Beyond the game

Capital Projects through the lens of Sports

Team Members:
Moderator: Cassidy Welch
Panelists: Janis Burke, Mark Arnold, Dan Gardner

Beyond the Game - Capital Projects through the Lens of Sports

Cassidy Welch
Key Account Manager
BASF Corporation

Janis Burke
Chief Sports Officer
LVCVA

Mark Arnold
Partner Hunton Andrews Kurth

Dan Gardner
Award-Winning Journalist
Bestselling Author

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Audience Q&A

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Audience Question I

- **When a tax increase is on your local ballot supporting the construction of a new stadium in your area, how do you normally vote?**
  - Yes
  - No

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When a tax increase is on your local ballot supporting the construction of a new stadium in your area, how do you normally vote?

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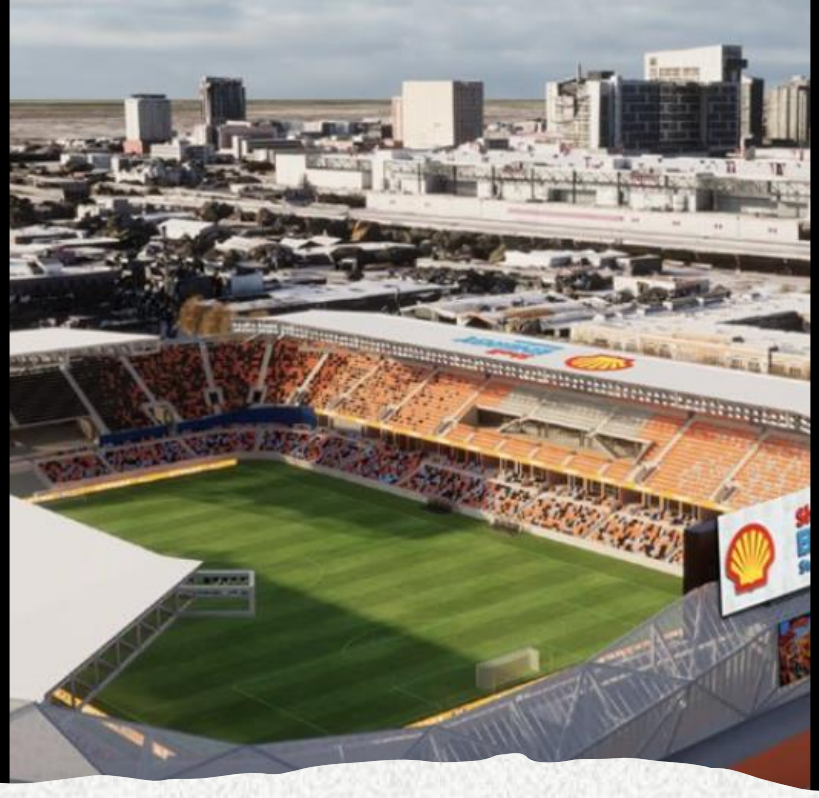

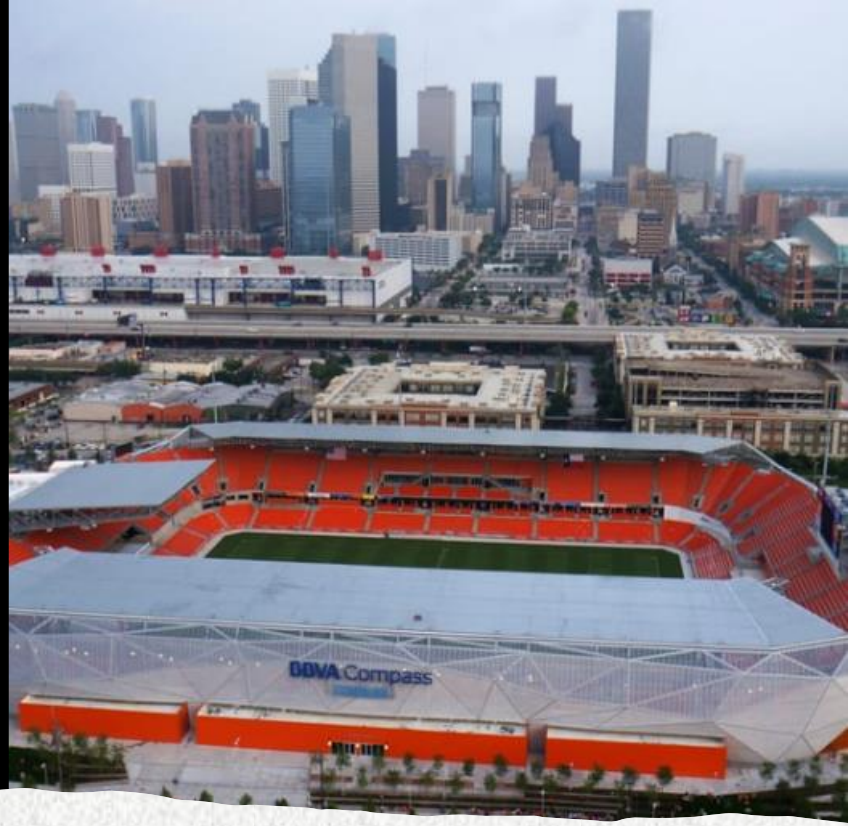

Shell Energy Stadium Development

- Behind-the-scenes development of MLS
- Stakeholder Alignment and Governance

Final Four Fan Fest vs Hess Building

Managing Simultaneous Priorities and Project Conflicts

Audience Question II

- **Did the FIFA World Cup experience meet, exceed or fail your expectations?**
  - Met my expectations
  - Exceeded my expectations
  - Failed my expectations
  - I had no expectations

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Did the FIFA World Cup experience meet, exceed or fail your expectations?

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Public Statistics – 11 US Host Cities

- Largest World Cup ever
  - **6.8M+ spectators**
  - **9M+** fan-festival visitors
- **~$20B U.S**. Economic Impact
  - Global gross output **$80.1B**
  - **GDP** contribution **$40.9B**
  - **824k Jobs** supported
  - **$556M V**isitor spending
  - **$9.4B** Government revenue

Top Cities	Economic Impact
New York/New Jersey	$800M+
Los Angeles	$750M
Dallas	$600M
Miami	$500M
Houston	$450M
Seattle	$400M

FIFA World Cup

- Winning Competitive Bids
- Managing Risk

"Sexy Lawyering"

- **Houston Multi-Venue Strategy**
- **Stadiums kept the teams...**

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Audience Q&A

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