

**SOUTHERN NEVADA**  
SPORTING EVENT COMMITTEE

---

Committee Workshop





## Executive Order 2018-7

### Order Establishing the Southern Nevada Sporting Event Committee

---

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.





## Executive Order 2018-7

### Order Establishing the Southern Nevada Sporting Event Committee

---

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.





## Executive Order 2018-7

### Order Establishing the Southern Nevada Sporting Event Committee

---

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

1

## Scope

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?

2

## Funding

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?

3

## Governance

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?



# 1 Scope

- A** Major City-wide Bid Events
- B** Sponsored and Developing Events
- C** Amateur Events
- D** Other Events



# 1 Scope

A

Major City-wide  
Bid Events

B

Sponsored and  
Developing Events

C

Amateur  
Events

D

Other  
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
- College Football Semifinals
- Neutral Site College Football  
Games
- 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
- CONCACAF Gold Cup



# 1 Scope

A

Major City-wide  
Bid Events

B

Sponsored and  
Developing Events

C

Amateur  
Events

D

Other  
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
- 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





# 1 Scope

A

Major City-wide  
Bid Events

B

Sponsored and  
Developing Events

C

Amateur  
Events

D

Other  
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
- World Series of Lacrosse
- USSSA Elite World Series
- Travelball Select National Championships
- Youth Dance Grand Prix



# 1 Scope

A

Major City-wide  
Bid Events

B

Sponsored and  
Developing Events

C

Amateur  
Events

D

Other  
Events

- 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

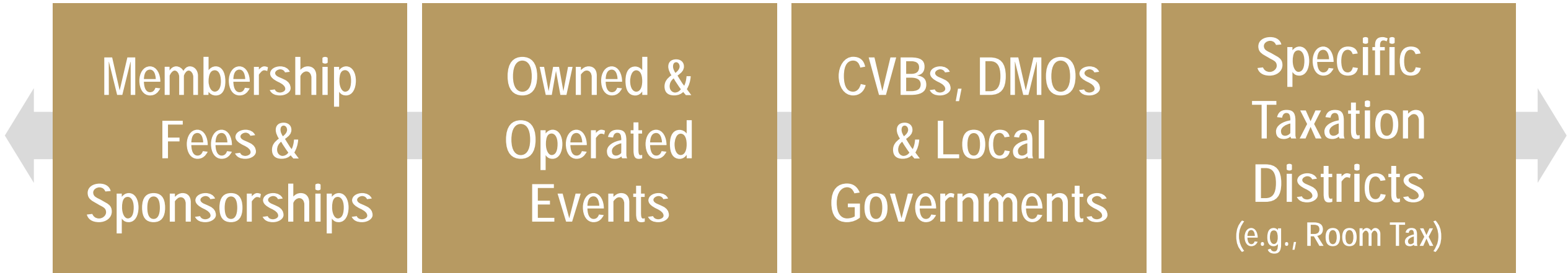
---

- 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 →



← Recurring vs. Non-Recurring →



# 2 Funding

## Comparative Markets

**Legend**

**Funding Type**

- Public
- Private
- Public/Private

**Budget Inclusions**

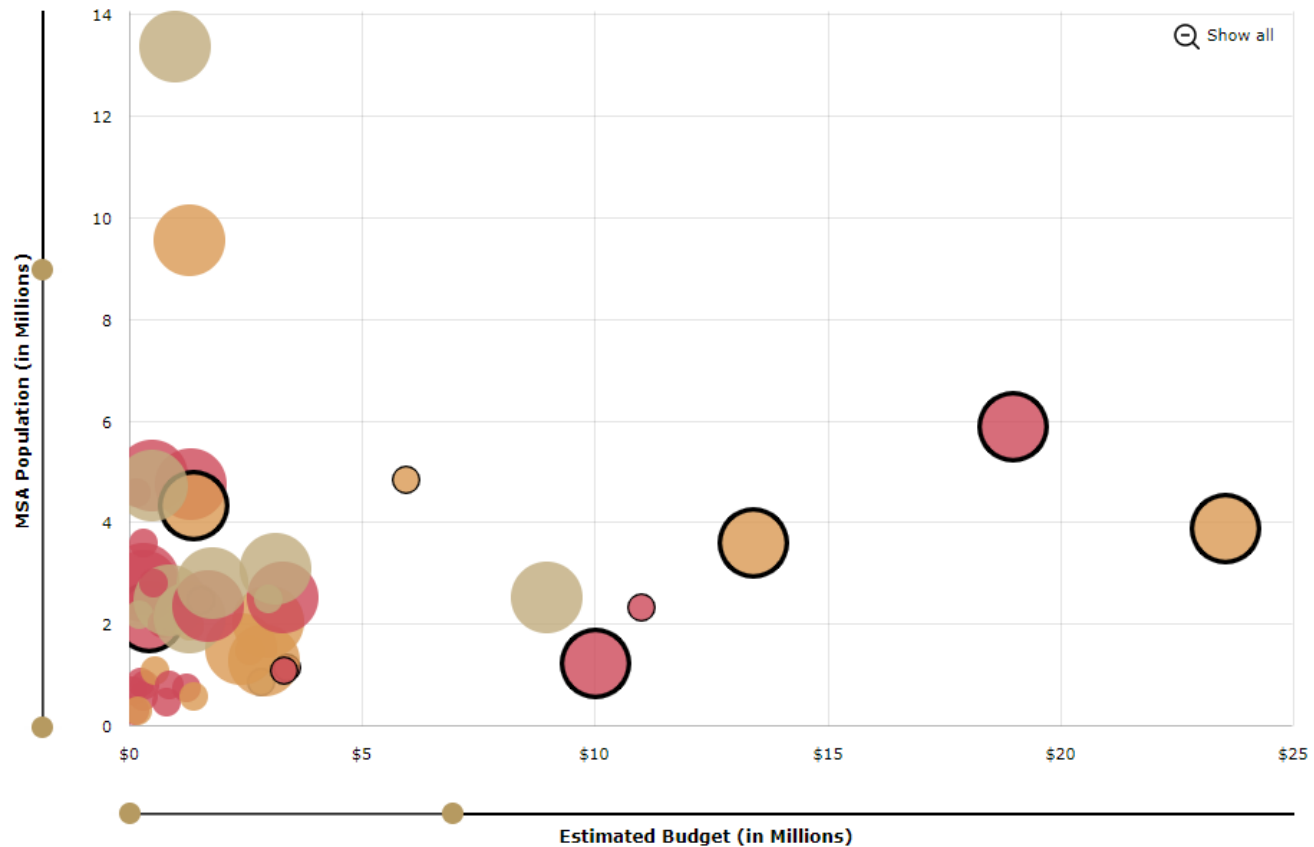
- Operates Out of CVB Budget
- Includes Debt Service

**Event-Type Focus1**

- 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>



## 2 Funding

### Historical Investments in Special Events



Sponsorship Budget (FY 2018)	\$14.2 Million	[a]
Economic Impact (direct, indirect, induced)	\$757.7 Million	[b]
<hr/>		
Sponsorship-to-Impact Ratio	53x	[c]

[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.



## 2 Funding

### Historical Investments in Special Events (examples)

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



## 2 Funding

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

Event	'20	'21	'22	'23	'24	'25	'26	'27	'28	'29	'30	'31	'32	'33	'34
Super Bowl															
CFP Championship															
NCAA Final Four															
NBA All-Star															
NHL All-Star															
NCAA Neutral FB															
NFL Draft															





## 2 Funding

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

Event	'20	'21	'22	'23	'24	'25	'26	'27	'28	'29	'30	'31	'32	'33	'34
Super Bowl							\$50							\$50	
CFP Championship						\$20						\$20			
NCAA Final Four									\$15						
NBA All-Star					\$10									\$10	
NHL All-Star						\$10									\$10
NCAA Neutral FB				\$5			\$5			\$5			\$5		
NFL Draft			\$5								\$5				
<b>Total</b>			\$5	\$5	\$10	\$30	\$55	\$0	\$15	\$5	\$5	\$20	\$5	\$60	\$10

\$225 Million / 15 years = \$15 Million per Year



## 2 Funding

A Wide Range of Revenue Sources Could Be Considered (Examples)...



Private  
Sector



Development  
Fees



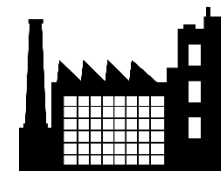
Tourist  
Taxes & Fees



Registration  
Fees



Excise  
Taxes



Business  
Taxes & Fees



Gaming  
Taxes & Fees



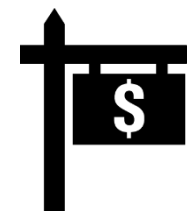
Fuel  
Taxes



Sales  
Taxes



Property  
Taxes



Transfer  
Taxes

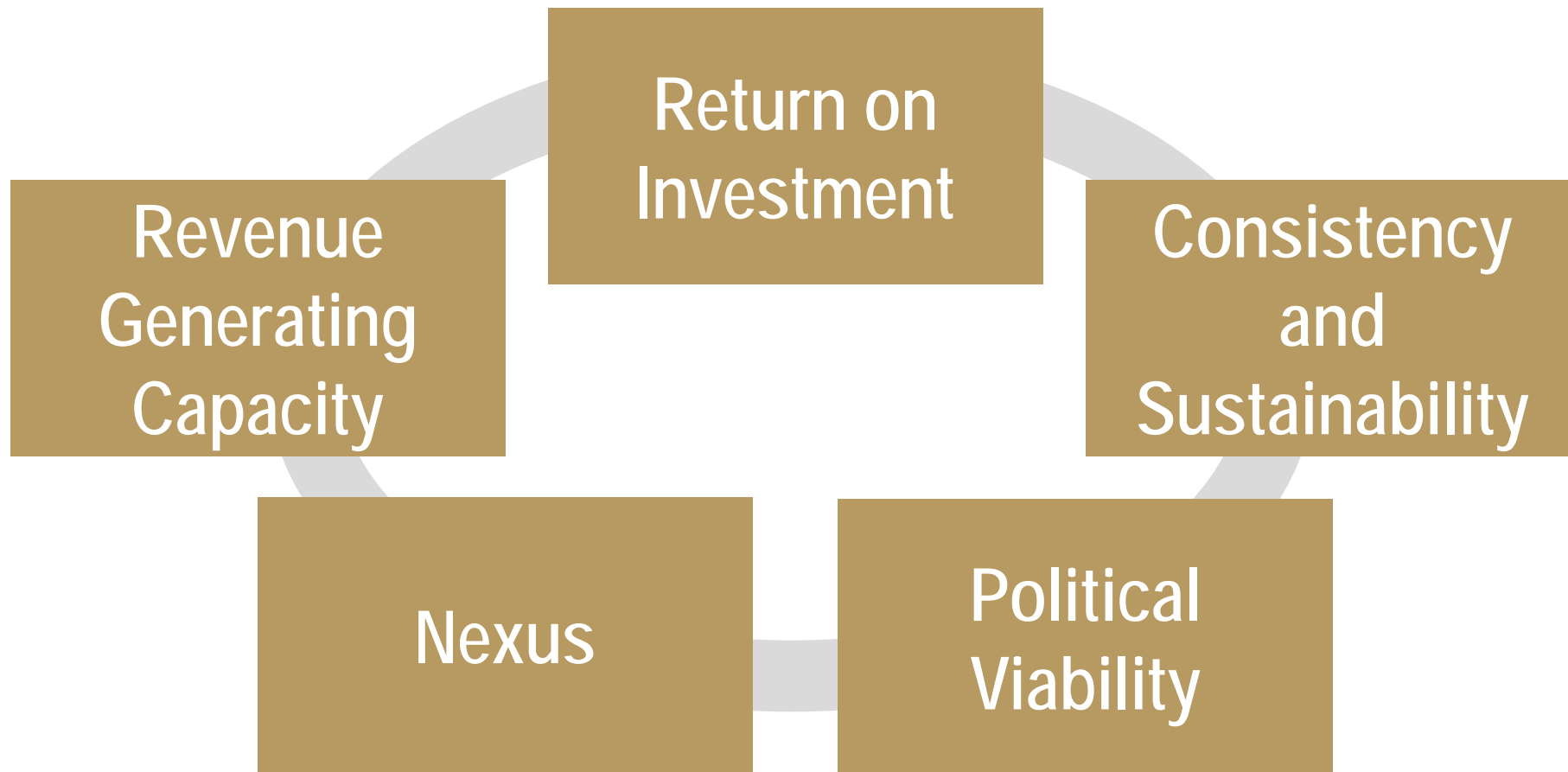


Live  
Entertain.  
Taxes



## 2 Funding

Market Realities Must Also Be Considered...



## 2 Funding

### Measuring the Impact

	Current Rate	Tax/Revenue Base	Incremental Rate	Annual Impact
Sales and Use Tax	8.25%	\$43 Billion	0.10%	\$43 Million
Transient Lodging Tax	12.00% - 13.38%	\$6 Billion	0.10%	\$6 Million
Live Entertainment Tax	9.0%	\$1.5 Billion	0.10%	\$1.5 Million
Modified Business Tax	1.475% - 2.000%	\$42 Billion	0.10%	\$42 Million
Specialty License Plate Fee	Varies	±200,000 Plates	\$5.00/Plate	\$1 Million

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.



# 3 Governance

## 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



**SOUTHERN NEVADA**  
SPORTING EVENT COMMITTEE

---

Committee Workshop

