

**FORWARD.  
FOREVER.**



# TAMPA BAY

*Super Bowl LV Host Committee*



TDC Meeting  
February 19, 2020



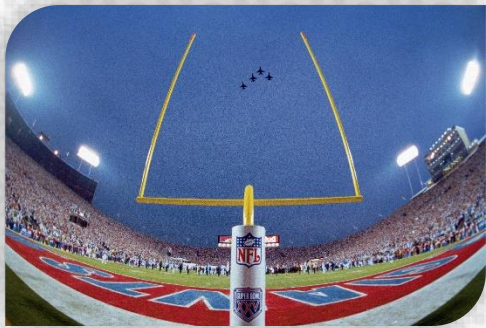
# TAMPA BAY'S OPPORTUNITY

**TAMPA BAY HAS BEEN SELECTED TO HOST OUR FIFTH SUPER BOWL.**

Only three (3) cities have hosted more times. (Miami, New Orleans, Los Angeles Metro Area)

**WHY IS THIS EVENT IMPORTANT FOR OUR HOMETOWN?**

- Economic Impact
- Social Impact
- Worldwide Exposure



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# ECONOMIC IMPACT (SUPER BOWL LI & LII)

- **GAME ATTENDANCE:**
  - 60,000-70,000 depending on stadium capacity
- **ECONOMIC IMPACT ACCORDING TO RECENT CITIES:**
  - \$400- \$450 Million Dollar Local Gross Spending
- **SPENDING PER ATTENDEE PER DAY ACCORDING TO RECENT CITIES:**
  - \$502- \$608 Dollars per day, per visitor
- **HOTEL VISITOR ROOM NIGHTS IN RECENT CITIES:**
  - 266,000-337,000 (during 10-day period)
- **AIRPORT IMPACT IN RECENT CITIES:**
  - 1,600 private jet landings; 100,000 travelers handled on Monday following Super Bowl



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# SOCIAL IMPACT: FOREVER 55 LEGACY PROGRAM

- Community's primary social legacy initiative
- Will build upon and expand the strong educational social legacy project from Tampa Bay's 2017 College Football National Championship.
- Will include the three surrounding County School System's Superintendents, by focusing on the early childhood education space among key pillars, specifically.
- A minimum of \$2,000,000 will be utilized to fund the Forever 55 Legacy Program in an effort to create a lasting and transformative change in the early development and education of our community's kids.



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# ALL EYES ON TAMPA BAY

## LEVERAGING THE WORLDWIDE EXPOSURE:

- Super Bowl in Miami averaged over 102 Million US viewers
- Record-setting 5,800 credentialed media (Minnesota)
- Credentialed media from 25 countries (Minnesota)
- 170.7 million social media interactions (Minnesota)
- Largest cellular data traffic in sports history
- Atlanta Super Bowl Host Committee Social Media Posts reached 10,685,000 across Facebook, Instagram and Twitter, Super Bowl Week.



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# WELCOMING THE NFL CORPORATE SPONSORS...

- **Anheuser-Busch**
- **AWS**
- **Barclay Card**
- **Bose**
- **Bridgestone**
- **Campbell's Soup Company**
- **Castrol**
- **Dannon**
- **DMI**
- **Extreme Networks**
- **FedEx**
- **Ford**
- **Frito-Lay**
- **Gatorade**
- **HP**
- **Intel**
- **Marriott**
- **Mars Snackfood**
- **Microsoft**
- **Nationwide**
- **Panini**
- **Pizza Hut**
- **Pepsi**
- **Proctor and Gamble**
- **Quaker**
- **Sleep Number**
- **USAA**
- **Verizon**
- **Visa**
- **Zebra**



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# PINELLAS INVESTMENT CASE STUDY:

- 2017 College Football Playoff National Championship Pinellas Investment: \$650,000
- Saturday, Sunday and Monday nights all experienced increases of 23% or more compared to the year prior. Sunday night's occupancy represents an increase of 54% compared to the year prior. Over those peak nights, more than 14,800 additional rooms were picked up over the previous year.
- The night before the 2017 College Football Playoff National Championship hotels saw a 133% increase in revenue from the same day the year prior.
- First time in more than four years that the ADR increased from the year prior by more than 40% for three straight days.
- First time in more than four years that RevPAR increased from the year prior by more than 70% for three straight days.
- Over \$4.5 million more revenue was received by Pinellas County hotels from Saturday to Monday compared to the previous year.



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# PRIVATE-PUBLIC PARTNERSHIP:

## **PUBLIC FUNDING SOURCES:**

- State: \$1.5 million
  - Florida Sports Foundation: \$1,500,000 (committed)
- Hillsborough County: \$5 million plus COT in-kind
  - Visit Tampa Bay: \$1 million (committed)
  - Tampa Bay Sports Commission: \$1 million (committed)
  - City of Tampa: In-Kind Services (committed)
  - Hillsborough County TDC: \$3 million (committed)

## **PRIVATE PARTNERS:**

- 96 partners participated with the 2017 College Football Playoff National Championship.
- We anticipate roughly two-thirds of the overall host committee event budget coming from private sources.

## **REQUESTS OF PINELLAS TOURIST DEVELOPMENT COUNCIL:**

- Continue to work to maximize included Pinellas hotel room inventory
- Work together on Super Bowl LV event programming located in Pinellas
- Invest \$1.5 million to help offset hosting expenses



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# COLLABORATION OPPORTUNITIES:

- Super Bowl LIV Promotion
- Business Connect
- Forever 55
- Host Committee Inclusion
- Broadcast Set and Beauty Shot Locations
- Event Programming (Signature events, Host Committee events, Non-Sanctioned events)
- Overnight Stays



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