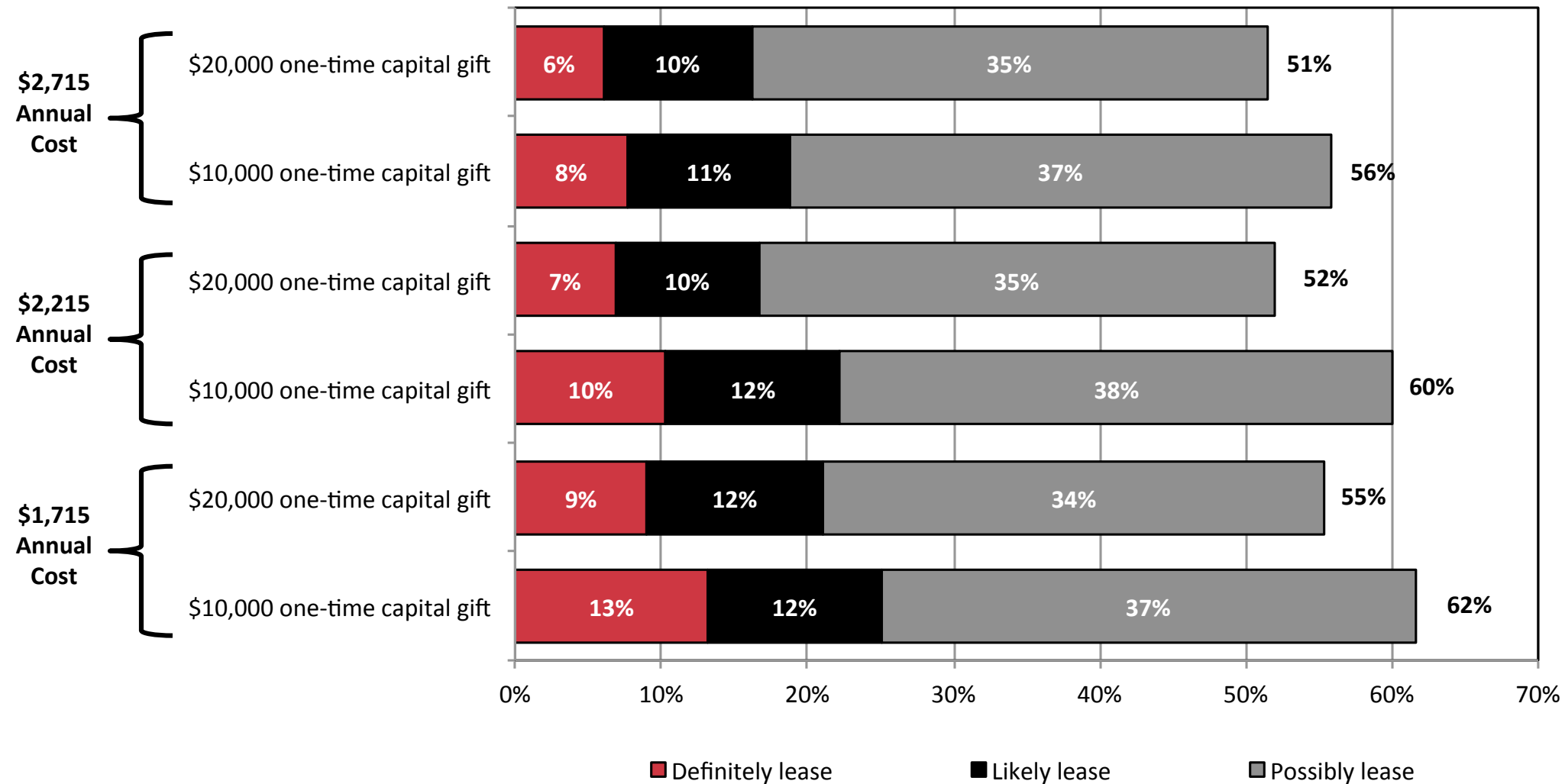
MICHIGAN

CLUB SEAT INITIAL INTEREST



Overall, 33 percent of all survey respondents indicated some level of positive interest (definitely, likely or possibly interested) in club seats based on a description of club seat location and amenities, but before potential prices were introduced.

CLUB SEAT PRICE SENSITIVITY

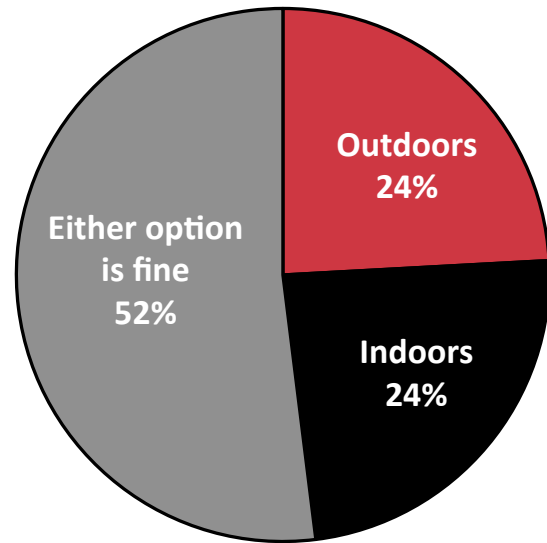


*Annual cost includes required Rebel Athletic Fund donation and cost of season tickets.

Respondents would purchase an average of 2.6 club seats per account

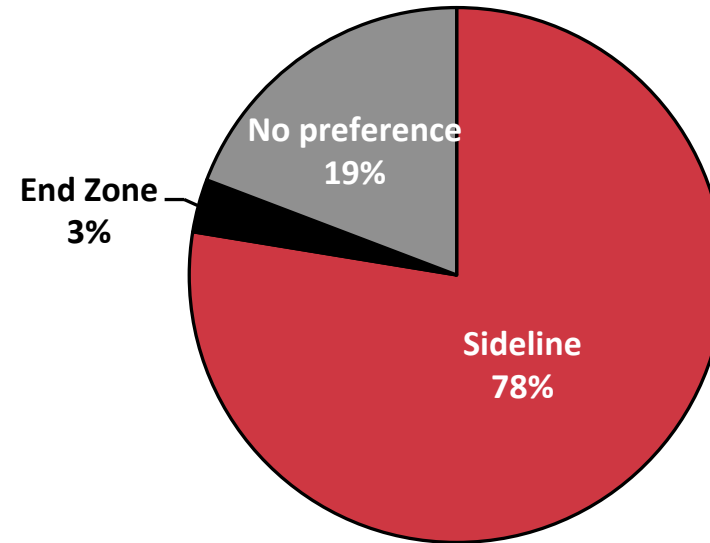
CLUB SEAT PREFERENCES

INDOOR OR OUTDOOR CLUB SEAT



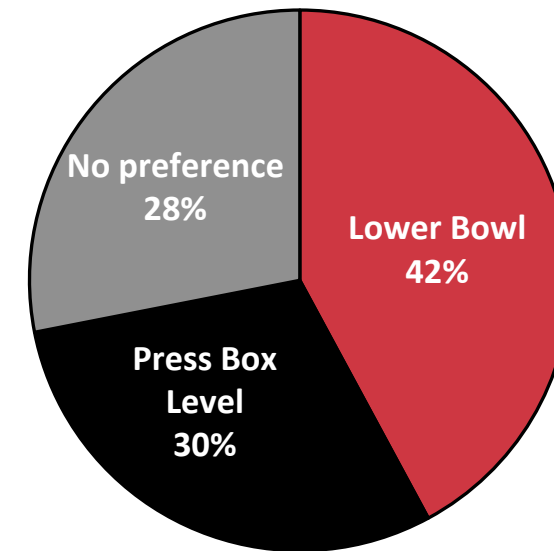
Overall, participants have an equal interest in indoor and outdoor club seats (76 percent). CSL experience on other projects has shown that outdoor club seats are more likely to be renewed after the initial term due to greater exposure to the overall game day / event atmosphere.

SIDELINE OR END ZONE LOCATION



Overall, 97 percent would prefer club seats along the sideline compared to 22 percent that prefer club seats in the end zone.

LOWER BOWL OR PRESS BOX LOCATION



Overall, 70 percent would prefer lower bowl club seats compared to 58 percent that prefer club seats at press box level.

LOGE BOXES

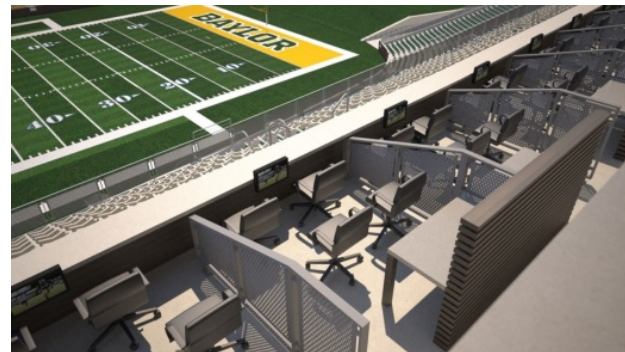
- Prime locations
- Located outside and covered
- Seat 4 to 8 people
- Chairs on casters or fixed seats
- Dividers between each box
- Includes counter, fridge and flat screen TV
- Preferred parking
- Access to private lounge
- Private restrooms
- Upscale food & beverage service
- Ability to share a box with other parties
- First right to purchase other event tickets



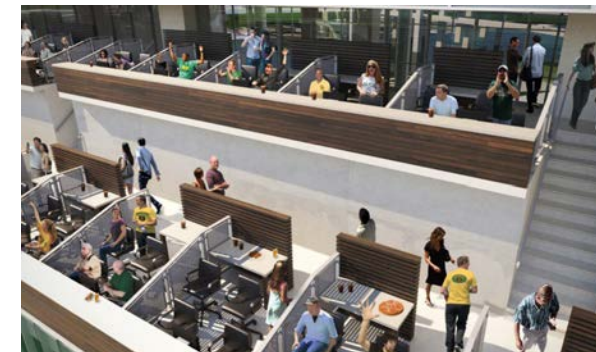
MINNESOTA



OREGON STATE



BAYLOR



BAYLOR

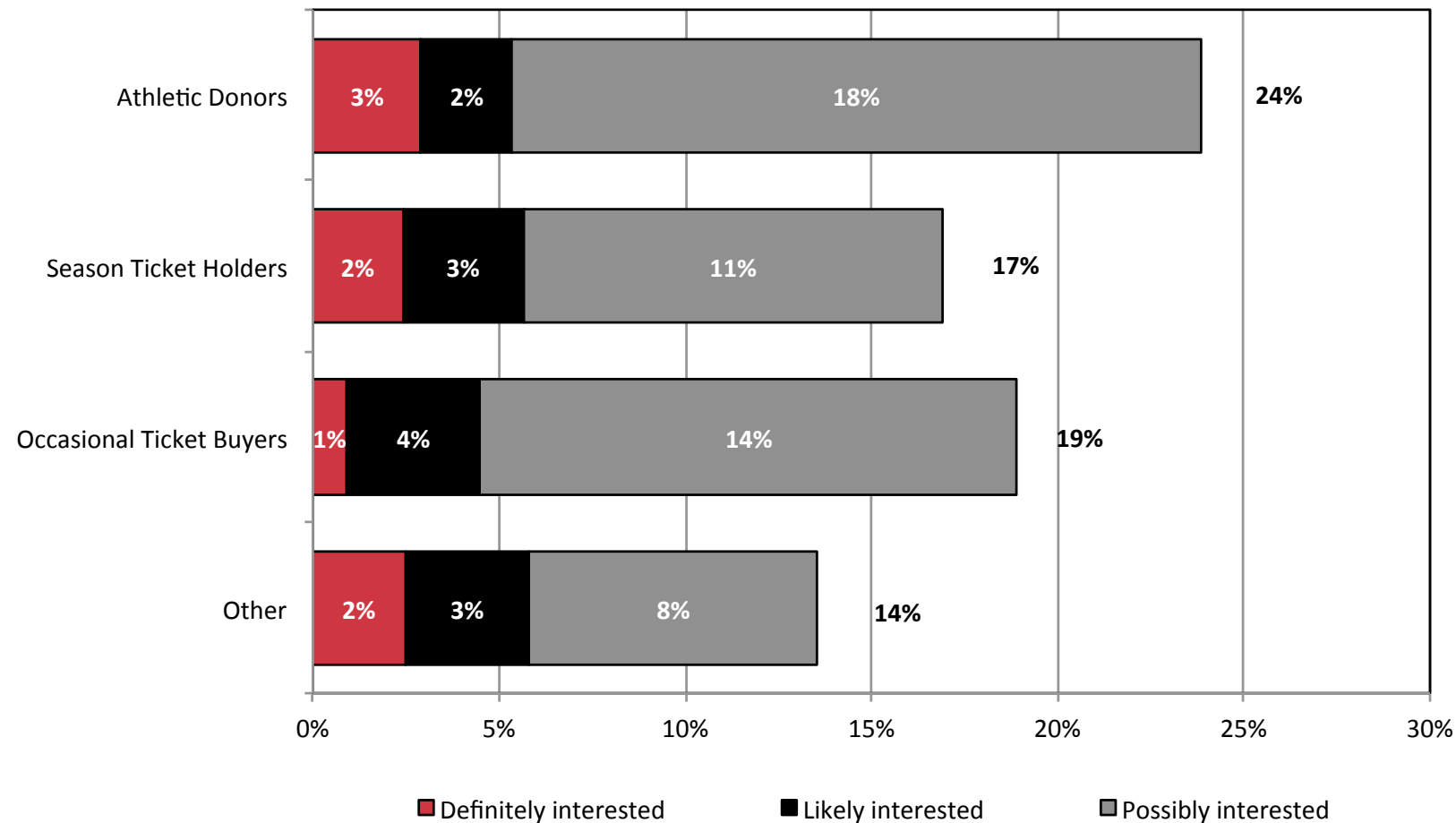


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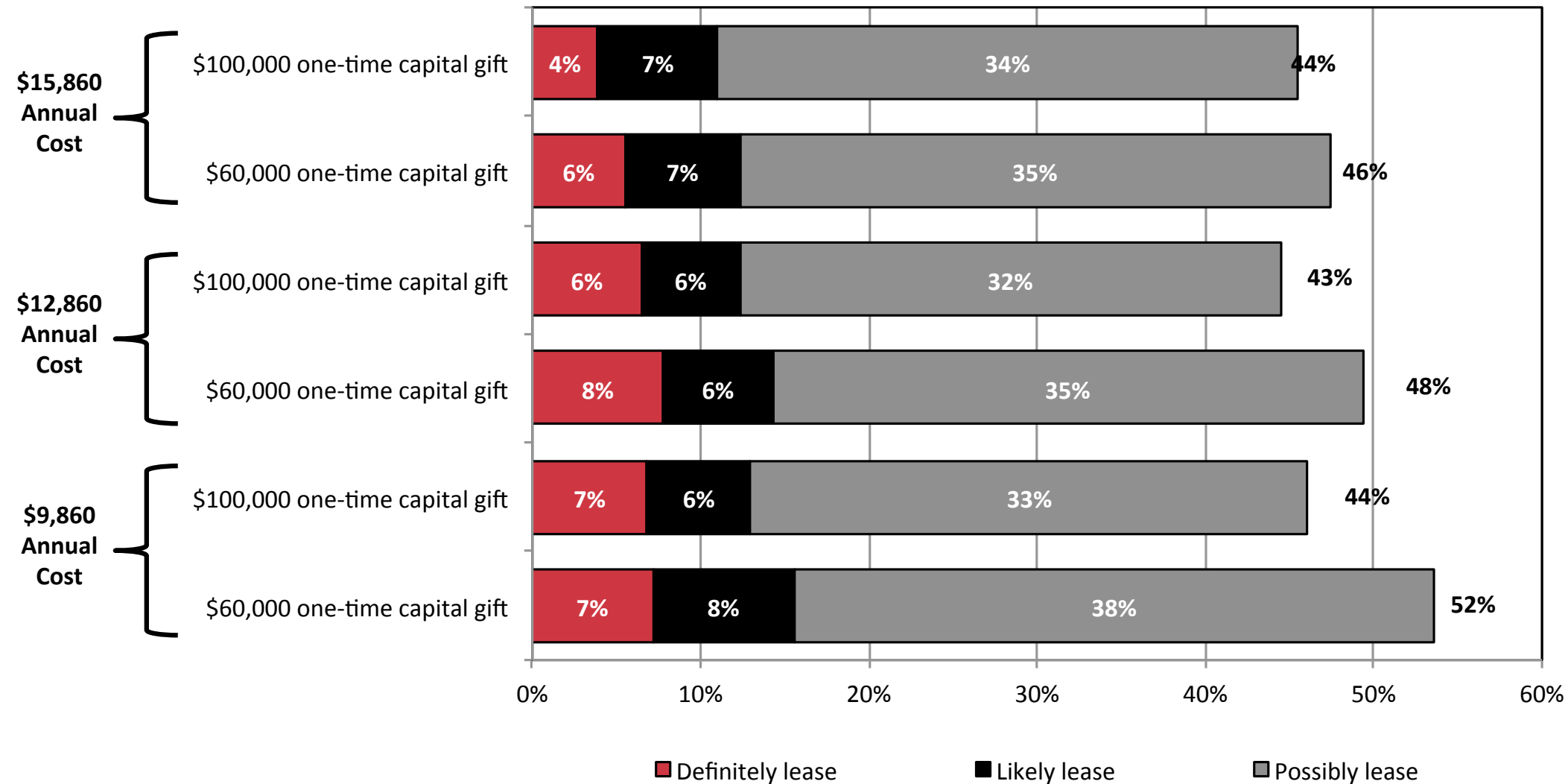
MICHIGAN

LOGE BOX INITIAL INTEREST



Overall, 17 percent of all survey respondents indicated some level of positive interest (definitely, likely or possibly interested) in a loge box based on a description of loge box location and amenities, but before potential prices were introduced, compared to approximately 33 percent that were interested in the club seat concept.

LOGE BOX PRICE SENSITIVITY



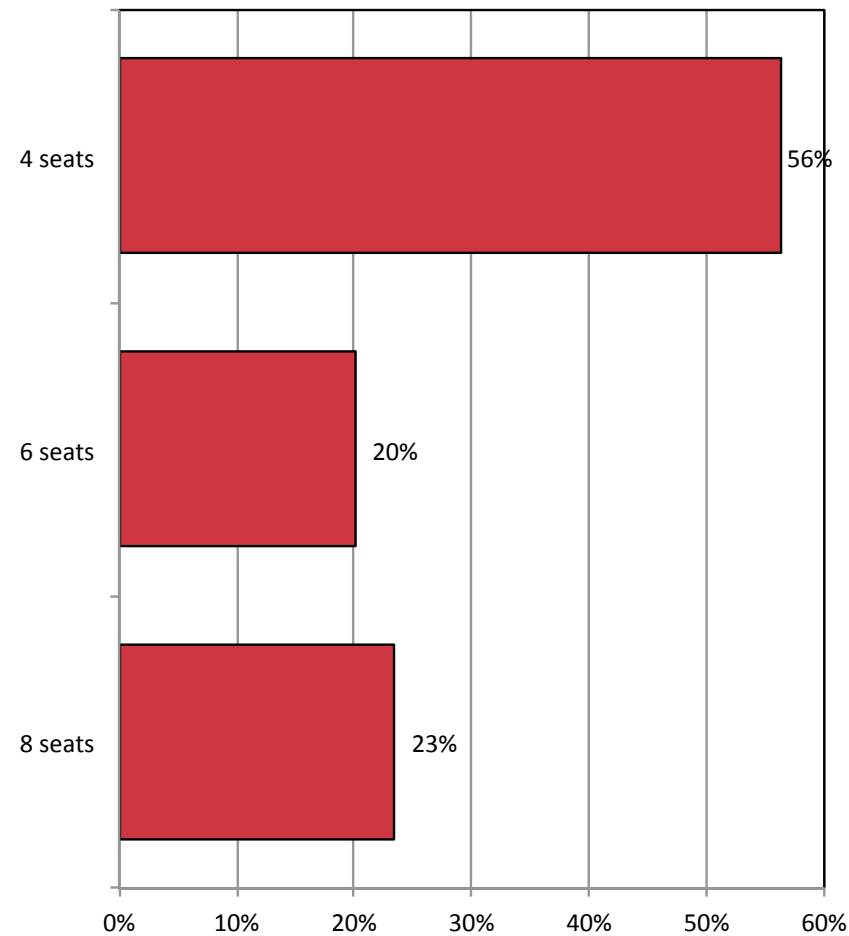
*Annual cost includes required Rebel Athletic Fund donation and cost of season tickets.

LOGE BOX PREFERENCES

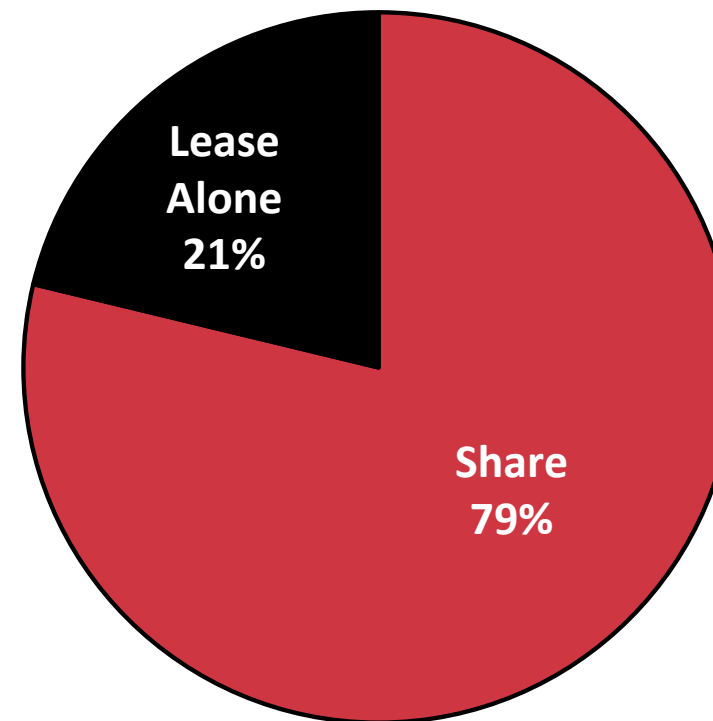
AVERAGE # SEATS
IN A SHARED BOX

3.3 SEATS

PREFERRED CAPACITY



SHARE OR LEASE ALONE

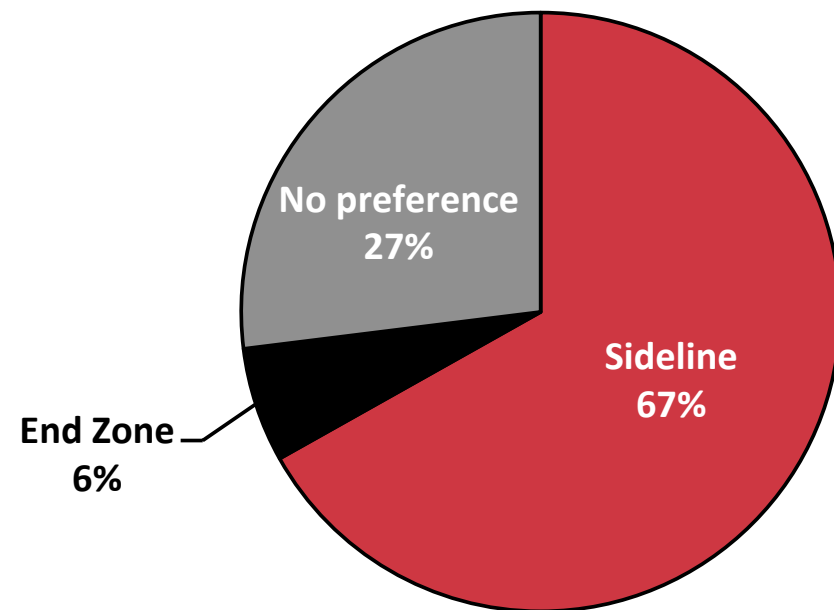


LOGE BOX PREFERENCES

AVERAGE # SEATS
IN A SHARED BOX

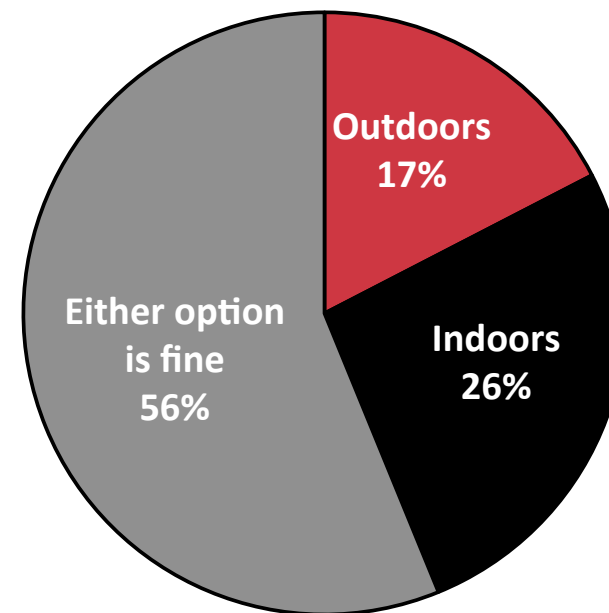
3.3 SEATS

SIDELINE OR END ZONE LOCATION



Overall, 94 percent would prefer loge boxes located along the sideline compared to 33 percent that would prefer loge boxes located in the end zone.

INDOOR OR OUTDOOR LOGE BOX



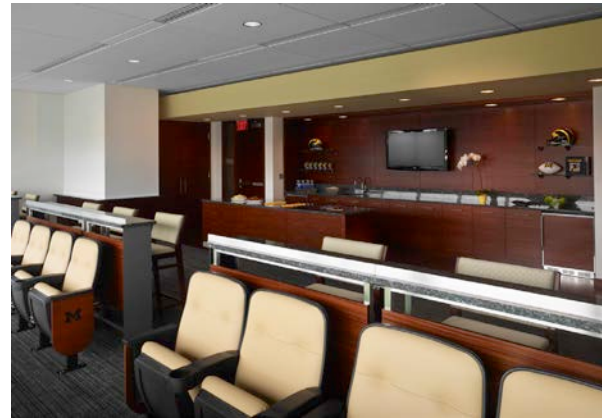
Overall, 82 percent would prefer indoor loge boxes compared to 73 percent that would prefer outdoor loge boxes.

Overall, loge boxes are located outdoors and under cover at nearly all stadiums.

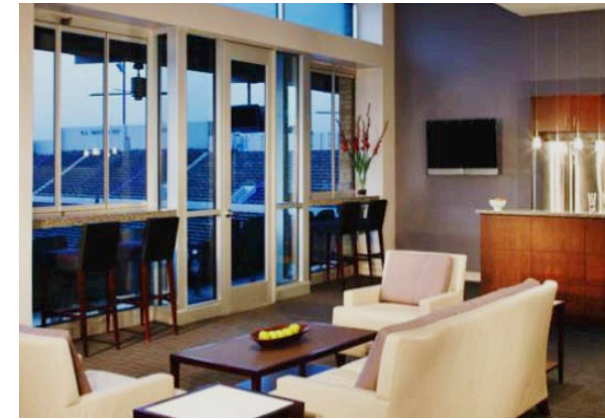
LUXURY SUITES

SAMPLE LUXURY SUITE & LOUNGE IMAGES

- Prime locations
- Capacity for 16 people
- Outdoor seating
- Climate-controlled private area
- Kitchenette with granite countertops
- Preferred parking
- Access to club lounge
- Private restrooms
- Upscale food & beverage service
- Ability to share a suite with other parties
- First right to purchase other event tickets



MICHIGAN



TCU



MICHIGAN



IOWA

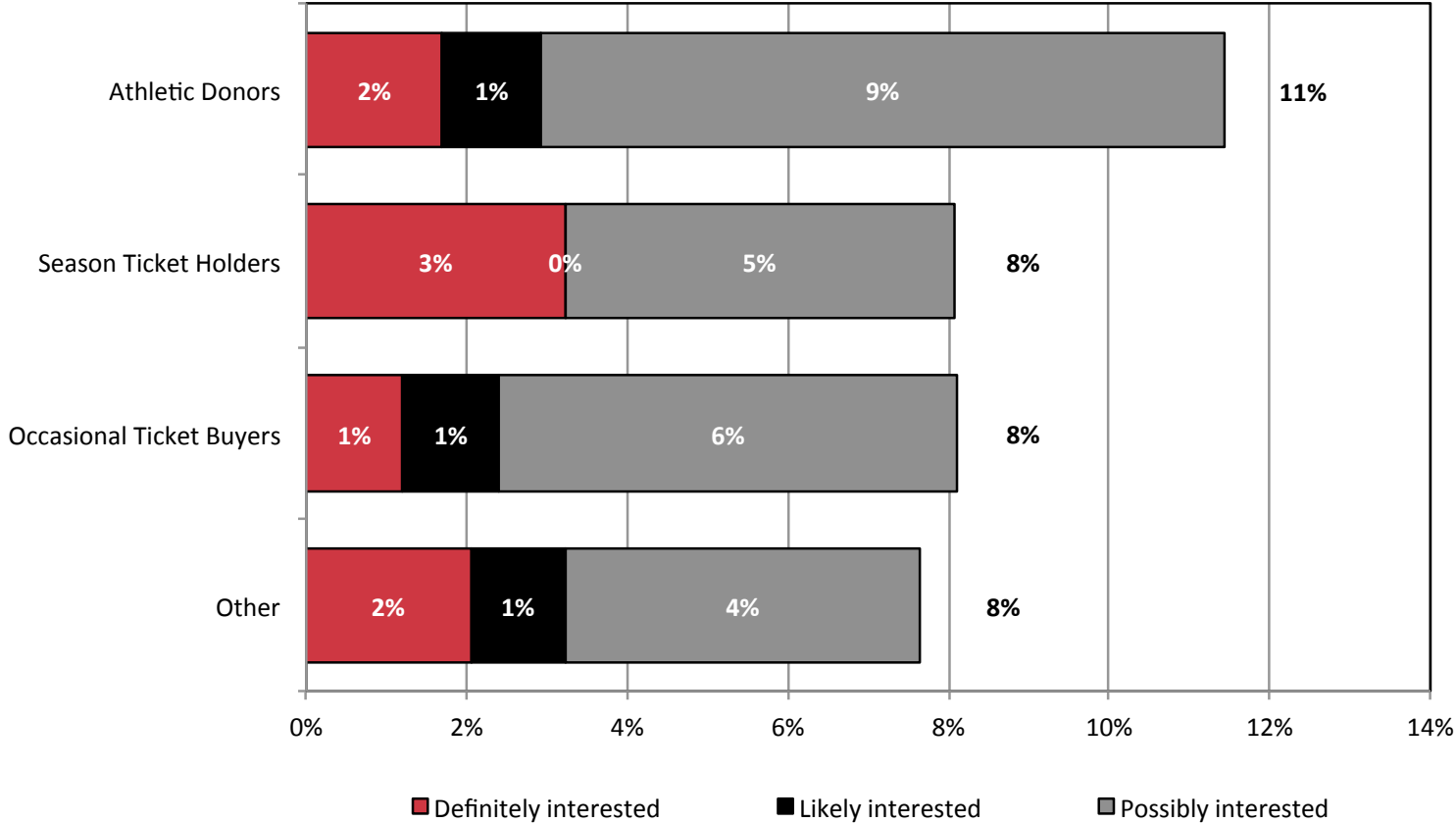


CAL



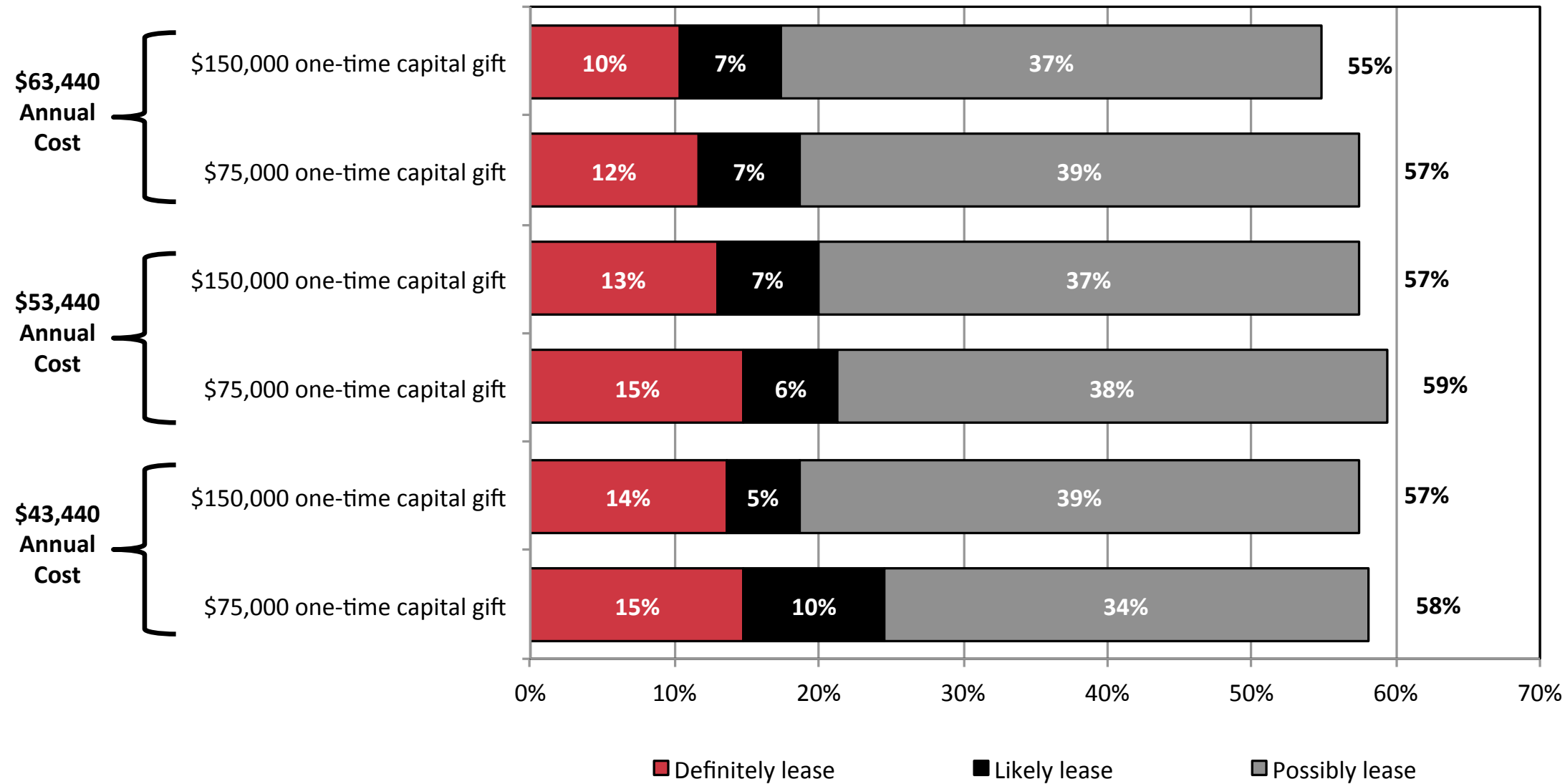
MICHIGAN

LUXURY SUITE INITIAL INTEREST



Overall, 9 percent of all survey respondents indicated some level of positive interest (definitely, likely or possibly interested) in a luxury suite based on a description of luxury suite location and amenities, but before potential prices were introduced, compared to approximately 33 percent that were interested in the club seat concept and 17 percent that were interested in the loge box concept.

LUXURY SUITE PRICE SENSITIVITY



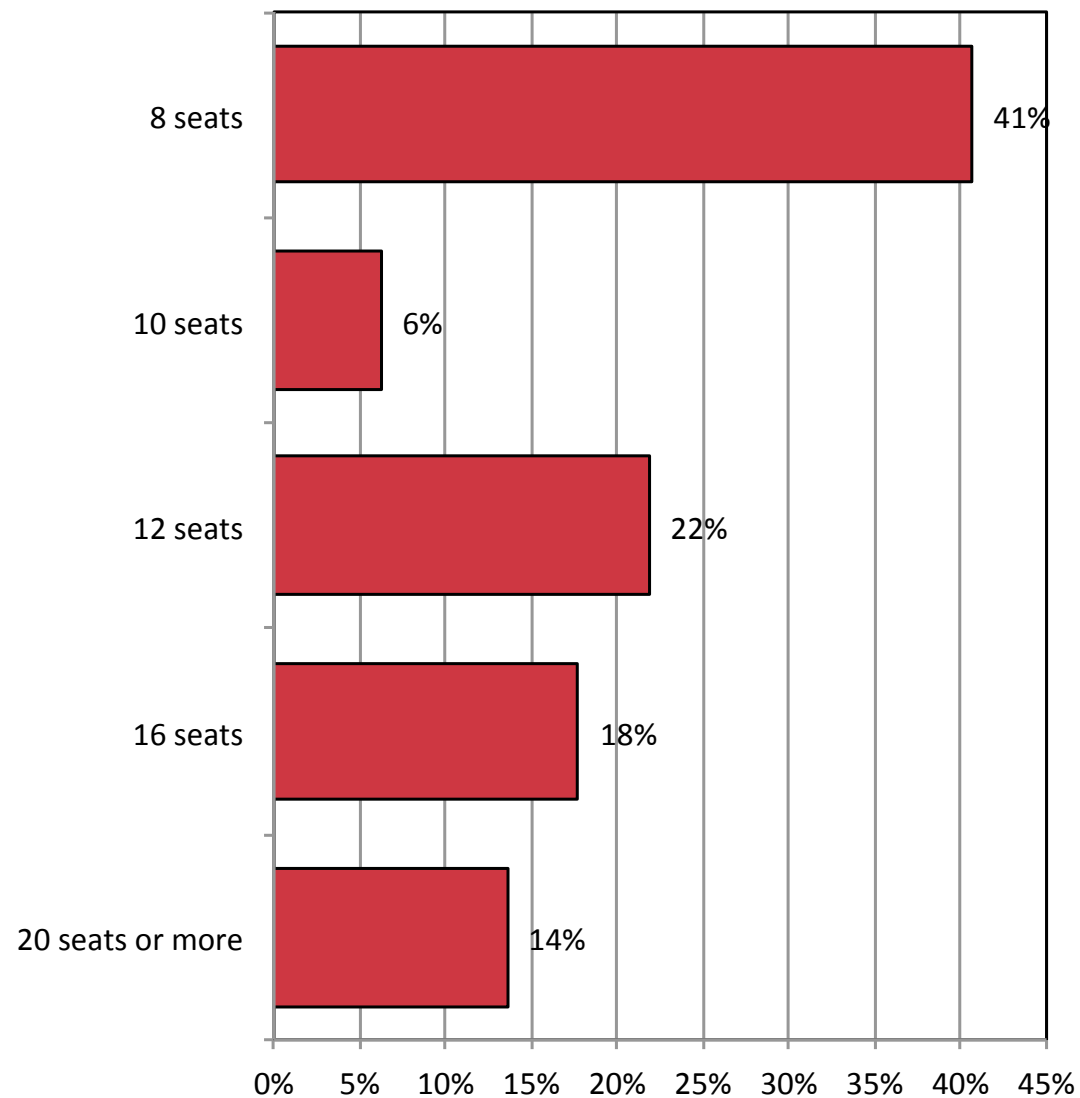
*Annual cost includes required Rebel Athletic Fund donation and cost of season tickets.

LUXURY SUITE PREFERENCES

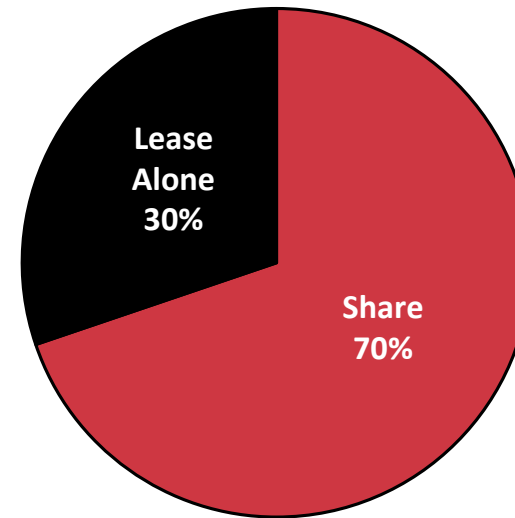
AVERAGE # SEATS
IN A SHARED SUITE

4.1 SEATS

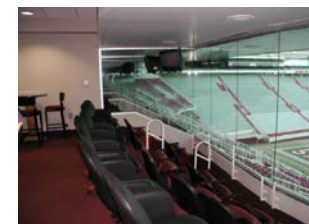
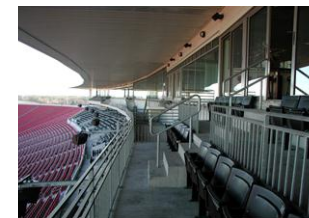
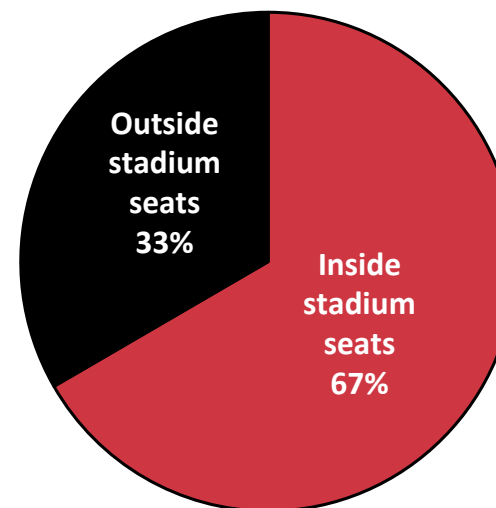
PREFERRED LUXURY SUITE CAPACITY



SHARE OR LEASE ALONE

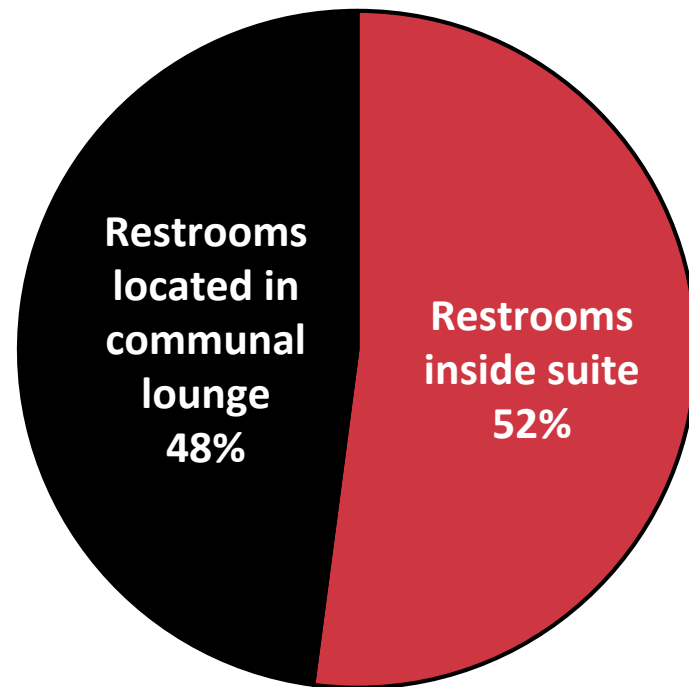


INSIDE OR OUTSIDE SUITE SEATS



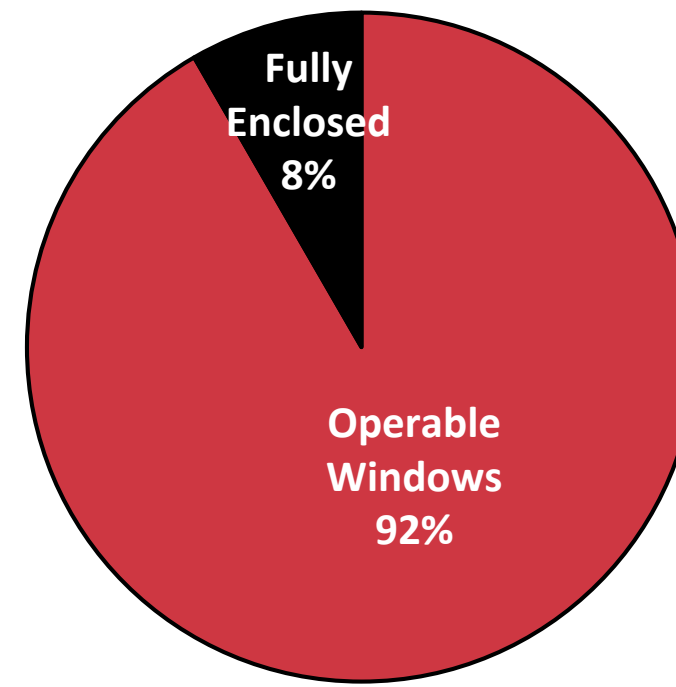
LUXURY SUITE PREFERENCES

PREFERRED RESTROOM LOCATION



Building restrooms inside a communal club lounge will increase the square footage of each individual suite and will also reduce construction costs.

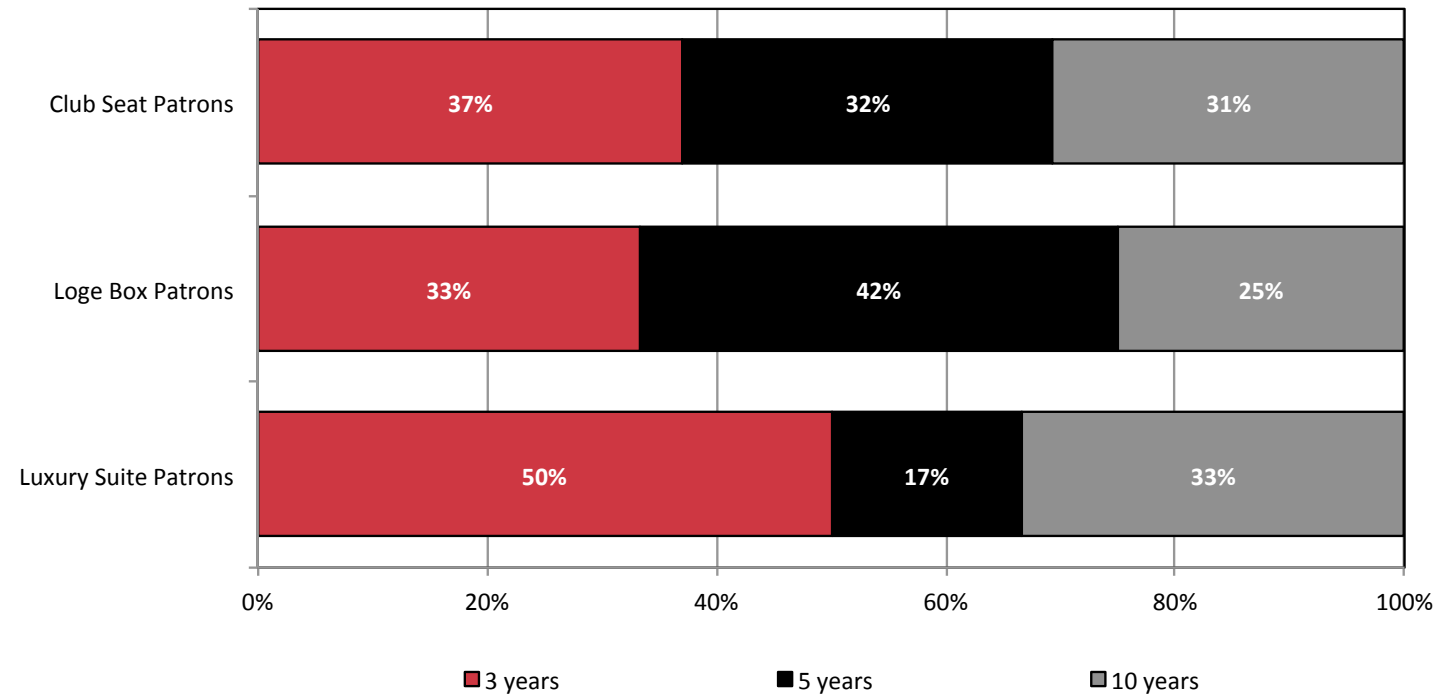
SUITE WINDOWS OPERABLE OR FULLY ENCLOSED



The ability to open and close luxury suite windows will be an important selling point, and will allow for luxury suite holders to experience the game day atmosphere.

LEASE PREFERENCES

PREFERRED LEASE TERMS

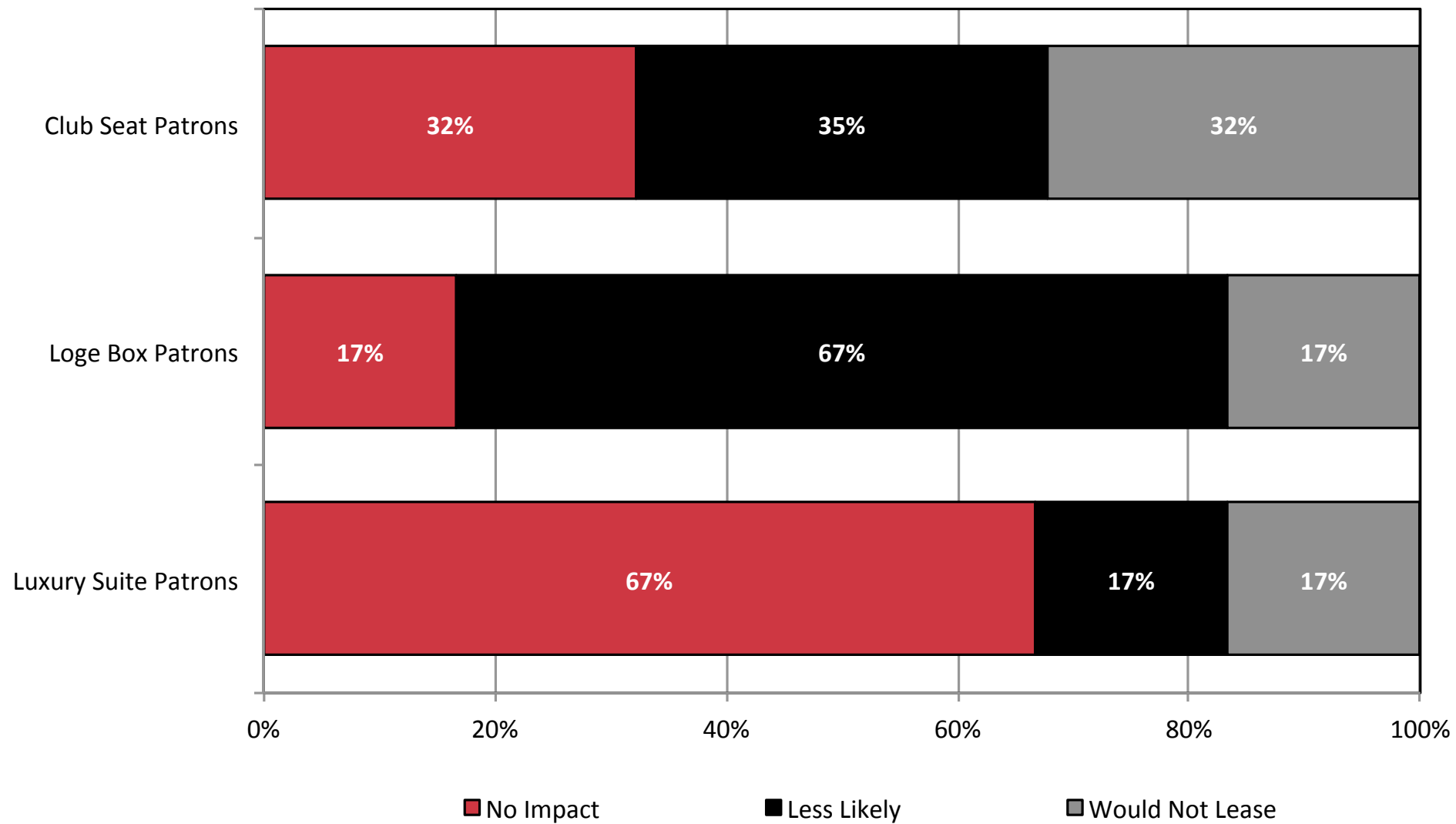


CONSIDER UPFRONT LEASE PAYMENT?

	Club Seat Patrons	Loge Box Patrons	Luxury Suite Patrons
Definitely	18%	17%	50%
Likely	19%	50%	33%
Possibly	53%	33%	17%
No	10%	0%	0%
Total Positive Interest	90%	100%	100%

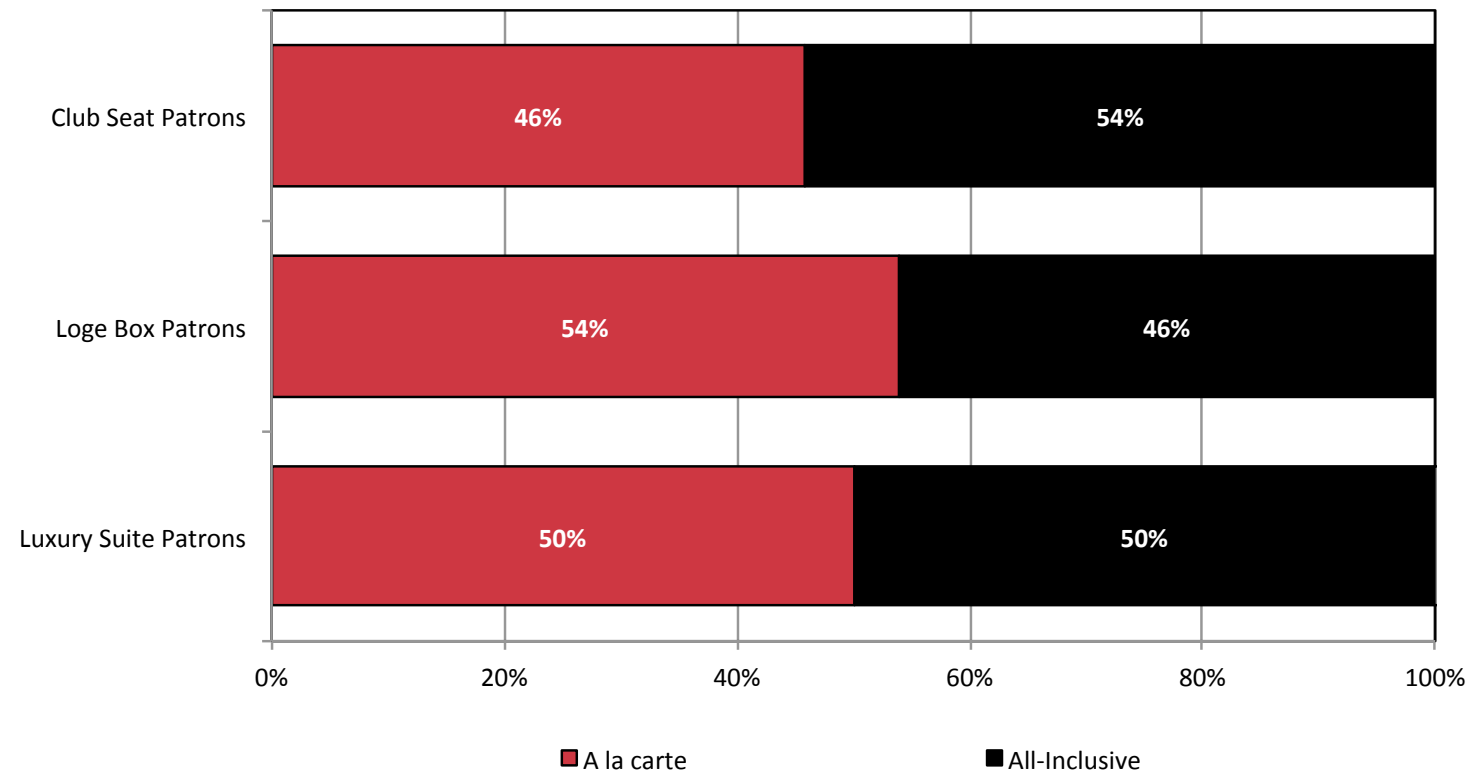
LEASE PREFERENCES

IMPACT OF REQUIRED EXTENDED LEASE TERM (I.E. 10 TO 20 YEARS)



FOOD & BEVERAGE PREFERENCES

A LA CARTE OR ALL-INCLUSIVE FOOD & BEVERAGES

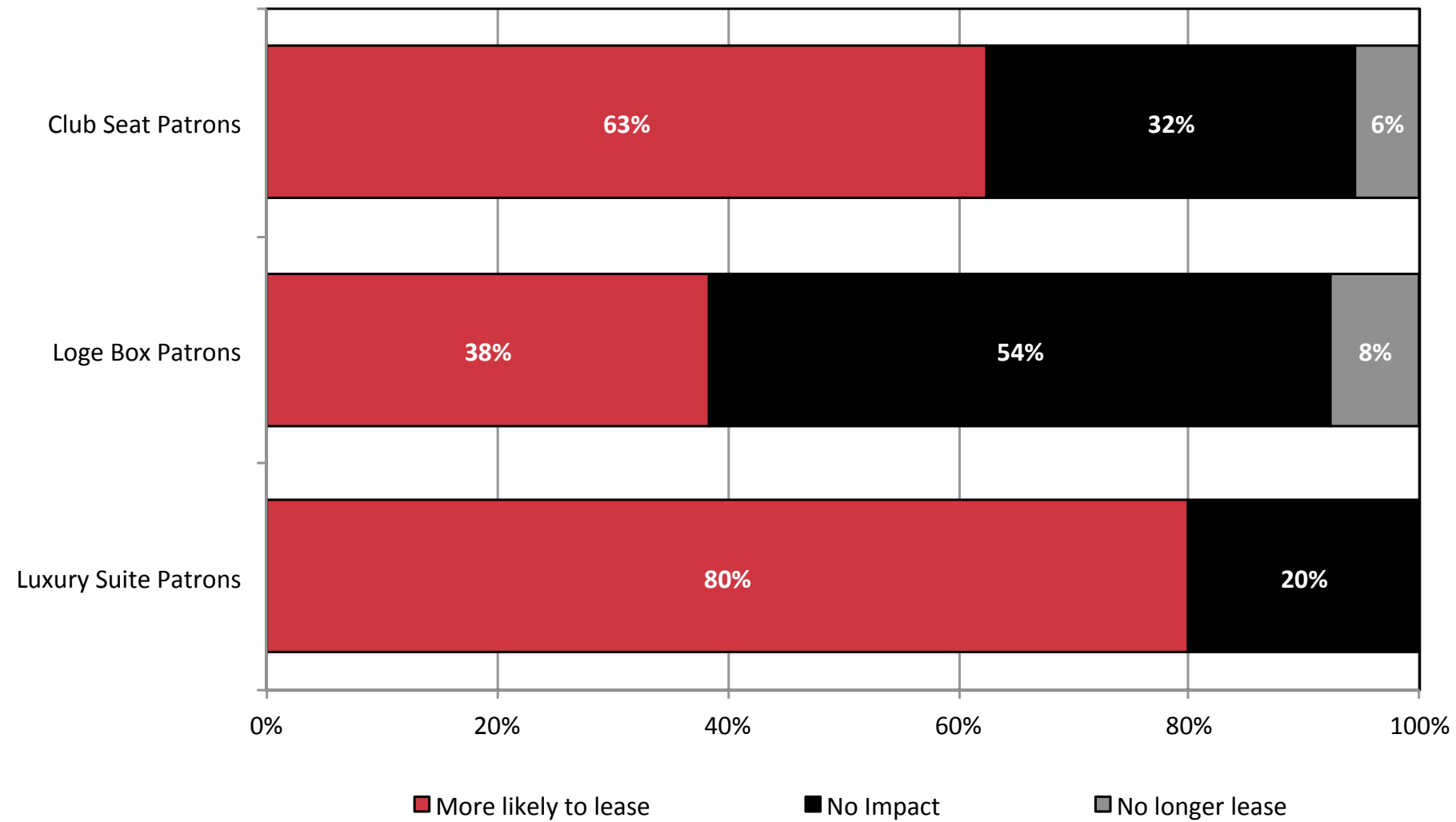


IMPACT OF REQUIRED ALL-INCLUSIVE FOOD & BEVERAGES

	Club Seat Patrons	Loge Box Patrons	Luxury Suite Patrons
Still lease	70%	43%	60%
Less likely to lease	27%	43%	40%
No longer lease	3%	14%	0%

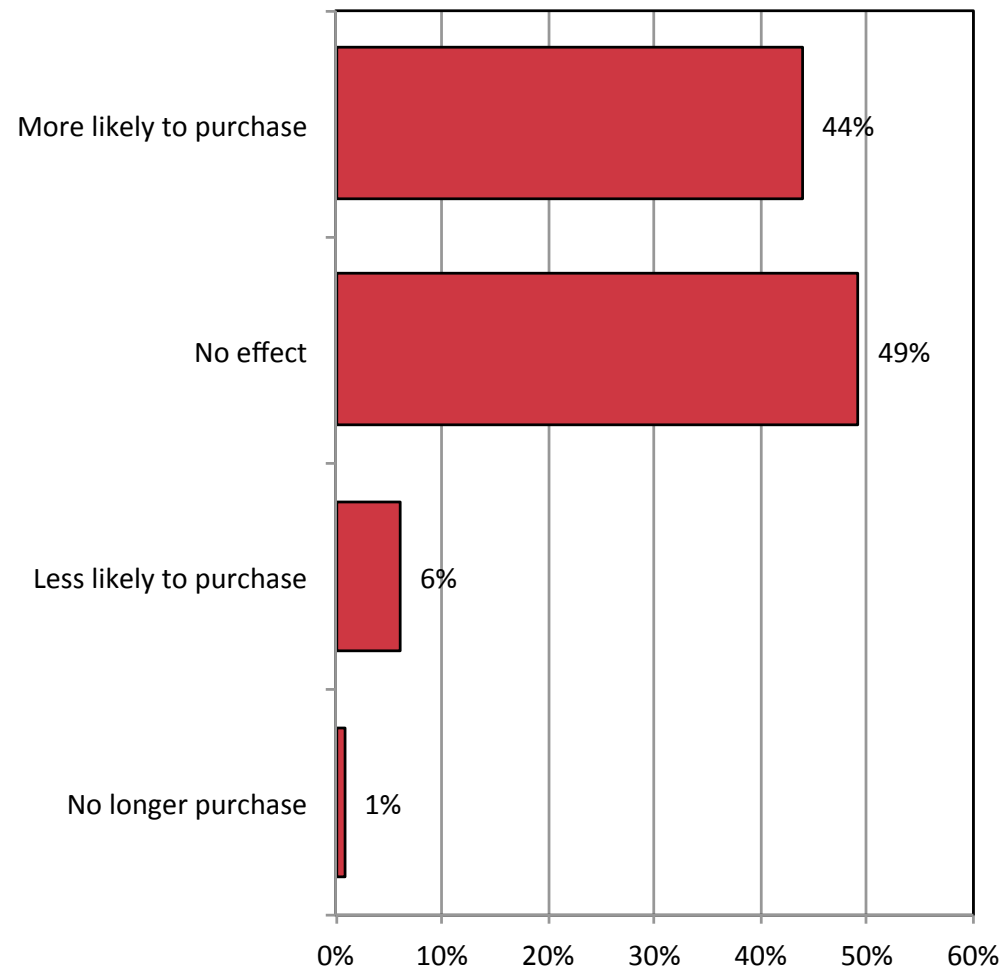
IMPACT OF ALCOHOL AVAILABILITY

IMPACT OF THE SALE OF ALCOHOL ON PREMIUM SEAT PURCHASE

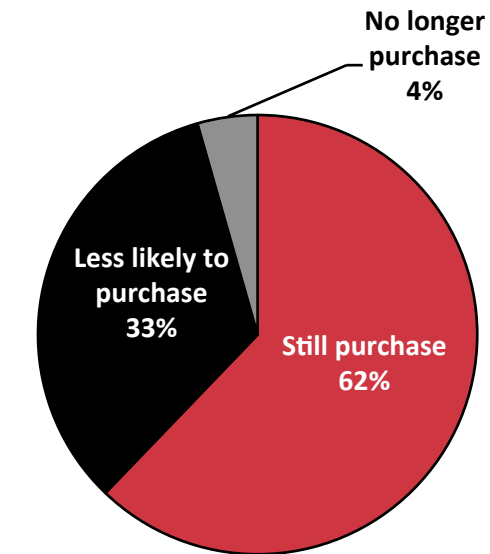


OTHER IMPACTS ON PREMIUM SEAT PURCHASE

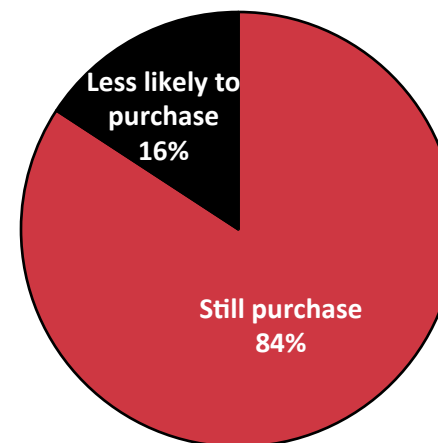
IMPACT OF OTHER MAJOR STADIUM TENANT



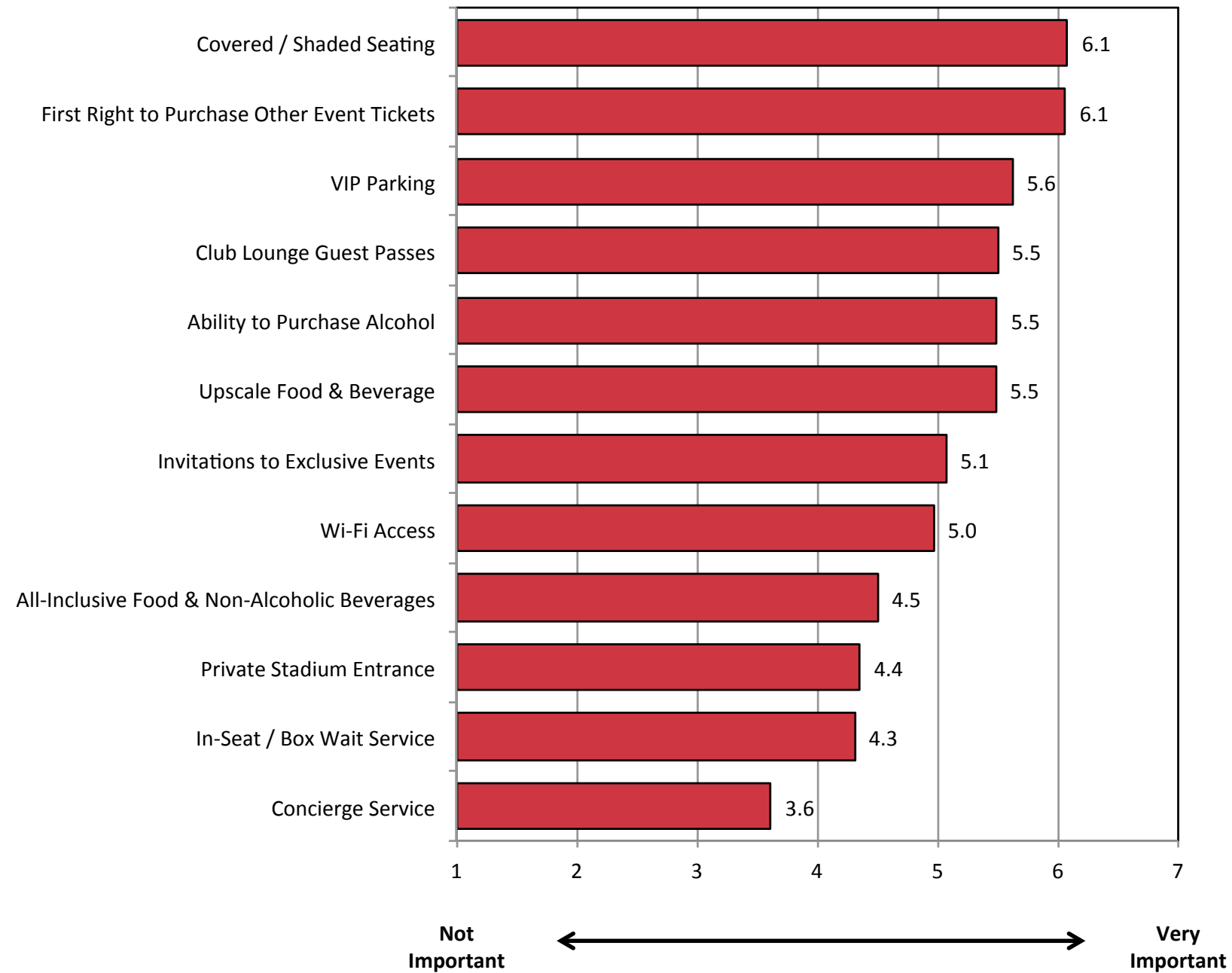
IMPACT OF NEGATIVELY VIEWED STADIUM



IMPACT OF NEW VEGAS ARENA

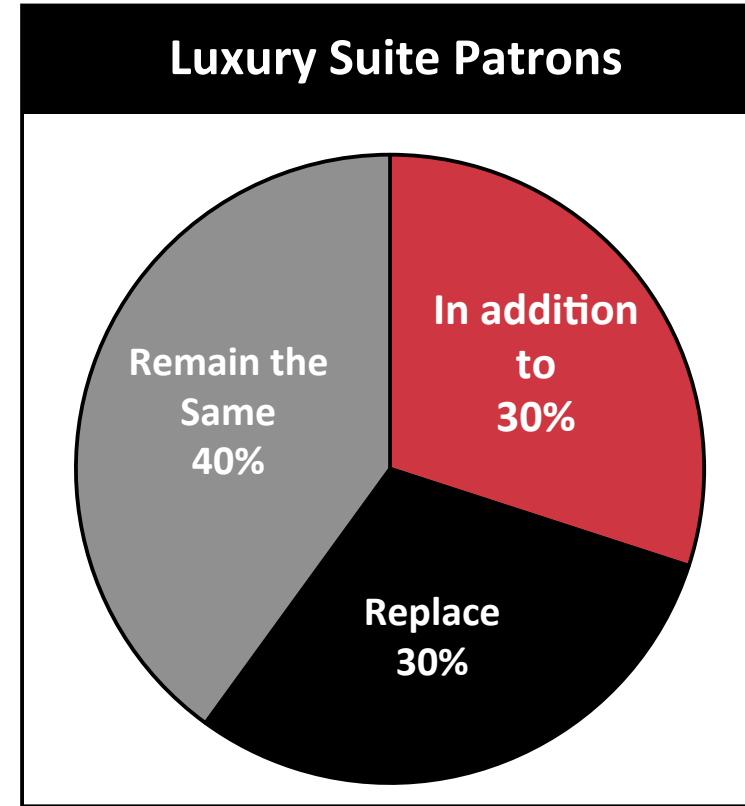
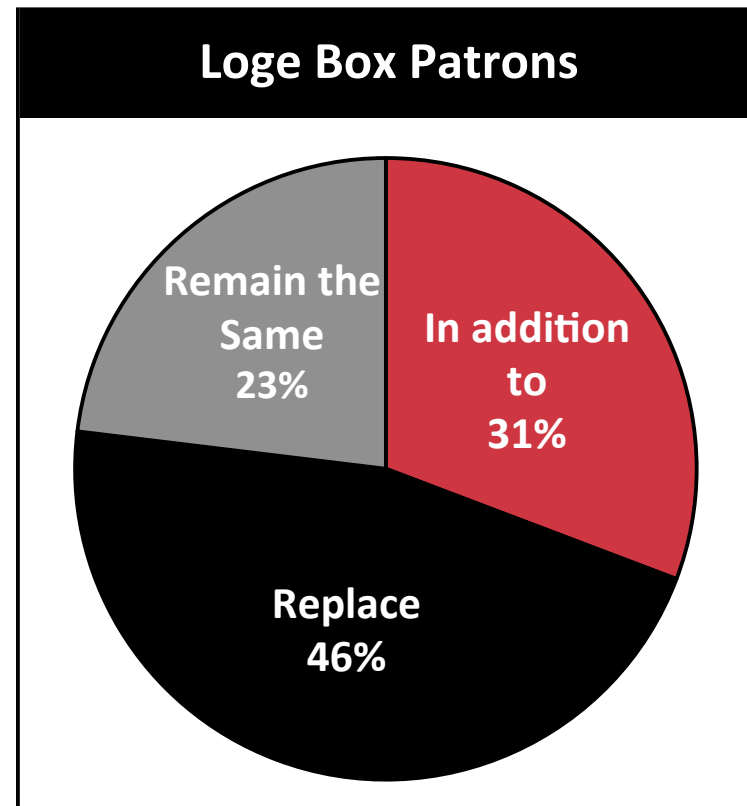
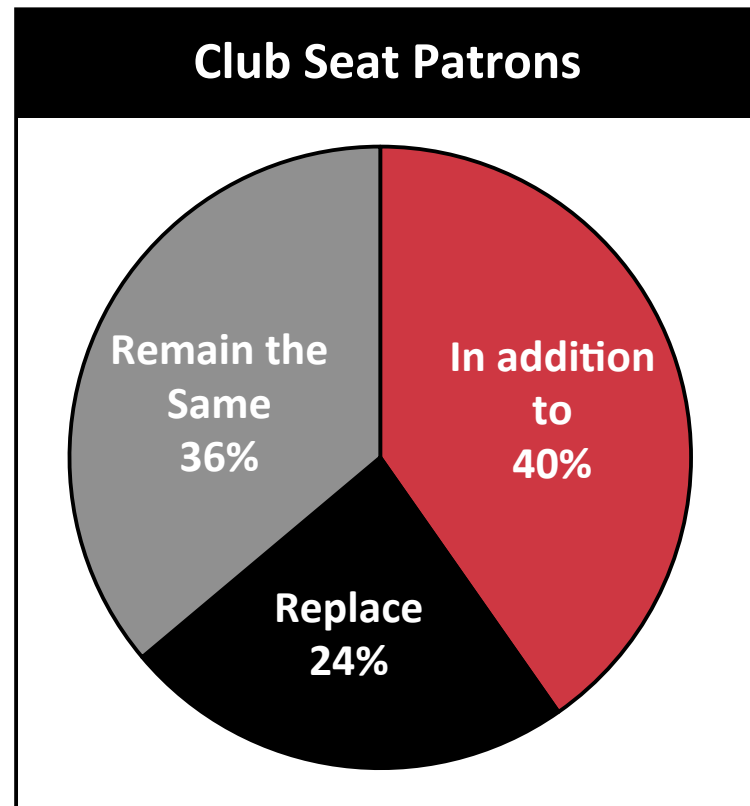


PREMIUM SEAT AMENITY PREFERENCE



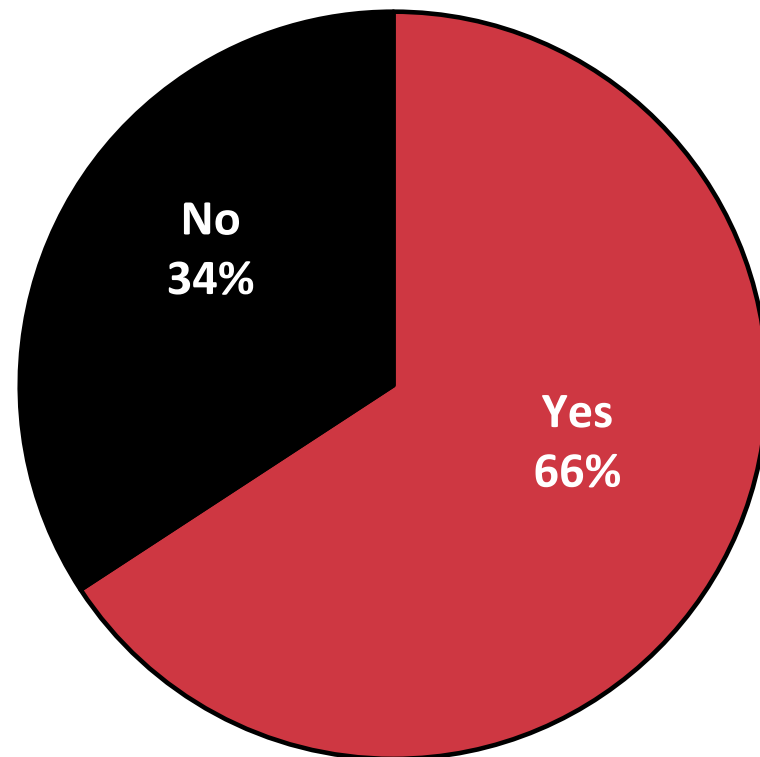
ATHLETIC DONATION IMPACT

IMPACT OF REQUIRED PREMIUM SEATING DONATION ON EXISTING ATHLETIC GIVING

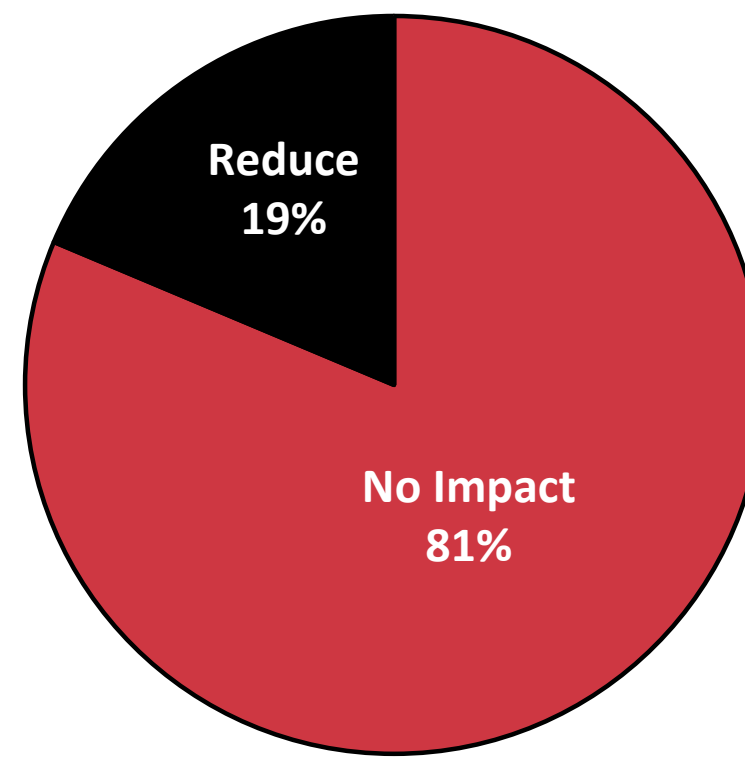


NON-ATHLETIC DONATION **IMPACT**

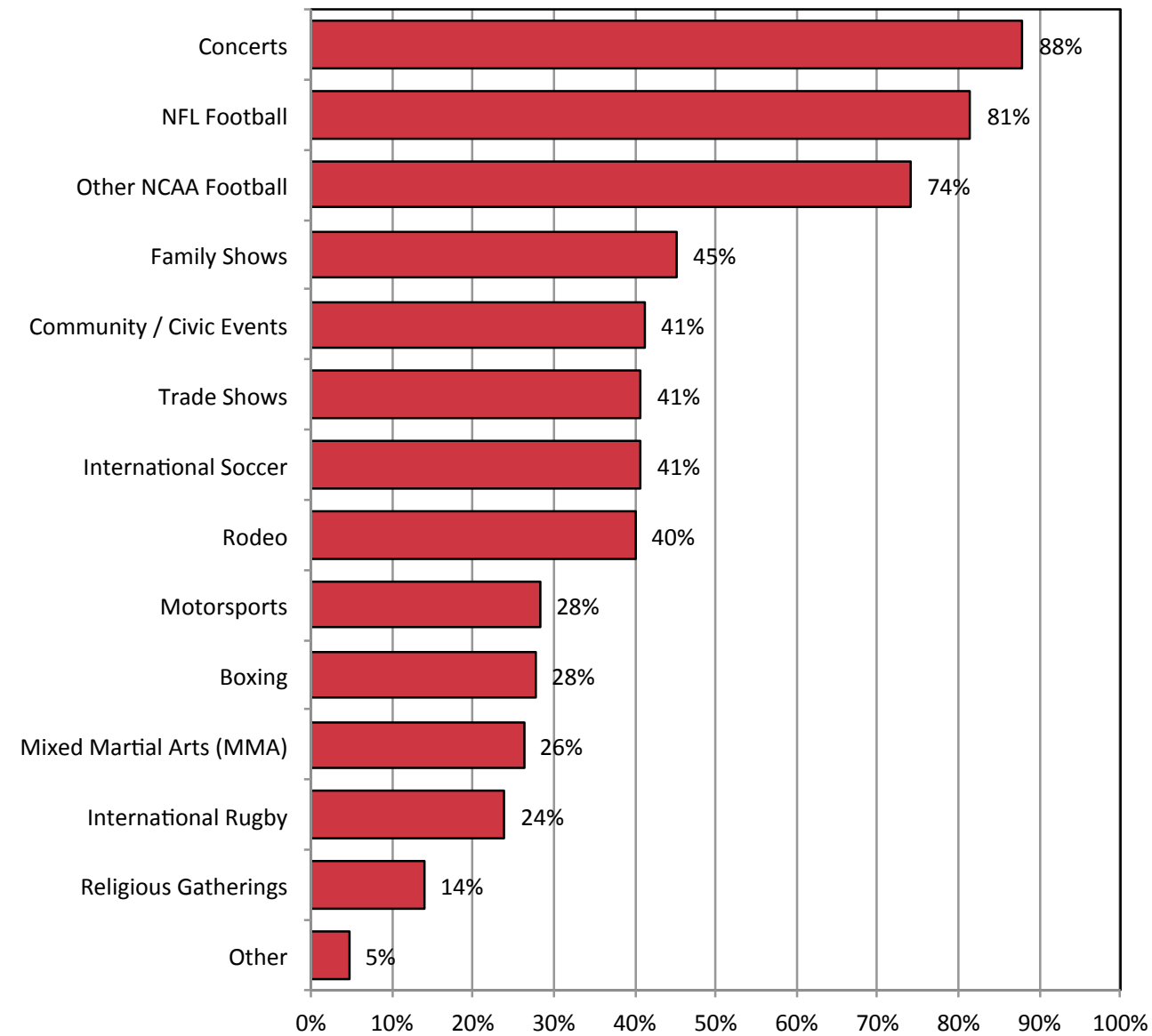
PAST NON-ATHLETIC DONATIONS TO UNLV



IMPACT OF PREMIUM SEAT DONATIONS ON FUTURE NON-ATHLETIC GIFTS TO UNLV



OTHER EVENT INTEREST



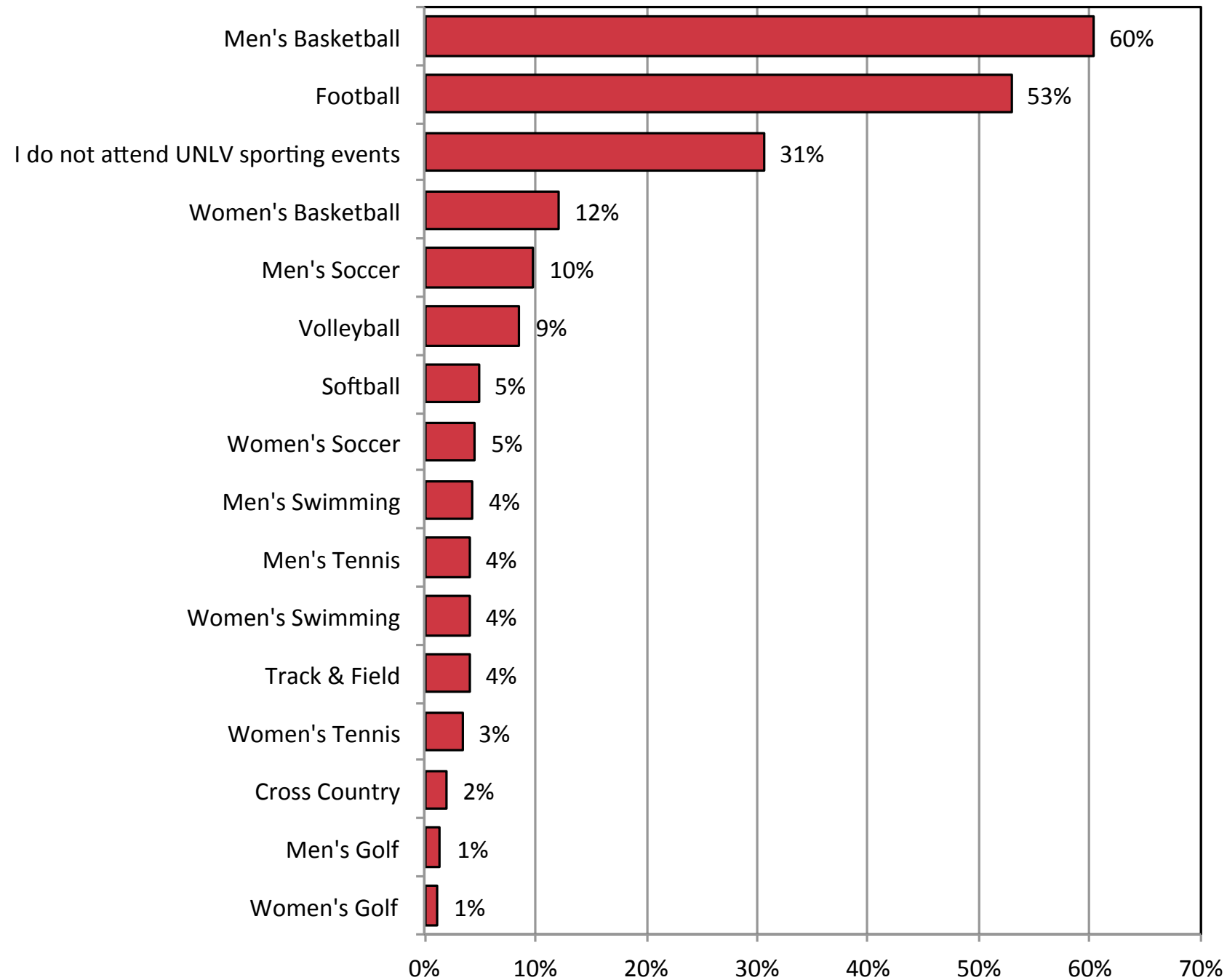
Overall, 81 percent of respondents indicated an interest in attending other events

3

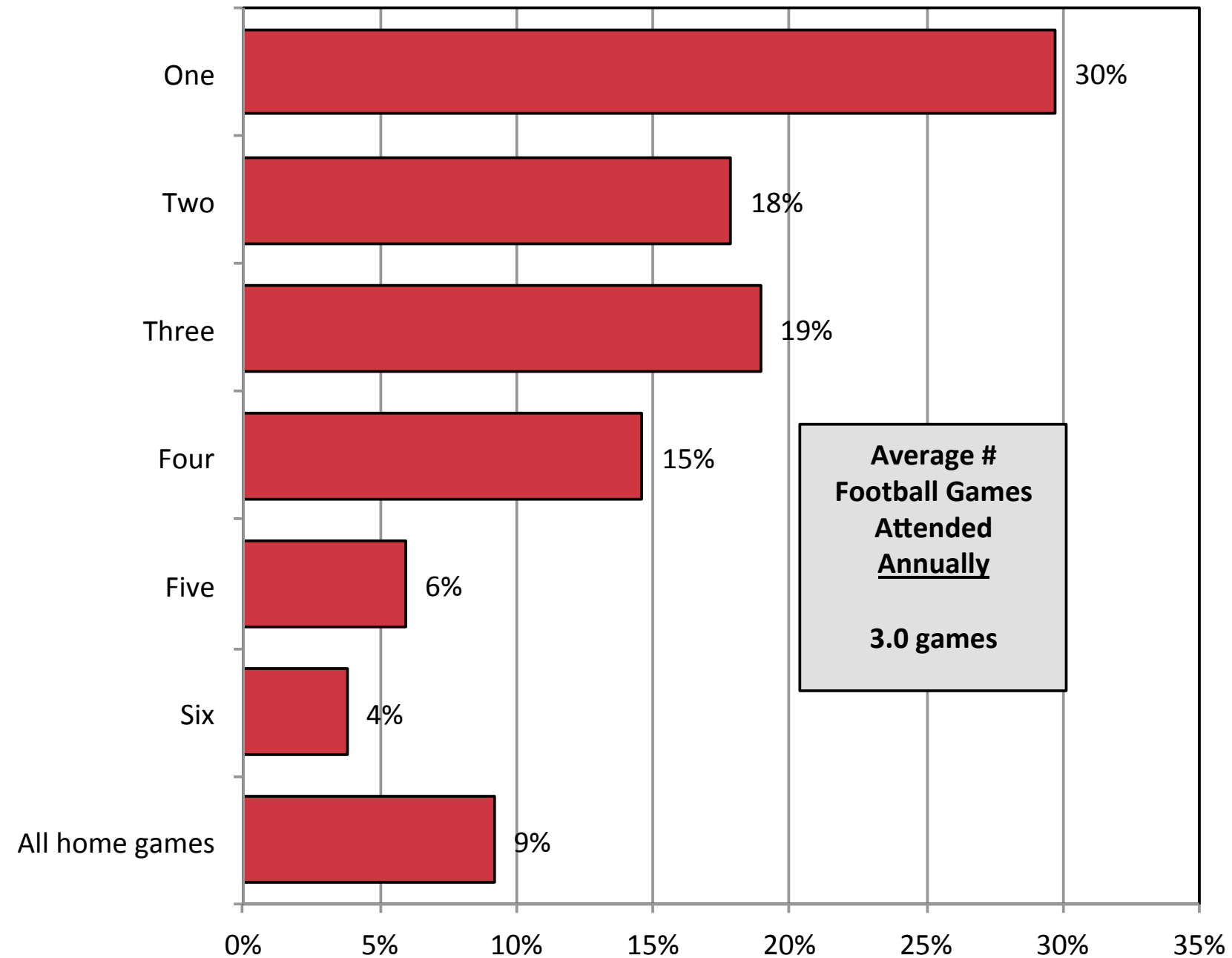
UNLV STUDENT SURVEY



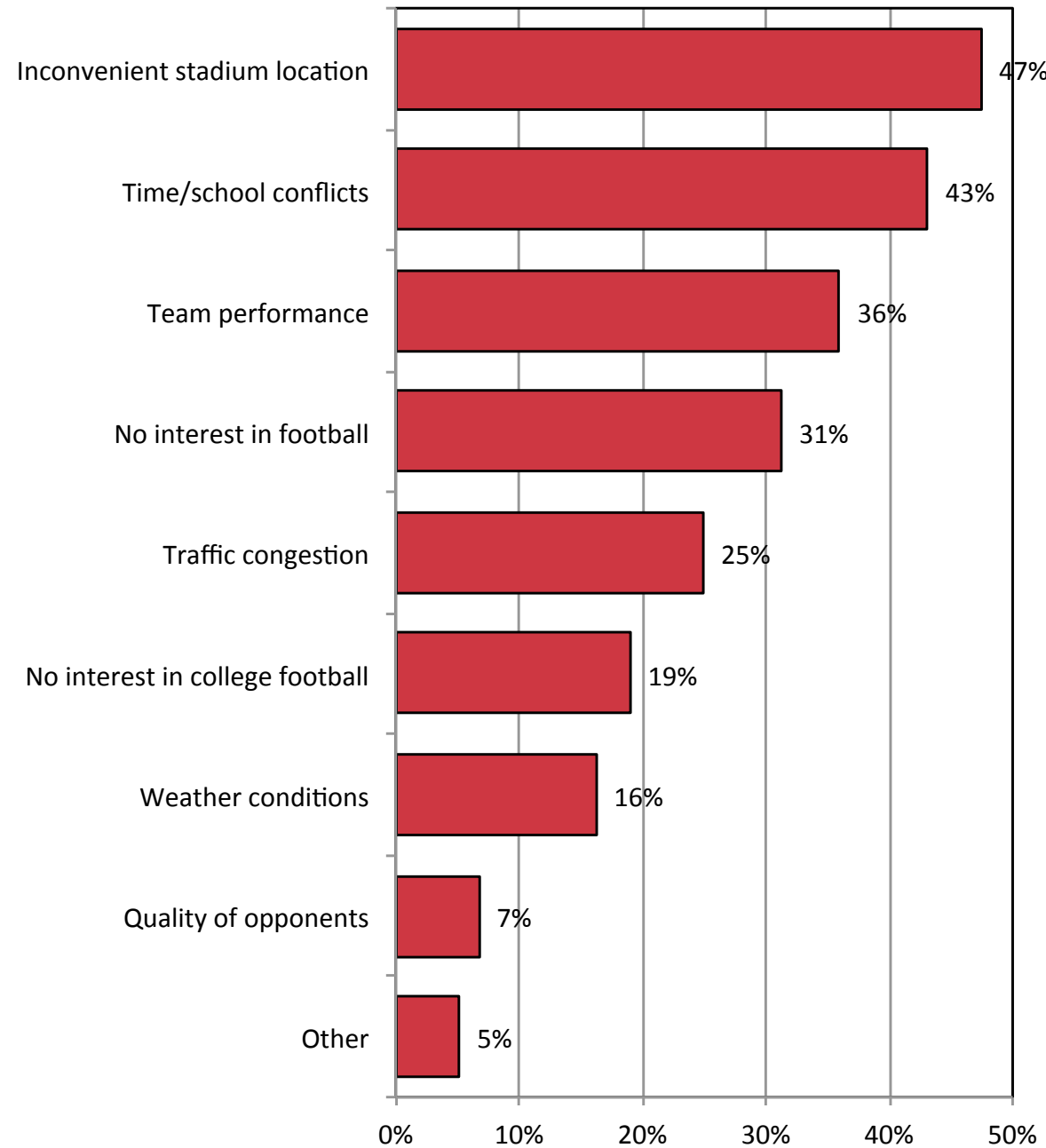
UNLV SPORT ATTENDANCE



AVERAGE # FOOTBALL GAMES ATTENDED ANNUALLY



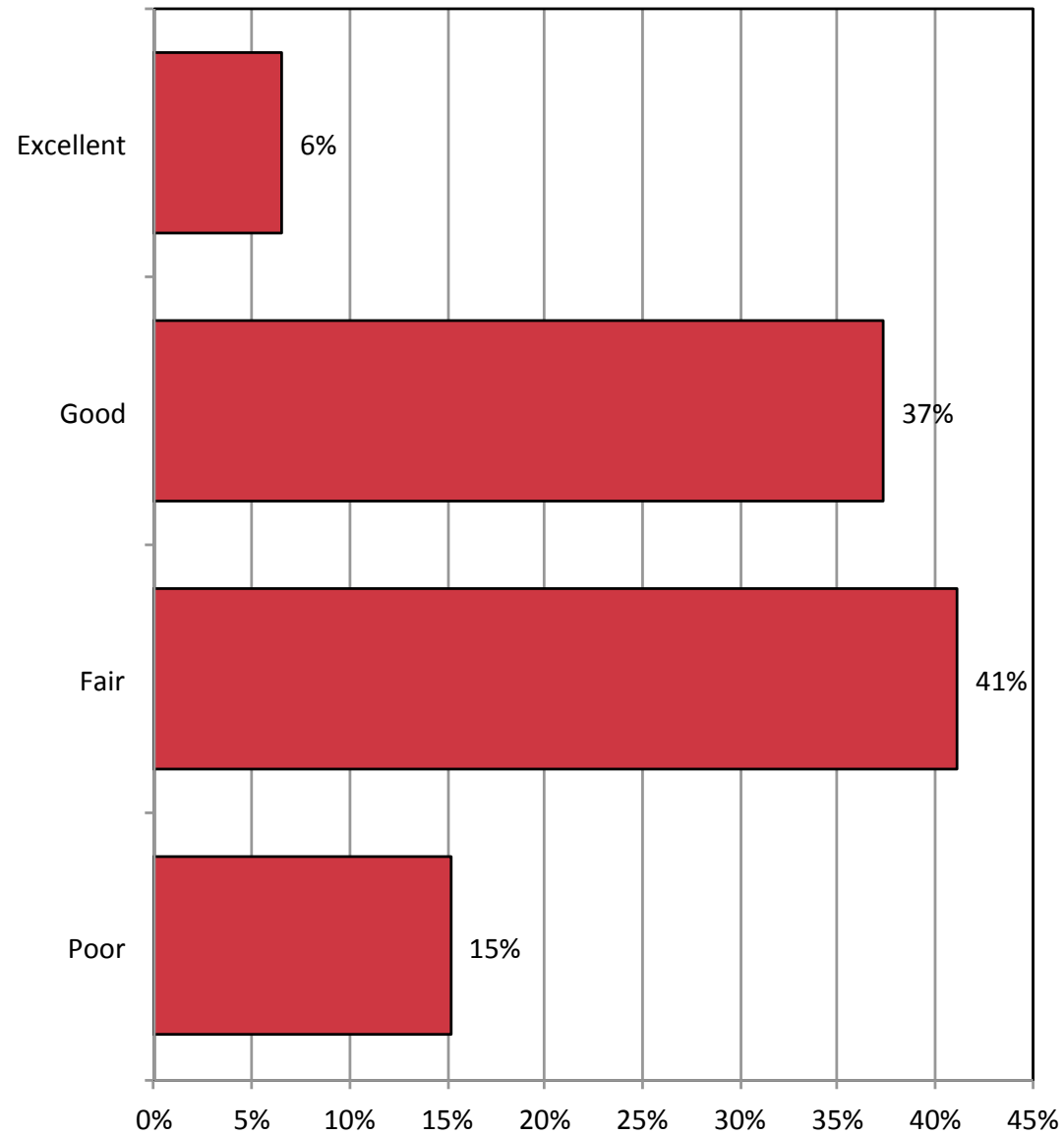
AVERAGE # FOOTBALL GAMES ATTENDED ANNUALLY



SAMPLING OF OTHER REASONS CITED:

- Unaware of game dates
- Lack of marketing around campus
- Strict tailgating rules
- Athletics spending takes away from academic opportunities
- Prefer to watch on TV
- Do not like live sporting events

SAM BOYD STADIUM RATING

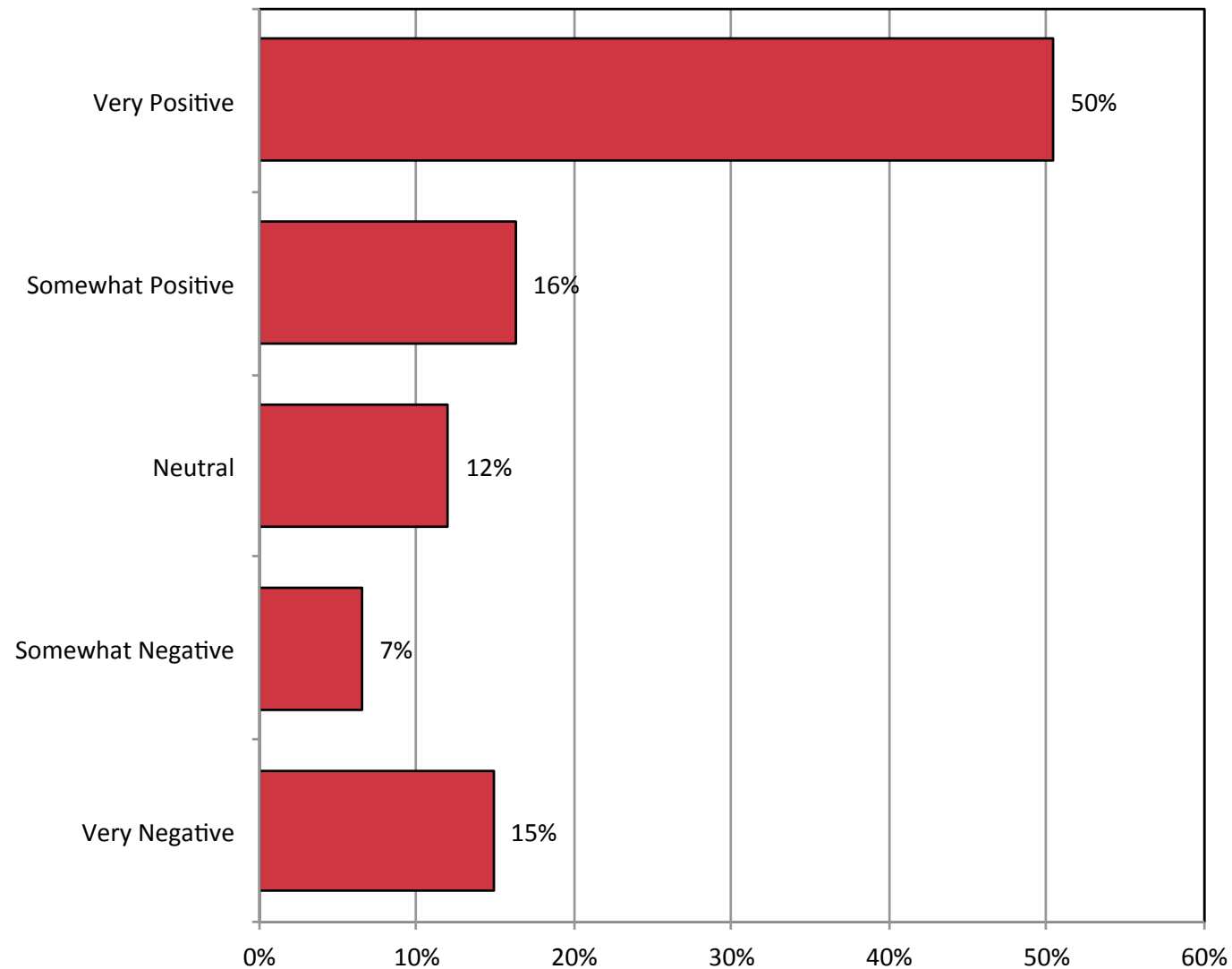


REASONS FOR NEGATIVE RATING:

- Inconvenient location
- Feels outdated
- Condition of restrooms
- Aesthetically unpleasant
- Too small
- Poor game day atmosphere
- Parking congestion
- Uncomfortable seating

Overall, approximately 43 percent of students rated Sam Boyd Stadium positively (excellent or good), compared to 34 percent of Athletics & Alumni survey respondents

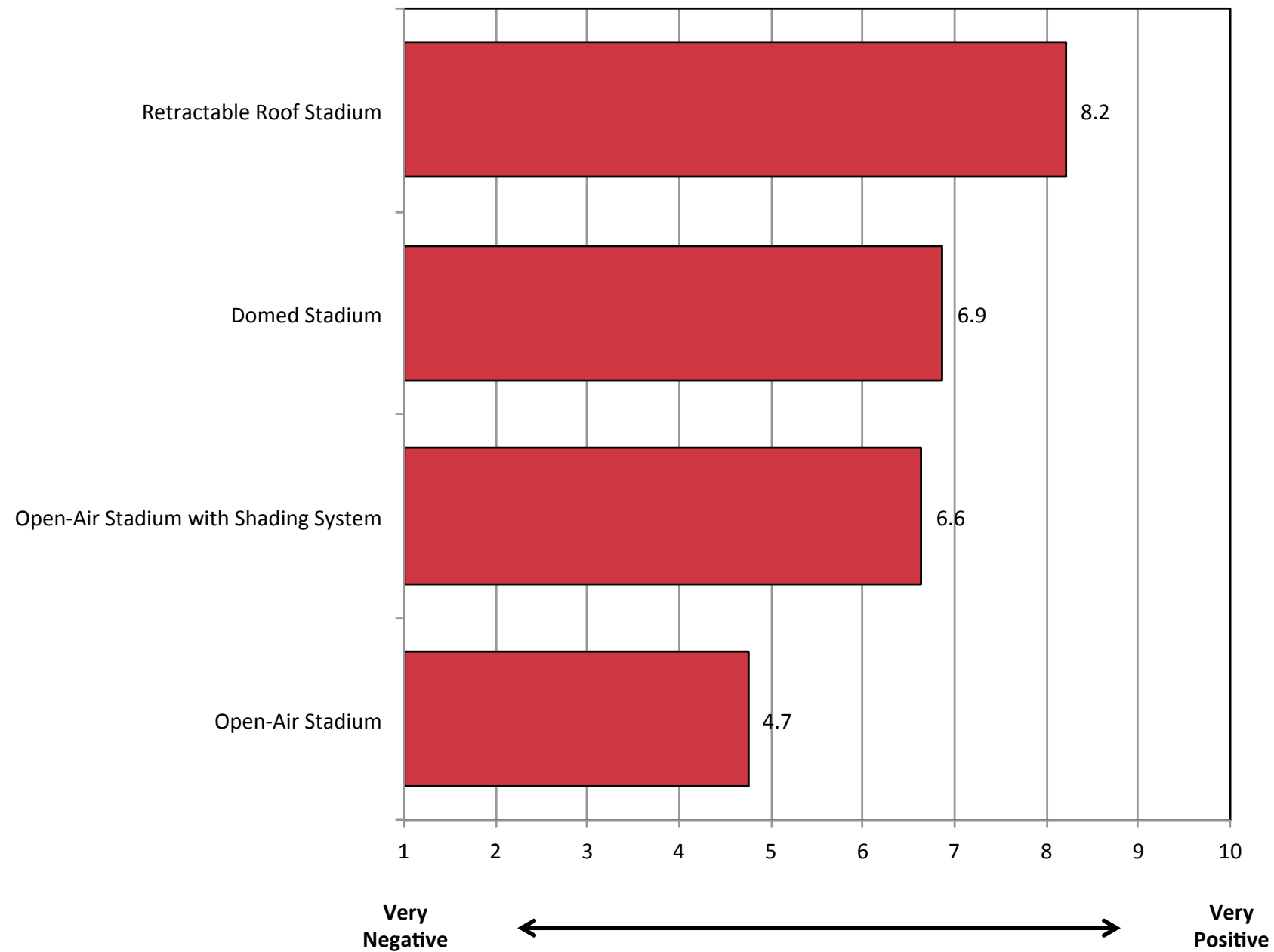
NEW STADIUM DEVELOPMENT ATTITUDE



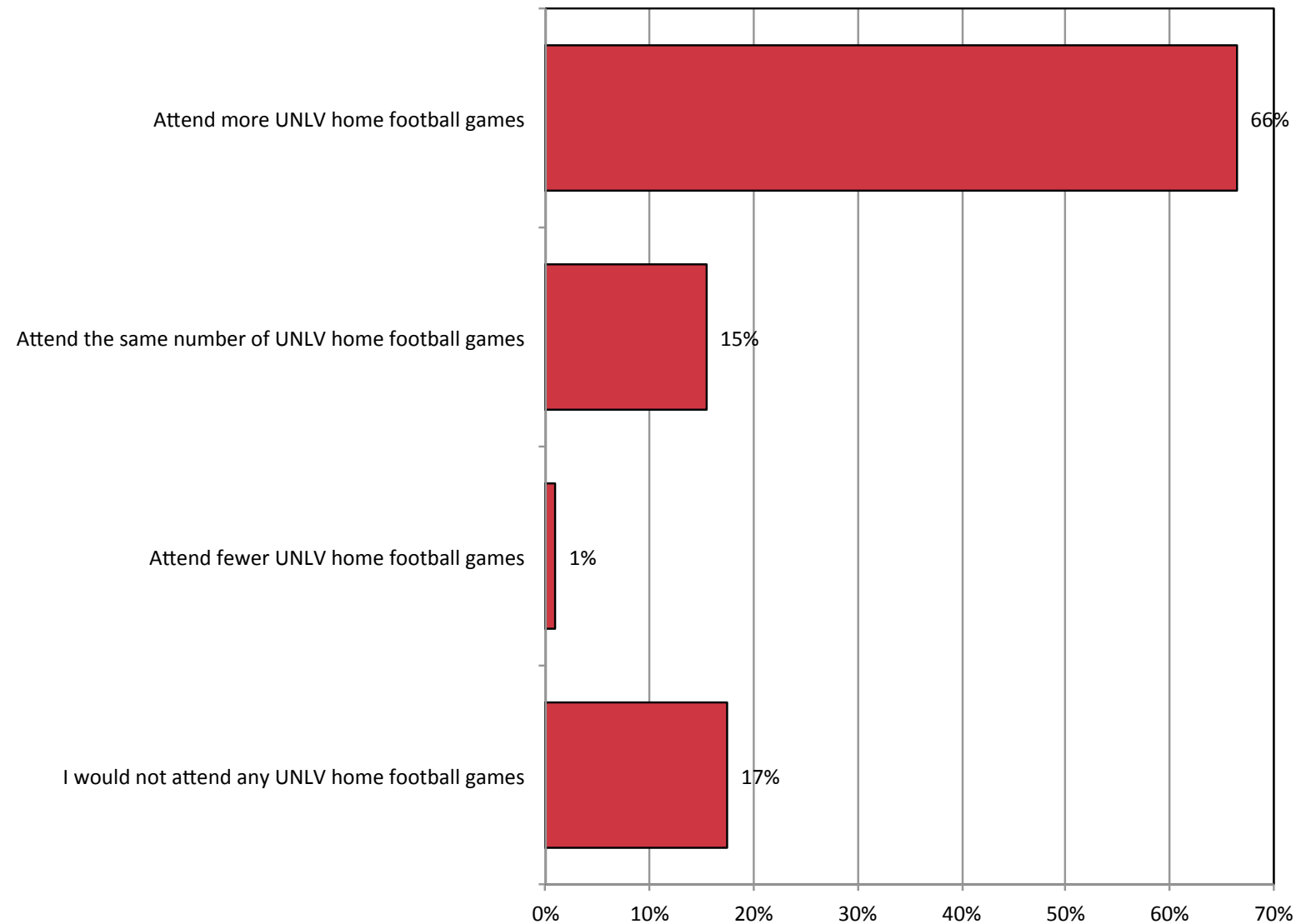
Approximately 66 percent of students were aware of new stadium plans

Overall, approximately 66 percent of students have a positive attitude towards the development of a new stadium, compared to 83 percent of Athletics & Alumni survey respondents

NEW STADIUM DEVELOPMENT PREFERENCE

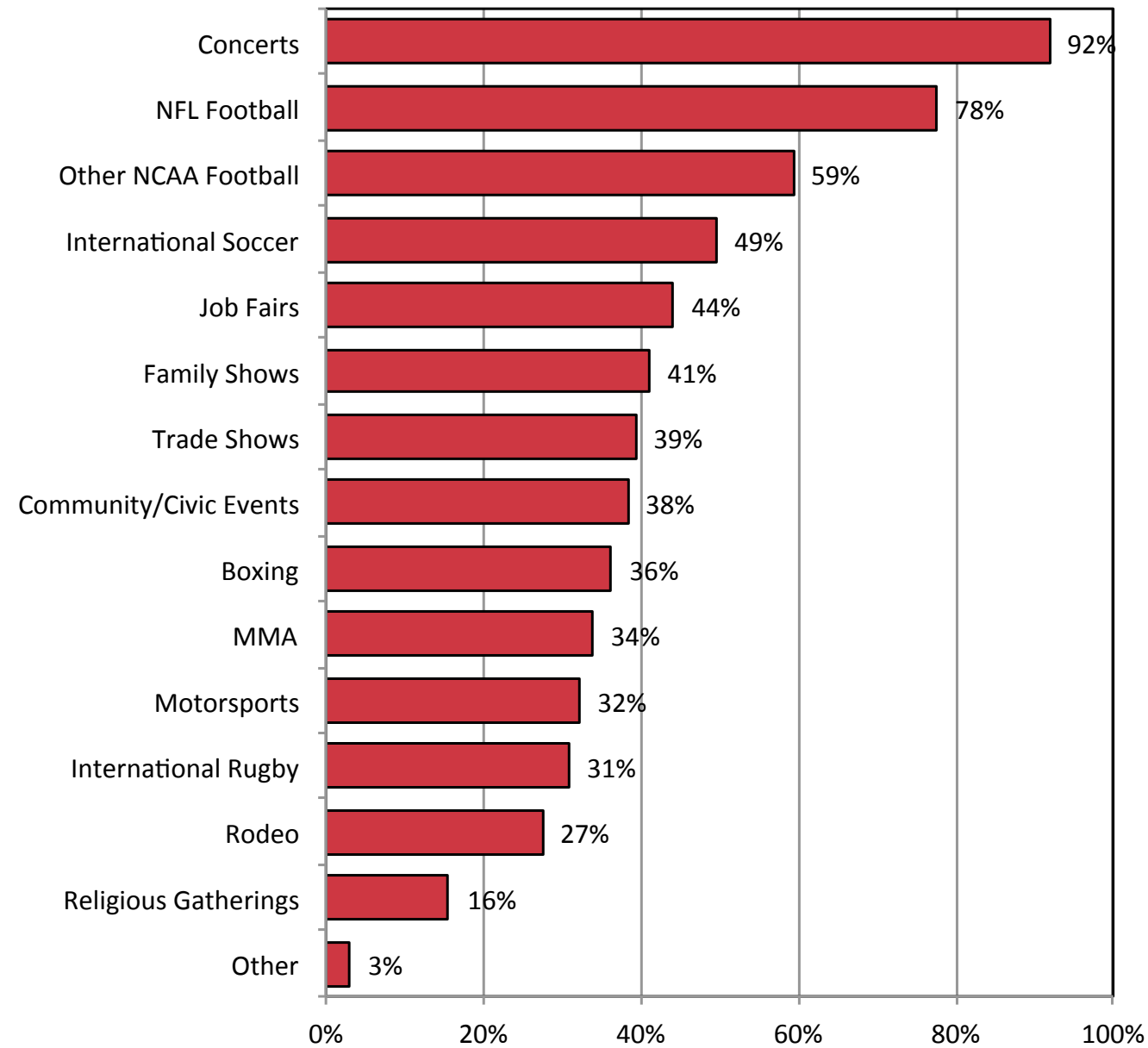


NEW STADIUM ATTENDANCE IMPACT



Overall, approximately 66 percent of students indicated they would attend more games in a new stadium, compared to 63 percent of Athletics & Alumni survey respondents

OTHER EVENT INTEREST



Overall, 84 percent of respondents indicated an interest in attending other events

4

PREMIUM SEATING DEMAND



CLUB SEAT PENETRATION ANALYSIS

Club Seat Penetration Analysis New / Reconstructed Collegiate Football Stadiums						
Rank	Stadium	School	Total Seating Capacity	Total Athletic Donors	Total Club Seat Inventory	Athletic Donors Per Club Seat
1	Bright House Networks Stadium	Central Florida	45,301	7,200	800	9.0
2	Apogee Stadium	North Texas	30,850	6,500	754	8.6
3	TCF Bank Stadium	Minnesota	50,805	10,000	1,545	6.5
4	Papa John's Cardinal Stadium	Louisville	55,000	10,000	1,725	5.8
5	InfoCision Stadium	Akron	30,000	3,000	522	5.7
6	Kyle Field	Texas A&M	102,500	14,300	4,775	3.0
7	Houston Football Stadium	Houston	40,000	2,200	766	2.9
8	McLane Stadium	Baylor	45,000	3,100	1,200	2.6
9	Amon G. Carter Stadium	TCU	45,000	5,500	2,500	2.2
10	FAU Stadium	Florida Atlantic	30,000	3,500	4,908	0.7
Average			47,446	6,530	1,950	4.7
Median			45,000	6,000	1,373	4.4
New Stadium (based on average)		UNLV	--	2,652	564	4.7
New Stadium (based on median)		UNLV	--	2,652	607	4.4

LOGE BOX PENETRATION ANALYSIS

Loge Box Penetration Analysis Collegiate Football Stadiums						
Rank	Stadium	School	Total Seating Capacity	Total Athletic Donors	Total Loge Box Inventory	Athletic Donors Per Loge Box
1	High Point Solutions Stadium	Rutgers	52,454	6,000	28	214.3
2	Kyle Field	Texas A&M	102,500	14,300	71	201.4
3	TCF Bank Stadium	Minnesota	50,805	10,000	54	185.2
4	Bill Snyder Family Stadium	Kansas State	50,000	6,300	35	180.0
5	Davis Wade Stadium	Mississippi State	61,337	7,200	50	144.0
6	Reser Stadium	Oregon State	45,674	7,000	50	140.0
7	FAU Stadium	Florida Atlantic	30,000	3,500	32	109.4
8	Bronco Stadium	Boise State	36,387	4,200	43	97.7
9	InfoCision Stadium	Akron	30,000	3,000	38	78.9
10	Memorial Stadium-Faurot Field	Missouri	77,000	7,600	115	66.1
11	Houston Football Stadium	Houston	40,000	2,200	42	52.4
12	McLane Stadium	Baylor	45,000	3,100	79	39.2
Average			51,763	6,200	53	125.7
Median			47,837	6,150	47	124.7
New Stadium (based on average)		UNLV	--	2,652	21	125.7
New Stadium (based on median)		UNLV	--	2,652	21	124.7

LUXURY SUITE PENETRATION ANALYSIS

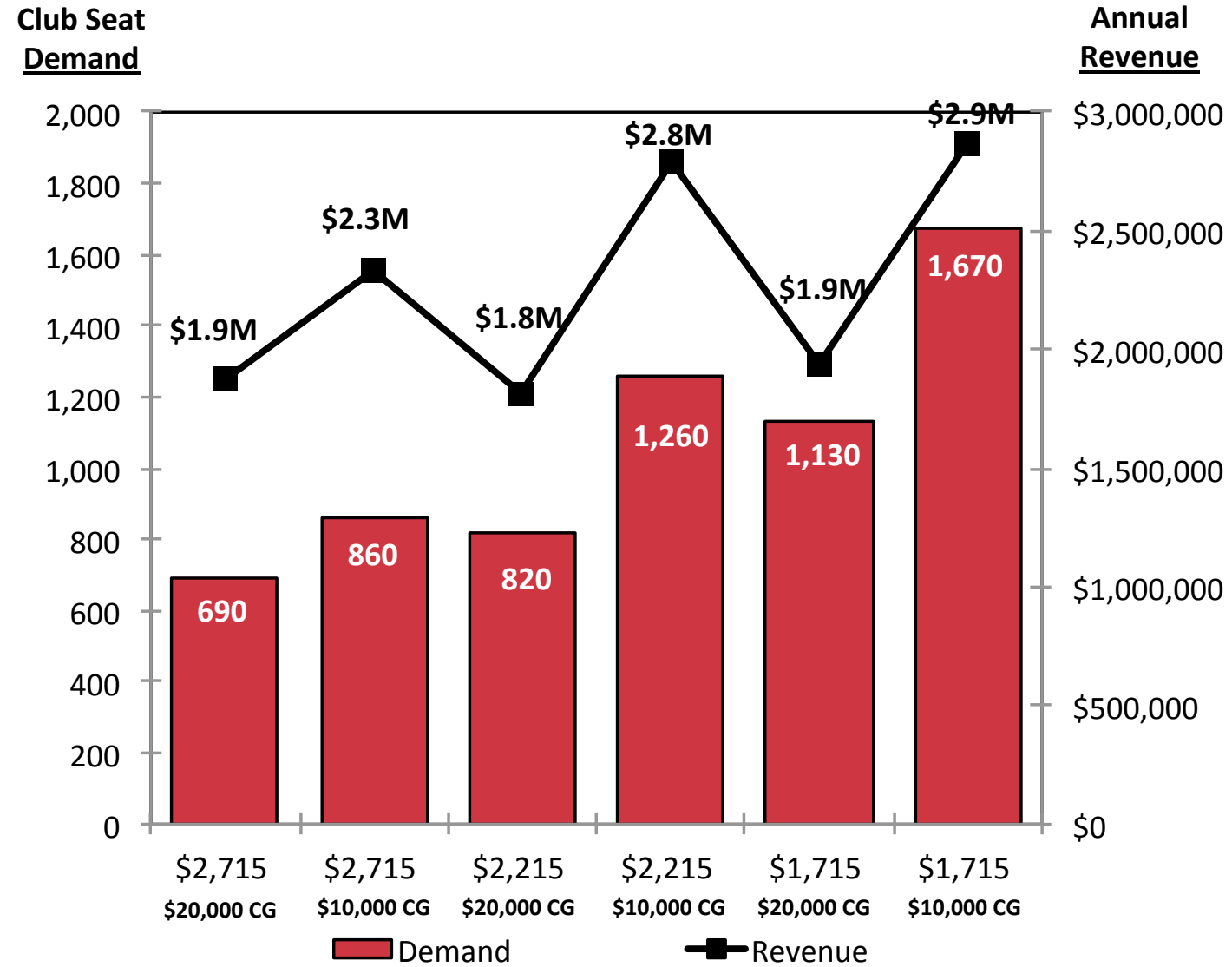
Luxury Suite Penetration Analysis New / Reconstructed Collegiate Football Stadiums						
Rank	Stadium	School	Total Seating Capacity	Total Athletic Donors	Total Luxury Suite Inventory	Athletic Donors Per Luxury Suite
1	Apogee Stadium	North Texas	30,850	6,500	21	309.5
2	Bright House Networks Stadium	Central Florida	45,301	7,200	24	300.0
3	TCF Bank Stadium	Minnesota	50,805	10,000	38	263.2
4	InfoCision Stadium	Akron	30,000	3,000	17	176.5
5	Papa John's Cardinal Stadium	Louisville	55,000	10,000	65	153.8
6	FAU Stadium	Florida Atlantic	30,000	3,500	23	152.2
7	Amon G. Carter Stadium	TCU	45,000	5,500	37	148.6
8	Kyle Field	Texas A&M	102,500	14,300	114	125.4
9	Houston Football Stadium	Houston	40,000	2,200	26	84.6
10	McLane Stadium	Baylor	45,000	3,100	42	73.8
Average			47,446	6,530	41	178.8
Median			45,000	6,000	32	153.0
New Stadium (based on average)		UNLV	--	2,652	15	178.8
New Stadium (based on median)		UNLV	--	2,652	17	153.0

PREMIUM SEATING DEMAND PROCESS

- Show respondents seating concepts and pricing
- Determine seat purchase interest via question at end of survey
- Assess strength of respondents willingness to purchase
 - Definitely lease
 - Likely lease
 - Possible lease
 - Would not lease
- Determine respondent status
 - Rebel Athletic Fund Donor
 - Season Ticket Holder
 - Occasional Ticket Buyer
 - Other
- Apply unique capture percentages specific to survey group
- Extrapolate survey demand to overall group populations

CLUB SEAT DEMAND

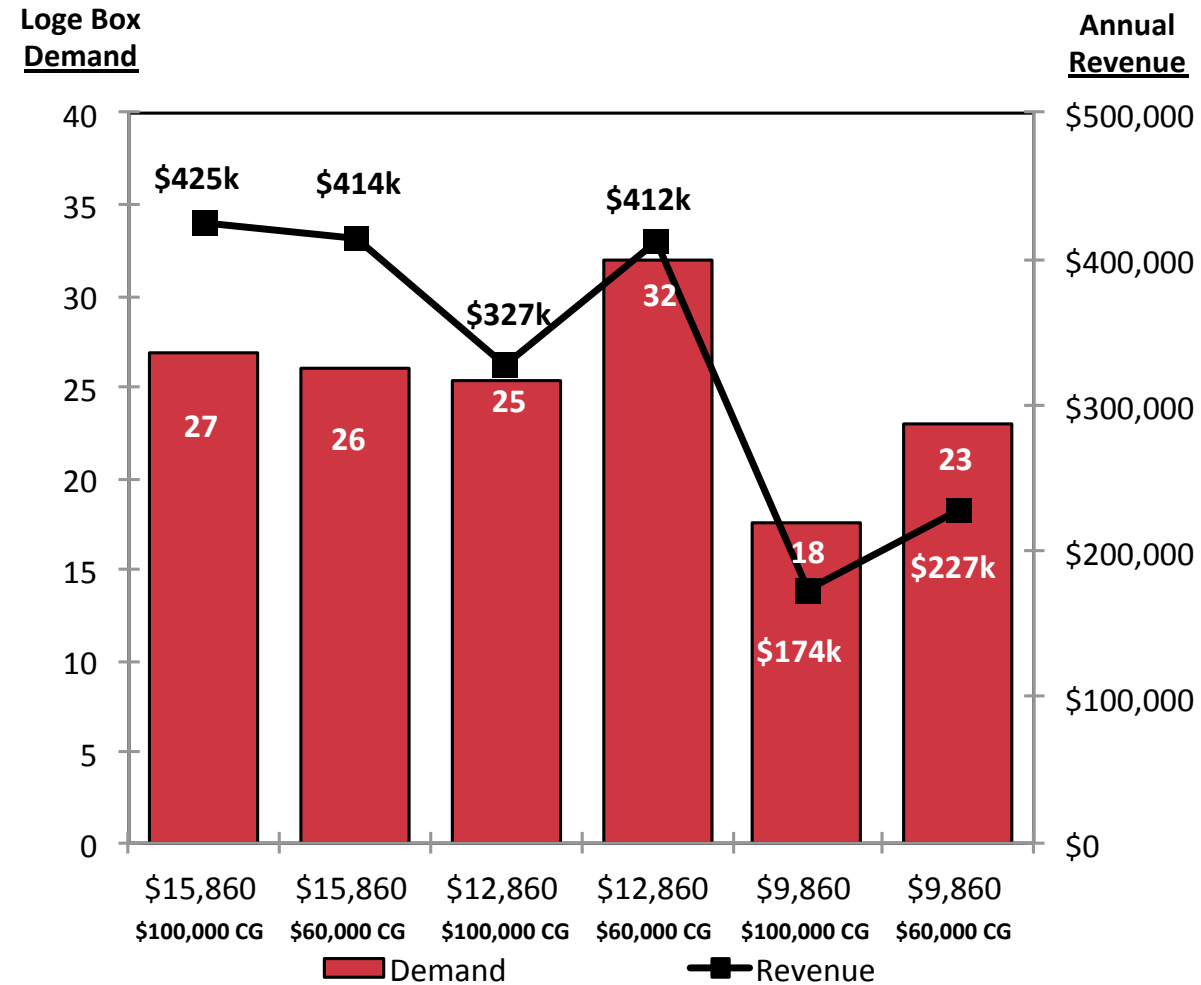
CLUB SEAT DEMAND BASED ON SURVEY RESULTS



Notes: Demand is NOT additive across price categories.
Reflects total annual cost.

LOGE BOX DEMAND

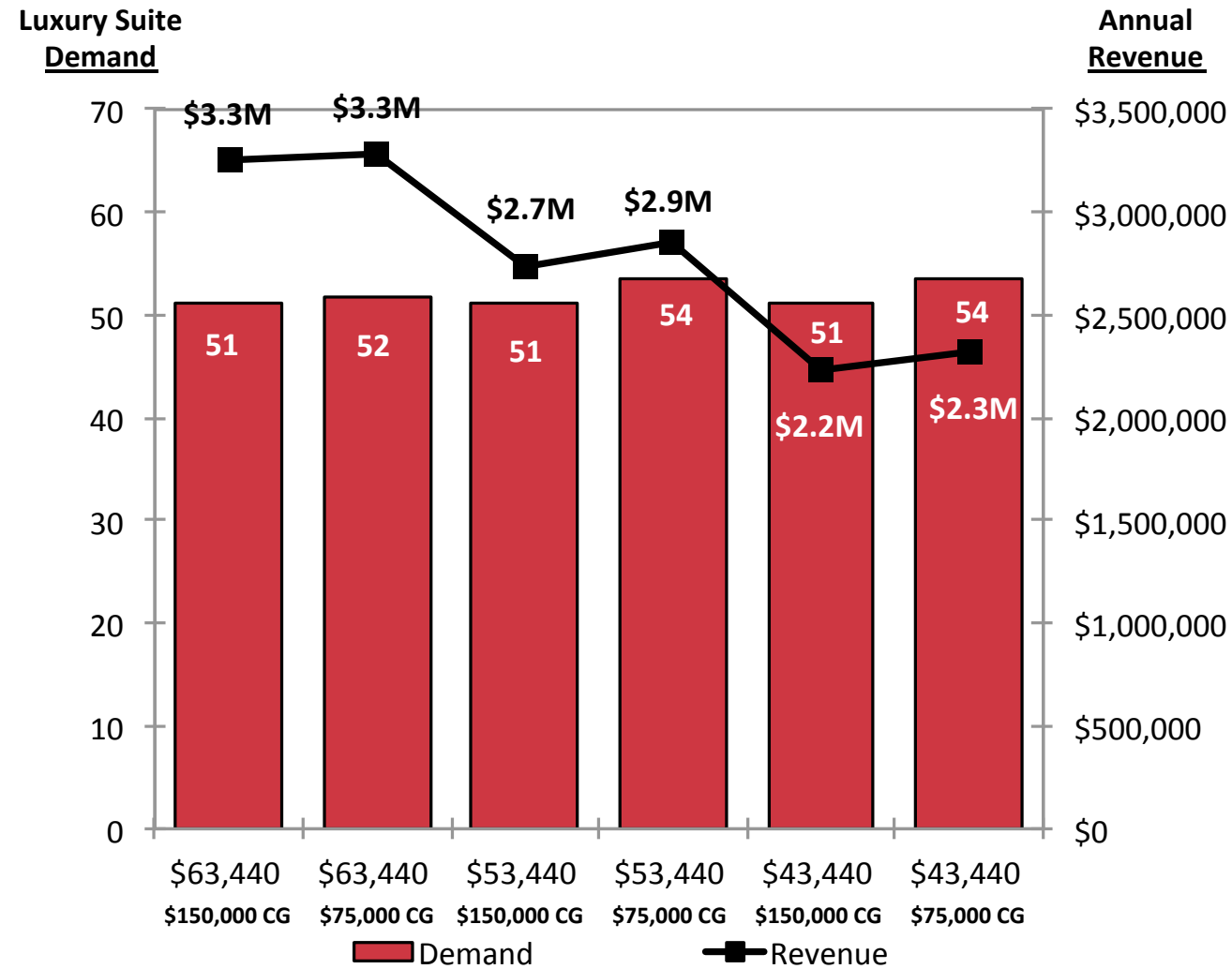
LOGE BOX DEMAND BASED ON SURVEY RESULTS



Notes: Demand is NOT additive across price categories.
 Assumes each loge box has a capacity of four (4) seats each.
 Reflects total annual cost.

LUXURY SUITE DEMAND

LUXURY SUITE DEMAND BASED ON SURVEY



Notes: Demand is NOT additive across price categories.
 Assumes a luxury suite capacity of 16 seats in each suite.
 Reflects total annual cost.



PREMIUM SEATING PROGRAM

Recommended Building Program New Multi-Purpose On-Campus Stadium

Premium Seating:

Club Seats	1,000 to 2,000
Loge Boxes (4 seats)	20 to 30
Luxury Suites (16 seats)	50 to 60

5

EVENT UTILIZATION & BUILDING PROGRAM RECOMMENDATIONS



PERSONAL INTERVIEWS

- To better understand the impact and role within the local community that the proposed UNLV stadium could have, CSL interviewed local community stakeholders for their opinions about the proposed project
- These meetings established a knowledge base from which CSL will draw from throughout the project
- Personal interviews provided insight on the thoughts, and primary interests and concerns of varying parties impacted by the potential stadium development
- CSL will be available to meet with additional stakeholders as the project team deems necessary

STAKEHOLDER MEETINGS:

- CIAB Board Members
- Regents
- Resort Industry Representatives
- LVCVA
- Las Vegas Events
- Other Representatives

EVENT PROMOTER INTERVIEW PROCESS

- CSL conducted interviews with key event promoters
- Interviews were designed to determine the interest in bringing major events to the proposed stadium
- Questions addressed:
 - Ideal seating capacity
 - Impressions of Las Vegas market
 - Required building program components
 - Expected event attendance
 - Overall intent on bringing events
 - Preferred stadium type
 - Other such issues

SAMPLE OF PROMOTERS INTERVIEWED:

- Live Nation
- Rugby Sevens
- Soccer United Marketing
- Feld
- VEE Corp
- ESPN Events
- Las Vegas Bowl
- Justice Entertainment Group
- Las Vegas Events
- Former Las Vegas Entertainment Industry Executives

OTHER FACTORS IMPACTING BUILDING PROGRAM & EVENT UTILIZATION:

- Comparable Stadium Utilization
- Local Market Characteristics
- Industry Knowledge and Experience

UNLV FOOTBALL



2003 TO 2013:

- 6 home games per year
- Attendance:
 - High - 29,281 (2007)
 - Low - 15,208 (2012)
 - Average - 21,139

2013 SEASON:

- 7 home games
- Total Attendance: 120,486
- Average Attendance: 17,212 (2nd lowest since 2003)
- 43% of total stadium capacity

2013 PEER BENCHMARKING:

- Mountain West Conference:
 - 2nd lowest average attendance (Avg. 26,757)
 - 2nd lowest % stadium capacity (Avg. 71.1%)
- Pac-12 Conference:
 - Lowest average attendance (Avg. 53,047)
 - Lowest % stadium capacity (Avg. 89.7%)

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	6	6	6	6
Average Attendance	30,000	27,500	25,000	22,500
Total Attendance	180,000	165,000	150,000	135,000



MAJOR LEAGUE SOCCER



MAJOR LEAGUE SOCCER:

- 19 clubs (added 9 since 2005)
- 34-game season
- Would like to expand to 24 teams by 2020
- Las Vegas is a potential expansion market
- Other potential relocation markets include:
 - Minneapolis
 - Miami
 - Atlanta
 - Sacramento
 - San Antonio
 - Austin

STADIUMS:

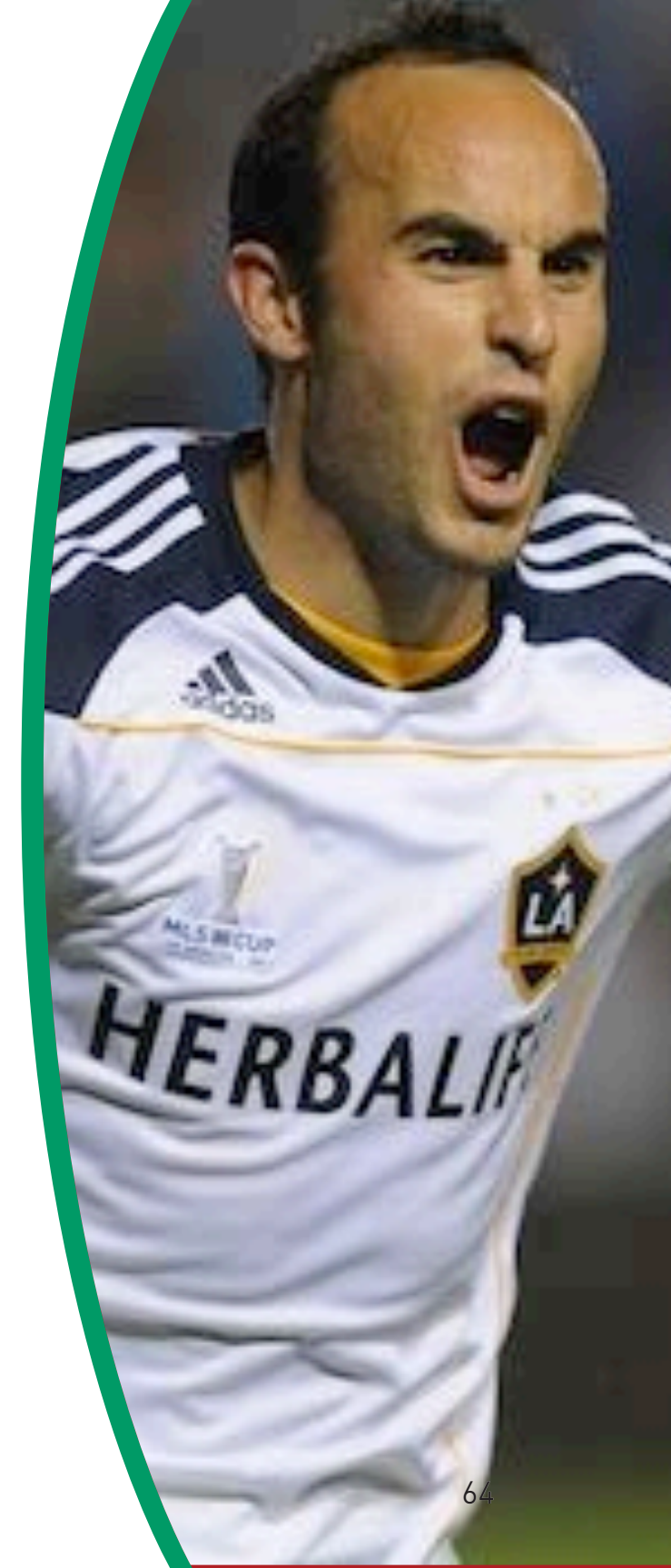
- Average Stadium Capacity: 22,000 (soccer-specific)
- 15 of 19 clubs play in soccer-specific stadiums
- Prefer open-air stadiums with natural grass
- Preferred Stadium Capacity: 25,000 to 30,000

ATTENDANCE:

- Attendance:
 - High: 43,000
 - Low: 13,000
 - Average: 19,000

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	17	17	17	17
Average Attendance	18,000	18,000	18,000	14,000
Total Attendance	306,000	306,000	306,000	238,000



INTERNATIONAL SOCCER

INTERNATIONAL SOCCER COMPETITIONS:

- International Friendly's
- International Clubs vs. MLS
- Guinness International Champions Cup
- Gold Cup

PAST LAS VEGAS SOCCER EVENTS:

- Las Vegas Pro Soccer Challenge
 - Colorado Rapids vs. Chivas USA
- Club America vs. Chivas
- Real Madrid vs. Juventus
- Mexico vs. Venezuela

INTERNATIONAL SOCCER INFORMATION:

- Host 25 to 50 events annually
- 75% of events occur between May and June
- Prefer open-air stadium with natural grass
- No impact of enclosed roof
- Have had past issues with enclosed stadium
- More concerned with surface type
- Prefer downtown stadium location with access to mass transit
- General Attendee Mix – 80% local / 20% visitor

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	1	1	2	2
Average Attendance	40,000	40,000	30,000	30,000
Total Attendance	40,000	40,000	60,000	60,000



MAJOR CONCERTS

MAJOR CONCERT STADIUM INFORMATION:

- Not many stadium tours
- Prefer enclosed stadium
- Open-air is much more expensive for promoter due to lack of rigging and other logistical capabilities
- Artists want to play to a full house and too large of a capacity can impact their ability to sell-out
- Artists playing a stadium tour will not play an arena and vice versa

POTENTIAL STADIUM ACTS:

- U2
- Bruce Springsteen
- Pearl Jam
- George Strait
- Kenny Chesney
- Dave Matthews Band
- Luke Bryan

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	2	2	1	1
Average Attendance	40,000	40,000	40,000	40,000
Total Attendance	80,000	80,000	40,000	40,000



FESTIVALS

MAJOR CONCERT STADIUM INFORMATION:

- Music festivals are generally held over multiple days and involve multiple concert acts
- Electronic Dance Music (EDM) is a growing genre of popular music
- Las Vegas is the home of Electronic Daisy Carnival, one of the largest EDM festivals in the world
 - 250,000+ attendees over 3 days
- There is potential to host music festivals in a new stadium
- Music festivals need a large amount of space and the potential for multiple stages

OTHER MAJOR MUSIC FESTIVALS:

- Insomniac
- Nocturnal Wonderland
- ACM Weekend
- Crossroads
- Lollapalooza

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	6	6	0	0
Average Attendance	45,000	45,000	0	0
Total Attendance	270,000	270,000	0	0



RUGBY

STADIUM PREFERENCES:

- Open-air stadium with shading
- Natural grass – no international test matches on turf
- Field needs to be wide enough for IRB regulations
 - Currently SBS is not wide enough
- 40,000 seats is suitable / 50,000 needed for some matches
- Need ancillary fields around stadium for practice/ warm-ups
- Need access to 50% to 60% of hospitality areas in stadium
- Business model centers around keeping people at the site for 3 to 5 hours at a time

POTENTIAL EVENTS:

- Rugby VII's tournament
- Rugby XV's neutral site matches
- International test matches
- Rugby VII's World Cup 2018
- Rugby VII's regional / Olympic qualifiers

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	3	3	4	4
Average Attendance	25,000	25,000	25,000	25,000
Total Attendance	75,000	75,000	100,000	100,000



SIGNATURE EVENTS

STADIUM PREFERENCES:

- Enclosed stadium is preferred in order to host events year-round
- MWC & Pac-12 Conference championship games are currently played outdoors
- MWC Championship Game – 31,362 attendees (2013)
- Pac-12 Championship Game – 54,000 attendees (3-year average)
- Most signature events require 50,000 to 60,000 seats
- Location close to the Strip is vital

POTENTIAL EVENTS:

- Mountain West Conference Football Championship
- Pac-12 Conference Football Championship
- Miss Universe Pageant
- Las Vegas Marathon
- NASCAR Champion's Week
- Academy of Country Music
- Armed Forces Classic
- Champions Classic

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	1	1	1	1
Average Attendance	40,000	40,000	40,000	40,000
Total Attendance	40,000	40,000	40,000	40,000



MAJOR NON-RECURRING EVENTS

POTENTIAL EVENTS:

- NCAA Final Four
- NFL Pro Bowl
- NFL Preseason
- Republican National Convention
- Democratic National Convention
- X Games
- SEMA Show

STADIUM PREFERENCES:

- Enclosed stadium is preferred in order to host events year-round
- Most non-recurring events would require 50,000 to 60,000 seats
- Location close to the Strip is vital
- Political conventions could work well in a stadium due to an abundance of unobstructed sightlines.

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	2	2	1	1
Average Attendance	50,000	50,000	50,000	50,000
Total Attendance	100,000	100,000	50,000	50,000



LAS VEGAS BOWL

8-YEAR AVERAGE
40,000

LAS VEGAS BOWL ATTENDANCE:

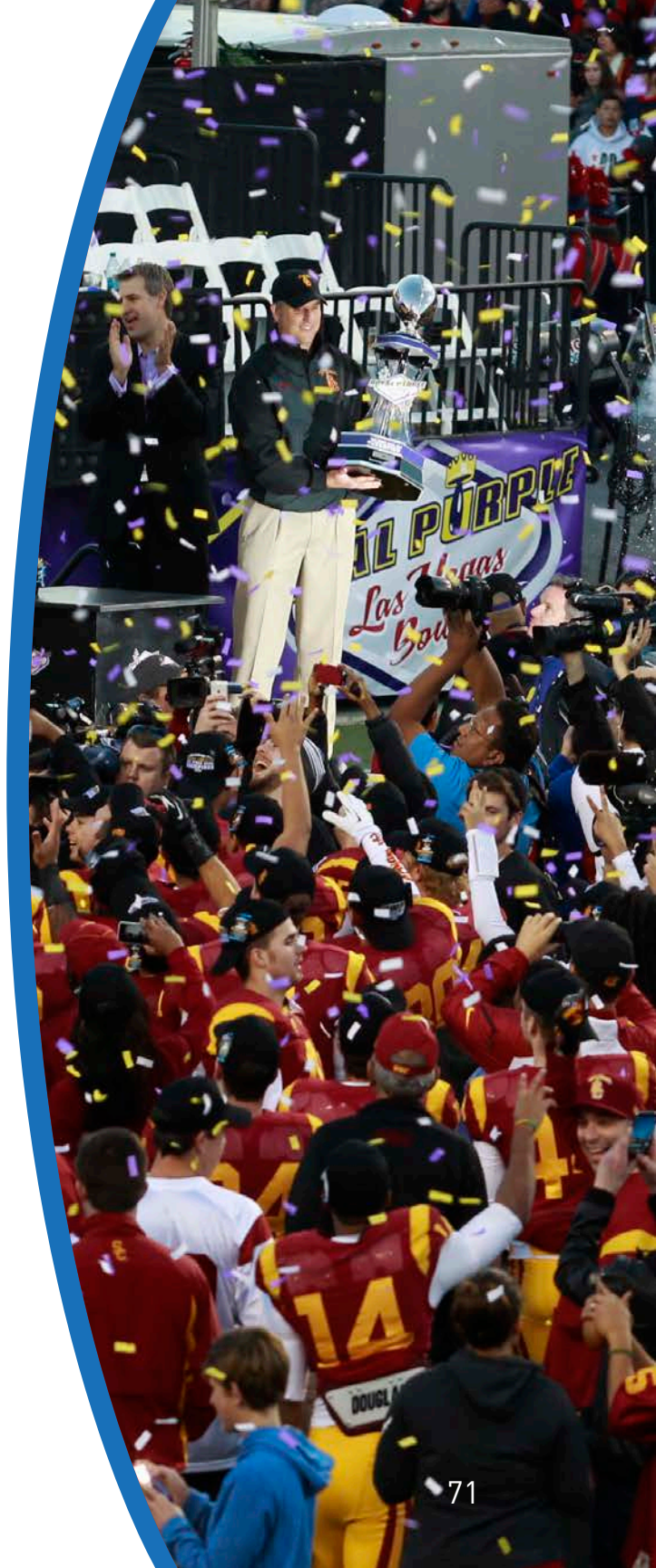
- 2013: 42,178
- 2012: 33,217
- 2011: 35,720
- 2010: 41,923
- 2009: 40,018
- 2008: 40,047
- 2007: 40,712
- 2006: 44,615

STADIUM PREFERENCES:

- Prefer enclosed roof stadium
- Enclosed roof could allow them to play bowl game later in the bowl season
- Will continue to play in a new outdoor facility
- Need more premium seating areas

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	1	1	1	1
Average Attendance	55,000	55,000	55,000	55,000
Total Attendance	55,000	55,000	55,000	55,000



NEW COLLEGIATE BOWL GAME

MARKETS THAT HOLD MULTIPLE BOWL GAMES:

- Orlando
- Dallas / Ft. Worth
- San Diego
- Phoenix
- Miami
- New Orleans

STADIUM PREFERENCES:

- The potential exists to host a new bowl game in addition to the Las Vegas Bowl
- An enclosed roof would be ideal in order to host the bowl game later in the bowl season
- Preferred seating capacity of 50,000 to 60,000
- Would not impact attendance or viability of Las Vegas Bowl

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	1	1	0	0
Average Attendance	50,000	50,000	0	0
Total Attendance	50,000	50,000	0	0



NEUTRAL SITE COLLEGIATE FOOTBALL GAMES

MARKETS THAT HAVE HOSTED NEUTRAL SITE GAMES:

- Dallas / Ft. Worth
- Houston
- Chicago
- New York
- Atlanta
- Kansas City
- Orlando
- Jacksonville

STADIUM PREFERENCES:

- The potential exists to host neutral site collegiate football games in Las Vegas
- Las Vegas is a prime destination that needs a stadium with a larger capacity
- Enclosed stadium would be ideal, but would utilize an open-air stadium
- Preferred seating capacity of 50,000 to 60,000
- Could potentially host 2 neutral site games over the same weekend

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	2	2	2	2
Average Attendance	55,000	55,000	55,000	55,000
Total Attendance	110,000	110,000	110,000	110,000



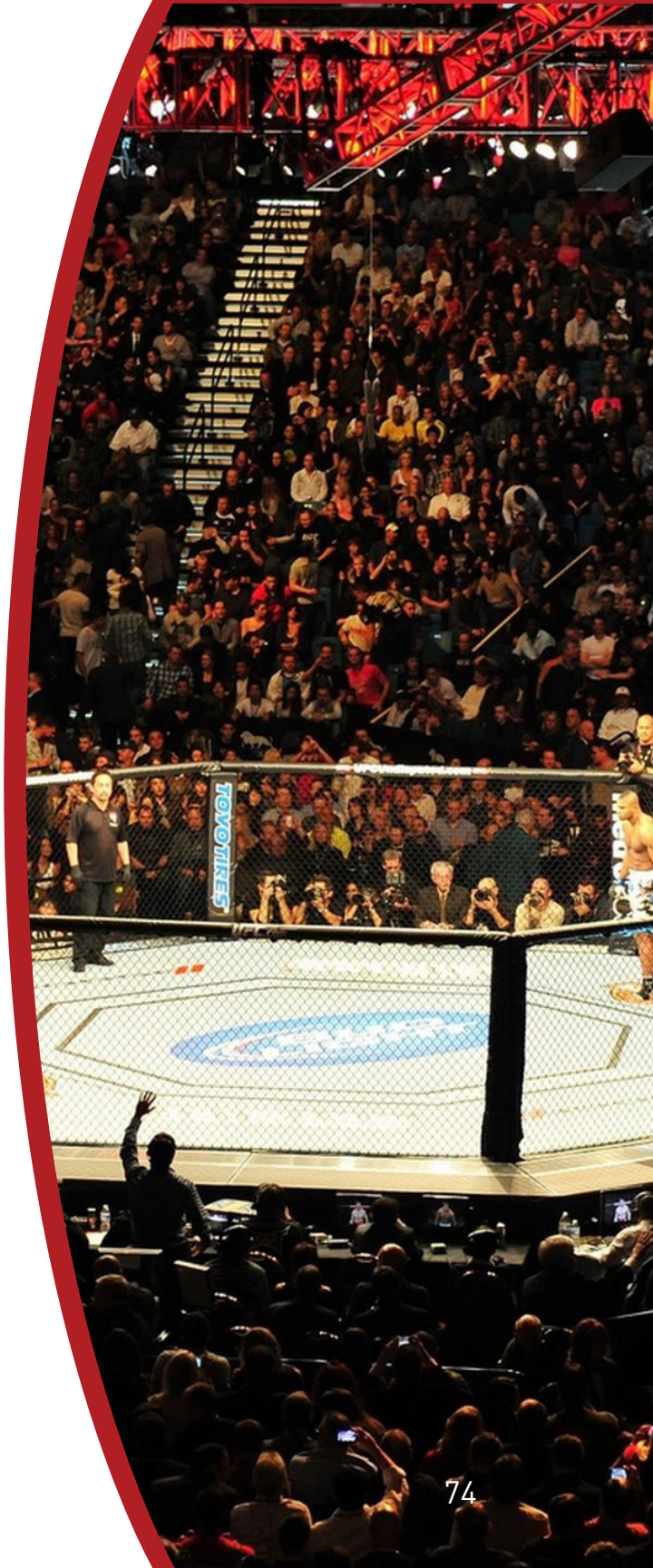
ULTIMATE FIGHTING CHAMPIONSHIP

EVENT INFORMATION:

- UFC is a popular sport that is expanding into stadiums
- Las Vegas is the site of major UFC events
 - MGM Grand Garden Arena
 - Mandalay Bay Events Center
 - Thomas & Mack Center
- Stadium would need to be enclosed in order to account for the weather
- An enclosed stadium could host a very limited number of UFC fights annually
- UFC International Fight Week is a potential event that could be hosted at an enclosed stadium
 - 6-day event
 - Could be hosted at multiple facilities around Las Vegas
 - Could host main event at the stadium

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	2	2	0	0
Average Attendance	45,000	45,000	0	0
Total Attendance	90,000	90,000	0	0



BOXING

EVENT INFORMATION:

- Major boxing matches have been hosted in Las Vegas for decades
- Boxing matches would require an enclosed stadium
- Boxing can be hosted outdoors, but potential weather issues would be a major factor
- A limited number of major fights can be hosted in a stadium
- There is potential for a new enclosed stadium to host a major boxing match once every few years

RECENT STADIUM BOXING SITES:

- AT&T Stadium (Dallas / Ft. Worth)
- Yankee Stadium (New York City)
- Gillette Stadium (Foxboro, MA)
- Wembley Stadium (London)

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	1	1	0	0
Average Attendance	40,000	40,000	0	0
Total Attendance	40,000	40,000	0	0



MOTORSPORTS

STADIUM PREFERENCES:

- Prefer enclosed stadium due to weather, but would host events in open-air stadium
- Need 45,000 to 60,000 total capacity
- Capacity is reduced due to safety requirements / holds
- Ability to remove playing field is preferred
- Need black-out lighting
- Need spaces for pit areas and fan experiences
- A stage on one end could allow them to host other events in conjunction with the main events

EVENT INFORMATION:

- Sam Boyd Stadium currently hosts Monster Jam and Supercross
- Promoters indicated a desire to host events in new stadium
- There is potential to expand their events at a new stadium and/or host smaller events concurrently at Thomas & Mack
- This currently works well at Reliant Park in Houston

ESTIMATED ANNUAL UTILIZATION

	Retractable Roof	Domed Stadium	Open-Air Shaded	Open-Air No Shade
Total Events	3	3	3	3
Average Attendance	50,000	50,000	50,000	50,000
Total Attendance	150,000	150,000	150,000	150,000



SAM BOYD STADIUM EVENTS

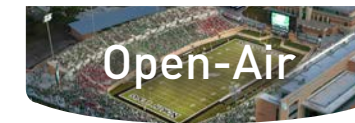
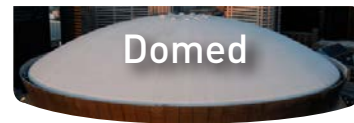
Sam Boyd Stadium 2013 Events			
Event	Event Days	Average Turnstile Attendance	Total Turnstile Attendance
UNLV Football	7	10,356	72,493
USA Sevens Rugby	3	15,376	46,128
Monster Jam	1	27,152	27,152
Supercross	1	27,050	27,050
MAACO Las Vegas Bowl	1	20,466	20,466
WCS - Real Madridvs. S. Laguna	1	18,483	18,483
Supercross	1	15,885	15,885
Las Vegas Pro Soccer	1	7,290	7,290
NIAA State Football Championship	1	4,381	4,381
Henderson 5k Color Vibe	1	4,000	4,000
UFL - Las Vegas vs. Virginia	1	2,434	2,434
UFL - Las Vegas vs. Omaha	1	1,149	1,149
Total	20	12,346	246,911

Sam Boyd Stadium 2014 Events			
Event	Event Days	Average Turnstile Attendance	Total Turnstile Attendance
UNLV Football	6	12,000	72,000
USA Sevens Rugby	3	16,667	50,000
Monster Jam	1	25,000	25,000
Supercross	2	26,000	52,000
MAACO LV Bowl	1	32,000	32,000
Private Shows	3	12,000	36,000
MLS Soccer	1	8,500	8,500
Private Concert	1	20,000	20,000
Total	18	16,444	296,000

RECOMMENDED BUILDING PROGRAM

Recommended Building Program New Multi-Purpose On-Campus Stadium	
Total Seating Capacity	50,000 to 60,000
<u>Premium Seating:</u>	
Club Seats	1,000 to 2,000
Loge Boxes	20 to 30
Luxury Suites	50 to 60
Total Square Feet	900,000 to 1,000,000

LAS VEGAS / UNLV MULTI-PURPOSE STADIUM MATRIX



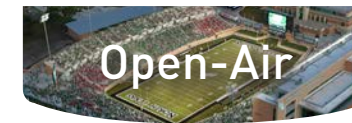
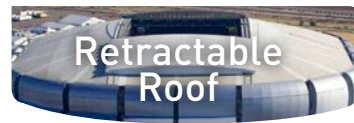
Building Program

	Retractable Roof	Domed	Open-Air With Shading System	Open-Air
• Capacity	50,000-60,000	50,000-60,000	50,000-60,000	50,000-60,000
• Suites	50-60	50-60	50-60	50-60
• Loge Boxes	20-30	20-30	20-30	20-30
• Club Seats	1,000-2,000	1,000-2,000	1,000-2,000	1,000-2,000
• Square Footage	900,000-1,000,000	900,000-1,000,000	900,000-1,000,000	900,000-1,000,000

Event Programming - Total Events

• UNLV	6	6	6	6
• MLS	17	17	17	17
• International Soccer	1	1	2	2
• Major Concerts	2	2	1	1
• Festivals	6	6	0	0
• Rugby	3	3	4	4
• Signature	1	1	1	1
• Major Non-Recurring	2	2	1	1
• Las Vegas Bowl	1	1	1	1
• New Bowl Game	1	1	0	0
• Neutral Site College Football	2	2	2	2
• UFC	2	2	0	0
• Boxing	1	1	0	0
• Motorsports	3	3	3	3
TOTAL	48	48	38	38
TOTAL - EXCLUDING MLS	31	31	21	21

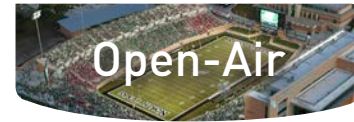
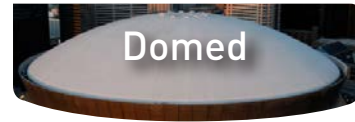
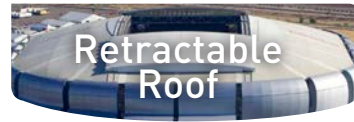
LAS VEGAS / UNLV MULTI-PURPOSE STADIUM MATRIX



Event Programming - Average Attendance

	Retractable Roof	Domed	Open-Air With Shading System	Open-Air
• UNLV	30,000	27,500	25,000	22,500
• MLS	18,000	18,000	18,000	14,000
• International Soccer	40,000	40,000	30,000	30,000
• Major Concerts	40,000	40,000	40,000	40,000
• Festivals	45,000	45,000	0	0
• Rugby	25,000	25,000	25,000	25,000
• Signature	40,000	40,000	40,000	40,000
• Major Non-Recurring	50,000	50,000	50,000	50,000
• Las Vegas Bowl	55,000	55,000	55,000	55,000
• New Bowl Game	50,000	50,000	0	0
• Neutral Site College Football	55,000	55,000	55,000	55,000
• UFC	45,000	45,000	0	0
• Boxing	40,000	40,000	0	0
• Motorsports	50,000	50,000	50,000	50,000
TOTAL	1,586,000	1,571,000	1,061,000	978,000
TOTAL - EXCLUDING MLS	1,280,000	1,265,000	755,000	740,000

LAS VEGAS / UNLV MULTI-PURPOSE STADIUM MATRIX



Financials

- Stadium Revenues
- Stadium Expenses
- Stadium Net Operating Income

Building Costs

- Hard Construction
- Soft Costs
- Parking
- Land
- Other
- Total Project Costs

Impacts

- Direct Spending
- Ancillary
- Resort Spending
- Taxes
- Sales
- Hotel
- Car Rental

Funding Options

- Public Funding
- COI
- Private Donations
- Resort Industry
- Other

	Retractable Roof	Domed	Open-Air With Shading System	Open-Air
• Stadium Revenues				
• Stadium Expenses				
• Stadium Net Operating Income				
• Hard Construction				
• Soft Costs				
• Parking				
• Land				
• Other				
• Total Project Costs				
• Direct Spending				
• Ancillary				
• Resort Spending				
• Taxes				
• Sales				
• Hotel				
• Car Rental				
• Public Funding				
• COI				
• Private Donations				
• Resort Industry				
• Other				

NEXT STEPS DELIVERABLE SCHEDULE

ON OR BEFORE APRIL 24, 2014

1. Estimated Building Costs

ON OR BEFORE MAY 22, 2014

2. Review of Pro-Forma Assumptions
3. Review Economic and Fiscal Impacts

ON OR BEFORE JUNE 26TH

4. Review of Funding Model
5. Recommendation on Overall Feasibility
6. Development of Legislative Recommendations

ON OR BEFORE JULY 24TH

7. Draft Report Delivered

ON OR BEFORE SEPTEMBER 25TH

8. Final Report Delivered

Thank You!

