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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 8(G)(1)

TO: Honorable Chairwoman Audrey M. Edmonson and Members, Board of County Commissioners

DATE: May 7, 2019

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution authorizing the provision of in-kind services in an amount not to exceed $4,500,000.00 to support the activities related to Super Bowl LIV to be funded in part from the General Fund, Fire Rescue District Funds, and Proprietary Funds; authorizing designated purchase, pursuant to 2-8.1(b)(3) of the County Code by a two-thirds vote of the Board Members present, of the improvements and construction of artificial turf at Gwen Cherry Park and Goulds Park in an amount not to exceed $3,000,000.00 with Fieldturf, Inc.; and, subject to satisfaction of conditions precedent, authorizing the County Mayor to negotiate and execute the necessary agreement with Fieldturf, Inc. for such improvements

Resolution No. R-468-19

The accompanying resolution was prepared by the Office of Management and Budget and placed on the agenda at the request of Prime Sponsor Commissioner Jose "Pepe" Diaz.

Abigail Price-Williams
County Attorney

APW/lmp

Memorandum

MIAMI-DADE COUNTY

Date: May 7, 2019

To: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Authorizing the Provision of In-Kind Services in an Amount not to Exceed $4.5 million to Support the Activities Related to Super Bowl LIV; Authorizing Designated Purchase of the Improvements and Construction of Artificial Turf at Gwen Cherry Park and Goulds Park in an Amount of $3 Million; And Authorizing the County Mayor or County Mayor's Designee to Execute the Necessary Agreements

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Recommendation

It is recommended that the Board of County Commissioners (Board) authorize the County Mayor to provide in-kind services in the form of police, fire, and other County services, in an amount not to exceed $4.5 million, to support the related events preceding, including, and following Super Bowl LIV, to be played on February 2, 2020 at Hard Rock Stadium. It also recommended that the Board approve, by a two-thirds vote of the Board members present, a designated purchase in an amount not to exceed $3 million with FieldTurf, Inc., pursuant to Section 2-8.1(b)(3) of the Miami-Dade County Code for the installation of artificial turf at Gwen Cherry Park and Goulds Park as part of the Super Bowl LIV Legacy Projects.

Scope

Super Bowl LIV will take place at Hard Rock Stadium, located at 347 Don Shula Drive, Miami Gardens, Florida in Commission District 1, represented by Commissioner Barbara J. Jordan. Other NFL-sanctioned events are scheduled throughout Miami-Dade County at venues like the Miami Beach Convention Center in the City of Miami Beach and Bayfront Park in the City of Miami. The Legacy Projects to be completed as part of Super Bowl LIV will be located at Gwen Cherry Park (7090 NW 22 Avenue, Miami, Florida) and Goulds Park (11350 SW 216 Street, Miami, Florida) located in Commission Districts 2 and 9, respectively. Therefore, the scope of this item is Countywide.

Fiscal Impact/Funding Source

The fiscal impact of the in-kind services will not exceed $4.5 million, and the funding source for these in-kind services will be the corresponding departmental budgets, subject to allocation by the Board in Fiscal Year (FY) 2019-20. The FY 2019-20 budgets will separately identify within each department's budget the amount that is being allocated towards in-kind services for Super Bowl LIV and related events. The cost of the artificial turf Legacy Projects at Gwen Cherry Park and Goulds Park shall not exceed $3 million and will be funded from: (1) the Parks, Recreation and Open Spaces Department's (PROS) General Fund in an amount not to exceed $900,000; (2) anticipated contribution(s) from the National Football League Foundation based on recommendations from the Miami Super Bowl Host Committee Inc. in an amount no less than $600,000; (3) an anticipated award of an NFL Grassroots Grant of $250,000; and (4) the balance of the Legacy Projects will be funded from Park Impact Fees from Benefit Districts 1 (not to exceed $500,000) and 3 (not to exceed $750,000), for Gwen Cherry Park and Goulds Park, respectively. It is currently anticipated that the remediation work at Gwen Cherry Park will be eligible to be paid for with Utility Service Fee funding because this site is a former landfill, thereby reducing the amount needed from Park Impact Fee District 1. However, until the work has been scoped it is difficult to include an exact amount at this time, but such amount will not exceed $500,000 without additional approval of this Board

Delegated Authority
The County Mayor or County Mayor's designee is being delegated the authority to negotiate and execute an agreement with FieldTurf, Inc. for the work related to the artificial turfs. Pursuant to the January 4, 2019 executed agreement with the Miami Super Bowl Host Committee, the Miami Super Bowl Host Committee agreed to work with the NFL so as to get the NFL to provide a portion of the NFL's $1 million legacy grant proportionate to the County's total contribution to the event compared to other contributing public agencies. The County has not received final determination of the legacy grant amount due to pending commitments from other public agencies. It is recommended that the Mayor be given the authority to use available funds from the various sources described in the fiscal impact section of this memorandum until such time the final contribution is determined.

Monitoring
The Office of the Mayor, in conjunction with the Office of Management and Budget, will be responsible for ensuring the provision of the in-kind services. PROS will be responsible for overseeing the installation of the artificial turf and ensuring that the Legacy Projects are completed by the end of the calendar year.

Background
On April 5, 2016, this Board adopted Resolution No. R-302-16 (Attachment A) supporting the South Florida Super Bowl Host Committee's bid to host the 2019, 2020, or 2021 Super Bowl. Consequently, on May 24, 2016, the NFL announced that Super Bowl LIV would be held in Miami-Dade County on February 2, 2020. This will be Miami-Dade County's record-breaking eleventh time hosting a Super Bowl and our resources are essential to the success of this event.

Along with the investments that the NFL will make in parks and other community initiatives, the economic benefits to the County are worth mentioning. A study commissioned by the South Florida Host Committee after the 2010 Super Bowl and Pro Bowl (Attachment B) revealed that "*out-of-town visitors spent, on average, $947.41 per day on accommodations, meals/beverages, local transportation, entertainment/recreation, merchandise and other miscellaneous retail*". Additionally, of those surveyed, "*89.5% cited attending SB XLIV as the MAIN reason for their visit to South Florida*". These events also stimulated our local economy as of the businesses surveyed, "*83.3% indicated that they hired temporary employees during the Pro Bowl/Super Bowl business cycle*". Overall, the "*direct, induced, indirect economic injection in the host community from the staging and execution of Super Bowl XLIV Game/Events "total effects" was $234,295,086*". Recent Super Bowls hosted in Houston (SBLI) and Minnesota (SBLII) yielded an estimated economic impact of $375 million and $404 million, respectively.

The in-kind services provided for Super Bowl LIV and related events will be in addition to the funding support this Board has already pledged, and is anticipated to pledge, for Super Bowl LIV and related events in the amounts of $1 million, in FY 2017-18; $2 million in FY 2018-19; and an additional $1 million will be recommended as part of my FY 2019-20 budget to complete our $4 million cash pledge. In-kind services will include, but are not limited to, police and fire services at the game as well as other NFL-sanctioned events.

At this time, the extent and cost of the services required by the NFL and the Miami Super Bowl Host Committee, Inc. are not fully known. The County's public safety departments have been working to project those requirements based on prior experience hosting these events. In-kind estimates include $3.586 million for the provision of Police and Fire services to support the events preceding, including, and following Super Bowl LIV. The recommended $4.5 million also includes the costs to support traffic control functions, loaned executives or administrative support, and the necessary services at the County's airports, as required. The funding sources, subject to Board allocation, for these services known at this time are listed below.

Department	Amount	Funding Source	Function
Miami-Dade Police Department	$3,255,861	General Fund	Patrol and specialized police services for the events prior to, including, and following Super Bowl LIV
Miami-Dade Fire Rescue	$330,248	Fire Rescue Service District	Life safety services for the events prior to, including, and following Super Bowl LIV
Office of the Mayor	$281,000	General Fund	Loaned Executives
Additional Miscellaneous In-Kind Services	$632,891	Respective Departments' Operating Budget	This allocation supports services including but not limited to, traffic control functions, and the necessary services at the County's airports, as required.
Total	**$4,500,000**		

This amount is consistent with the services the County has provided for past Super Bowls and includes the provision of public safety initiatives that are essential for an event of this magnitude. As is mentioned above, these in-kind services are subject to appropriation by the Board during the FY 2019-20 budget process.

Legacy Projects

As part of the NFL's desire to contribute and leave a long-lasting impact in host communities, the NFL has expressed interest in supporting the County's parks system. PROS, in collaboration with the Miami Super Bowl Host Committee, Inc., has identified two legacy projects at local, community parks. These projects include the replacement of artificial turf at Gwen Cherry Park, a legacy project built as part of Super Bowl XXIX, and the installation of new artificial turf at Goulds Park. This would be the first time in the County's history with the NFL in which we are able to develop two long-lasting community projects as part of hosting a Super Bowl. The grant funds provided by the NFL Foundation will be transmitted to the Parks Foundation of Miami-Dade, Inc., remitted to PROS, and be used to partially fund the costs of both Legacy Projects, pursuant to the Agreement between Miami-Dade County and the Parks Foundation of Miami-Dade, Inc., approved pursuant to Resolution No. R-573-15.

As part of this legislative item, it is also recommended that the Board approve, pursuant to Section 2-8.1(b)(3) of the County Code, a designated purchase in an amount not to exceed $3 million for the installation of artificial turf at Gwen Cherry Park and Goulds Park as a solicitation seeking formal, sealed bids is not practicable in this instance. First, a condition of the grants from the NFL Foundation, the Miami Super Bowl Host Committee Inc., and the NFL Grassroots grant program is a requirement that the Legacy Projects be completed by December 2019. Should the County decide to competitively bid this project, we would not be able to complete the fields within the required timeframe and provide access of both fields to the public prior to Super Bowl LIV. Second, the Miami Super Bowl Host Committee, Inc., as a result of its and the NFL's relationship with the selected contractor, FieldTurf, Inc., was able to obtain exceptional pricing for the construction of these fields. As was evident with previous price estimates received by the County, the County would have been unable to undertake the two Legacy Projects for an amount at or less than $3 million. Finally, pursuant to Section 255.20(1)(c)(5) and (7), Florida Statutes, the provisions therein do not apply to these Legacy Projects so as to require competitive bidding.

Following this Board's approval of this item, PROS will negotiate and finalize an agreement with FieldTurf, Inc. for the Legacy Projects. To the extent possible, the administration will work with the vendor to ensure that local firms are used wherever possible. The contract with FieldTurf, Inc. will comply with all requirements of federal, state and local laws, and will ensure that the vendor complies with the County's Responsible Wages and Benefits Ordinance, as applicable.

Alina T. Hudak
Deputy Mayor

Attachment A

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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 14(A)(6)

TO:	Honorable Chairman Jean Monestime and Members, Board of County Commissioners	**DATE:**	April 5, 2016
FROM:	Abigail Price-Williams County Attorney	**SUBJECT:**	Resolution supporting the South Florida Super Bowl Host Committee's bid to host the 2019, 2020 or 2021 Super Bowl LIII, LIV or LV, respectively

Resolution No. R-302-16

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Jose "Pepe" Diaz.

Abigail Price-Williams
County Attorney

APW/smm

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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 14(A)(6)

TO: Honorable Chairman Jean Monestime and Members, Board of County Commissioners

DATE: April 5, 2016

FROM: Abigail Price-Williams County Attorney

SUBJECT: Resolution supporting the South Florida Super Bowl Host Committee's bid to host the 2019, 2020 or 2021 Super Bowl LIII, LIV or LV, respectively

Resolution No. R-302-16

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Jose "Pepe" Diaz.

Abigail Price-Williams
County Attorney

APW/smm

MEMORANDUM

(Revised)

TO: Honorable Chairman Jean Monestime and Members, Board of County Commissioners

DATE: April 5, 2016

FROM: Abigail Price-Williams, County Attorney

SUBJECT: Agenda Item No. 14(A)(6)

Please note any items checked.

_____ "3-Day Rule" for committees applicable if raised

_____ 6 weeks required between first reading and public hearing

_____ 4 weeks notification to municipal officials required prior to public hearing

_____ Decreases revenues or increases expenditures without balancing budget

_____ Budget required

_____ Statement of fiscal impact required

_____ Statement of social equity required

_____ Ordinance creating a new board requires detailed County Mayor's report for public hearing

✓ No committee review

_____ Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve

_____ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 14(A)(6)
4-5-16

RESOLUTION NO. R-302-16

RESOLUTION SUPPORTING THE SOUTH FLORIDA SUPER BOWL HOST COMMITTEE'S BID TO HOST THE 2019, 2020 OR 2021 SUPER BOWL LIII, LIV OR LV, RESPECTIVELY

WHEREAS, Miami-Dade County has an opportunity to host a record-breaking eleventh Super Bowl in 2019, 2020 or 2021; and

WHEREAS, Miami-Dade County has successfully hosted 10 Super Bowls, most recently XLIV in 2010; and

WHEREAS, for more than a quarter century, the South Florida Super Bowl Host Committee has helped our community to establish its proven track record of success in hosting Super Bowls; and

WHEREAS, large events such as the Super Bowl spur significant tourist related economic activity, generate exceptional media exposure and help brand Miami-Dade County as a national and international hub for sports and entertainment to the more than one billion viewers throughout the world anticipated to watch; and

WHEREAS, the Board has previously recognized the significance of hosting this event and has shown its commitment to the 1995, 1999, 2007 and 2010 games through grant funding and in-kind support of the game and its surrounding activities,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board supports the South Florida Super Bowl Host Committee's bid to host Super Bowl LIII in 2019, Super Bowl LIV in 2020 or Super Bowl LV in 2021, and pledges Miami-Dade County's assistance, subject to available resources, to implement yet another successful Super Bowl.

Section 2. Subject to availability of personnel and resources and future Board approval on the specifics of same, this Board will support Miami-Dade County's provision of administrative support to the Host Committee in the form of loaned executives and the provision of in-kind support as needed for the Super Bowl.

Section 3. This Board will support the Miami-Dade Police Department's provision of public safety services at the stadium on game day only for the National Football League (the "NFL") sanctioned events to include escort services for teams and officials on an in-kind basis, subject to available resources and the future Board approval on the specifics of such in-kind support.

Section 4. This Board will support the Miami-Dade Fire Rescue Department's provision of fire/rescue services at the stadium on game day only, subject to available resources and the future Board approval on the specifics of such in-kind support.

Section 5. This Board will support the dedication of additional resources to the appropriate departments to assist the NFL in expeditiously processing all permitting requests including fire safety, building, and temporary licensing for limousine and shuttles, if necessary, subject to available resources and the future Board approval on the specifics of such support.

Section 6. This Board will support the Miami-Dade County Aviation Department's commitment to excellence and to cooperate with those needing special services in connection with the Super Bowl game including arrival and departure of team charters, private planes and special fan charters.

Section 7. Miami-Dade County will not sponsor any Super Bowl related promotional activities during the Super Bowl period which detract from or interfere with promotional activities of the NFL in connection with the Super Bowl, to the extent that there is no conflict with Miami-Dade County Code and contracts.

The Prime Sponsor of the foregoing resolution is Commissioner Jose "Pepe" Diaz. It was offered by Commissioner **José "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Jean Monestime** and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman	**aye**		
Esteban L. Bovo, Jr., Vice Chairman	**aye**		
Bruno A. Barreiro	**aye**	Daniella Levine Cava	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Dennis C. Moss	**aye**	Rebeca Sosa	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**aye**
Juan C. Zapata	**aye**		

The Chairperson thereupon declared the resolution duly passed and adopted this 5th day of April, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo Perez

2010 SBXLIV & Pre Bowl Market Analysis & Economic Impact Investigation Final Report

Respectfully Submitted To The

SOUTH FLORIDA

SUPER BOWL HOST COMMITTEE 2010

Report Produced By The
Sport Management Research Institute
www.go-smri.com

II • III • V • X • XIII • XXIII • XXIX • XXXIII • XLI • XLIV

Report Organization

Executive Summary pp.3-12

Secondary Research Findings.....pp. 13-21

Discussion of Key Findings.....pp. 22-39

Recommended Data Activation Strategies..... pp. 40-45

Appendix "A" Visitor Geographic Markets.....pp. 46-48

Methodological Limiting Conditions

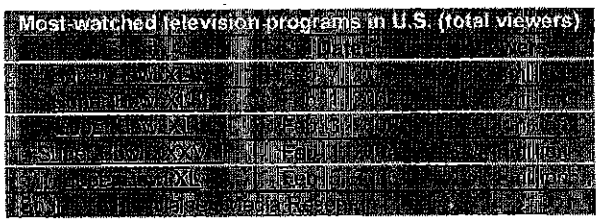
For the purposes of this report, the following standard SMRI research limitations are assumed during the data collection, data analysis and report generation phases of the research for SB XLIV and 2010 Pro Bowl Games and Auxiliary Events:

- *the reliability and validity of information provided to the Sport Management Research Institute (SMRI) by individuals, groups and organizations contacted throughout the preparation of the report;*
- *the reliability and validity of secondary research information and reporting systems made available to SMRI during the preparation of this report;*
- *county-by-county variations in tax structure and rates;*
- *input-output economic modeling theory of which economic impact models (IMPLAN for the purposes of this report) are derived, does not attempt to monitor the cost analysis of an event, instead **the economic benefits** from staging both SB XLIV and Pro Bowl Games/Auxiliary Event were assessed in this research investigation.*

Executive Summary

South Florida had the special privilege of hosting two (2) premier NFL Championship Bowl Games, Super Bowl XLIV and the 2010 Pro Bowl Game. This dual staging of what many football experts cite as "elite Professional Bowl Events" marked the first time in the history of the recent South Florida sports scene (since 1979) that two (2) Professional Football Bowl Games were hosted by the South Florida Community at large. The significance of the economic impact from this addition to the Sport South Florida calendar was the impetus for the current economic impact analysis investigation. The following report will examine the SB XLIV and Pro Bowl Game(s) highlights, key findings from top line data collected during selected SB XLIV Game/Events and Pro Bowl Game/Events and subsequent impact analysis from all earmarked Bowl Game events. Finally, culminating the report will be a detailed discussion of the key findings and recommended action items for future Super Bowl and Pro Bowl Game organizers.

The 44th annual ***Super Bowl Game***, played on February 7th, 2010, marking the tenth time that South Florida has played host to a Super Bowl Game, all of which have played a pivotal economic/community impact role in Professional Sport history of South Florida. The official kick-off of the Super Bowl XLIV Game was 6:45 p.m. Eastern Standard Time. With a paid attendance of 73,602, Super Bowl XLIV played host to the AFC Conference Champions, the Indianapolis Colts, and the NFC Conference Champions, the New Orleans Saints, culminating with a Saints victory over the Colts, 31-17. The 2010 Super Bowl Game, televised on CBS Network, captured 1.53 million household impressions, with a 45.0 Neilson Rating, surpassing the 1983 finale of "M-A-S-H" to become the most-watched program in U.S. television history.



The 2010 AFC-NFC Pro Bowl, considered the NFL's All-Star Game for the 2009 season, took place at 8:00 PM EST on Sunday, January 31, 2010, at Sun Life Stadium...also host site of Super Bowl XLIV.
The 2010 Pro Bowl was held on the weekend prior to the SB XLIV Game, the first time ever that the Pro Bowl was held before the Championship Game, and the first time that the Pro Bowl was held somewhere other than Aloha Stadium in Honolulu since 1979 (1978 season). ESPN aired the 2010 Pro Bowl instead of CBS, which aired the 52nd Grammy Awards that evening. The AFC won the Pro Bowl, beating the NFC by a score of 41-34.
In addition to the SB XLIV and Pro Bowl Game attendees, South Florida was host to the following Game(s) and Auxiliary Events (categorically described):

SB XLIV Game & Auxiliary Events

- SB XLIV Gate Sun Life Stadium: 74,059
- SB XLIV Game Day Fan Plaza: 40,000
- Pepsi Smash Concert Series(40,000 Thursday/30,000 Friday)
- Super Clematis by Night 30,000 approx
- Direct TV Beach Bowl 9,000 approx
- Super Bowl Saturday Night 30,000
- 659 media organizations accredited to cover Super Bowl XLIV, the most in Super Bowl history.
- 4,705 journalists credentialed to cover Super Bowl XLIV, second-most in Super Bowl history.
- Media from 21 countries covered Super Bowl XLIV.

SOUTH FLORIDA
SUPER BOWL HOST COMMITTEE 2010

2010 Pro Bowl Game & Auxiliary Events

I · III · V · X · XII · XIII · XXIII · XXIX · XXXIII · XLI · XLIV

- Game Day Fan Plaza: 10K non-ticket holders;
  30K ticket holders = 40K total
- Pro Bowl Gate Sun Life Stadium: 70,697
- 1,202 journalists credentialed to cover the Pro Bowl

The current economic impact and market analysis investigation focused on the following economic impact research directives:

Research Platform Overview

Economic impact was measured by investigating the following on a County-by-County basis: (*)

1. direct dollars spent due to the event and events leading up to XLIV Super Bowl Game and Pro Bowl Game Week(s), by out-of-town visitor (from outside the South Florida Tri-County area) consumers in the market (hotel, concessions/restaurants, local transportation, entertainment, merchandise, other miscellaneous retail)
   - Event(s) participants, spectators/out-of-town visitors
   - Sub-Contractors/Halftime Performers, NFL Teams/NFL Corporate/NFL officials, out-of-town media, and ALL others associated with the event(s) disclosed in this investigation
   - Corporate sponsors and invited guests
2. re-spending as a result of the direct expenditures from said "Events" (multiplier effect: business stimulation from introduction of new economic injection into the designated community...i.e. Miami-Dade, Broward and Palm Beach Counties)
3. demographic and economic profiles of out-of-town visiting event attendees/participants
   - how many attend
   - how much they spend
   - where are they spending their money
   - on what do they spend while in attendance
   - where do they come from
   - basic demographics profiles of study segments
4. economic impact spreadsheet showing how much Event(s) driven money is injected into the local economy (revenue of Event(s) related entities: hotels, restaurants, transportation, entertainment)
5. local corporate spending patterns as a direct result of Event-related activities
6. precise types of local businesses effected by Event(s) driven spending
7. precise number of jobs in all local businesses effected by Event(s) driven spending
8. added value of local, regional, national media exposure to the Tri-County region) as a direct result of the dual hosting of SB XLIV Game/Auxiliary Events and the 2010 Pro Bowl Game (what would the cost of advertising be if this media space had been purchased)

(*) Analysis will take into consideration South Florida high season tourism trends in the economic phase as observed in the 2010 tourism season

To accomplish these research directives the current investigation was comprised of two (2) specific research phases: **primary** (onsite) data collection and **secondary research** efforts.

Primary research investigated consumer profiles of SB XLIV out-of-town visitors/local residents and the Pro Bowl Game and auxiliary event attendees/media in attendance. The data collection protocol called for the SMRI field researcher team to randomly conduct survey execution of visitors and non-visiting at previously designated Event attendees and media. Those spectators, Event participants and media visiting from outside the South Florida Metropolitan vicinity specifically for SB XLIV/Pro Bowl Games and related Events were asked to complete the economic impact expenditure, consumer profile and community impact survey instruments.

Of the sample size of randomly selected out-of-town visitors, local South Florida Business Establishments and media originally tapped for inclusion in the study, a total sample size of qualified (usable) instruments (N=243) Visiting Media; N=568 local (South Florida) business establishments; N=2,848 out-of-town visitors surveyed for SB XLIV/N=753 out-of-town visitors for the 2010 Pro Bowl, was extrapolated yielding a final sample size of (N=4,412). The SMRI research team was comprised of twenty-two research assistant personnel that were specifically trained and experienced in economic impact data collection protocols. The SMRI research team executed data collection at the following SXBLIV/Pro Bowl Game Day/ auxiliary events and South Florida tourism industry sites: *SB XLIV and Pro Bowl Game Day, Super Clematis by Night, Super Bowl Saturday Night, Game Day Fan Plaza, SB XLIV Media Center, Palm Beach, Ft. Lauderdale and Miami International Airports.*

Secondary research was collected from several source points, including but not limited to the following:

- ⇨ Economic Impact Studies conducted for South Florida large-scale events (e.g. Super Bowl XLI, 2009 BCS/Orange Bowl Game, 2005 Orange Bowl/National Championships, Sony Ericsson Tennis Tournament, NASCAR Championship Series);
- ⇨ Expenditures from participation Bowl(s) Teams/Players derived from economic impact worksheets completed post-SB XLIV and Pro Bowl Games;
- ⇨ Expenditures from Corporate Sponsors extrapolated from economic impact worksheets completed post-Event(s);
- ⇨ Hotel occupancy and average daily rates for the SB XLIV and Pro Bowl Games (January 28th 2010 through February 8th, 2010), provided from Smith Travel Research and the respective Convention and Visitor Bureau's for Palm Beach County, Broward County, and Miami-Dade County;
- ⇨ Sub-contractors involved with the SB XLIV & Pro Bowl Game(s) and auxiliary event execution, respective SB XLIV Teams and NFC/AFC Participating Pro Bowl Players, NFL Corporate and other miscellaneous personnel involved in Game Day and auxiliary Event execution;
- ⇨ Media Audit of broadcast, print, internet media product and the associated media added value associated with said reporting systems.

All primary and secondary data pursuant to economic impact was downloaded into the most recent version of IMPLAN Professional Version 2.0 for Windows and IMPLAN data files (2008 IMPLAN County Files with industry aggregate information on the South Florida Metropolitan geographic vicinities). What follows are the top line data findings from all investigated segments.

Key findings derived from top line data analysis of relevant primary and secondary research conducted for the purpose of the SB XLIV and Pro Bowl economic impact and market analysis investigation are provided in the research capsule statements. Data points will be introduced in the order that they appeared on the raw survey instruments provided to all study participants. SB XLIV and Pro Bowl out-of-visitors and local residents surveyed during the Game/Auxiliary events will lead the key findings section, followed by market analysis of those attending select SB XLIV and Pro Bowl Events and visiting media key findings for both respective Bowl Games synopsis.

SBXLIV Game/Auxiliary Events Visitor Profiles KeyFindings

Key data trends noteworthy for subsequent correlation with economic impacts of out-of-town visitors involved in the SB XLIV Game/Auxiliary Events.

- ⇨ Top Super Bowl XLIV Events attended were Super Bowl XLIV Game (91.4%), Game Day Fan Plaza (56.1%) and Super Bowl Saturday Night (16.1%);
- ⇨ In order of frequency, Super Bowls attended by SB XLIV visitors included New Orleans (13.9%), Tampa (11.4%) and Phoenix (9.6%);
- ⇨ When asked to rate the choice of South Florida as a site for SB XLIV, 51.6% revealed South Florida to be an "excellent" choice, 26.6% rated it as "very good" and 12.3% "good";
- ⇨ Super Bowl XLIV out-of-town visitors spent, on average $947.41 per day on accommodations, meals/beverages, local transportation, entertainment / recreation, merchandise and other miscellaneous retail;
- ⇨ The above daily expenditure total covered expenses for 2.36 persons;
- ⇨ Average number of nights spent in South Florida was 3.12;
- ⇨ 89.5% cited their attendance of SB XLIV as the MAIN reason for their visit to South Florida;
- ⇨ 69.3% traveled to South Florida by "commercial air";
- ⇨ 39.5% of those who came by "air" arrived at Ft. Lauderdale International Airport, with 34% flying into Miami International Airport;
- ⇨ 59.1% of those who traveled by car came via the Florida Turnpike;
- ⇨ 63.4% chose to stay in accommodations classified as a "full service hotel", with 13.4% staying in a "motel" type accommodation;
- ⇨ 40.7% stayed in Broward County while attending SB XLIV Game and auxiliary Events, 28% in Miami Dade and 8.6% in Palm Beach County;
- ⇨ 54.6% indicated that their impression of South Florida as a result of attending SB XLIV Game/Events was "more favorable"; 43.9% cited their impression of South Florida as the "same";
- ⇨ 62.1% did not visit other geographic locations as part of their trip to South Florida for SB XLIV; of those who did visit other locales, 7.5% visited Orlando, 6.1% Key West and 3.9% Ft. Meyers;
- ⇨ 35.4% did visit the South Florida SB XLIV Host Committee Website;
- ⇨ 9.9% revealed that they "blog" in terms of Internet usage patterns;

- From a demographic standpoint, 72.1% were male, average age was 40.9%, 43.9% completed college/30.5% graduate school, 23.5% classified themselves occupationally as "professionals", and average household income was $220,323.

2010 Pro Bowl Visitor Profiles Key Findings

Key data trends and findings for data retrieval platforms staged during the 2010 Pro Bowl Game and related Events are highlighted as follows:

- Out-of-town visitors indicated other geographic locations visited as a part of their 2010 Pro Bowl visit included 12.2% Caribbean, 11.3% Orlando, and 10.6% Key West (33.1% did not visit other locales);
- 64.4% indicated they DID visit the South Florida SB XLIV Host Committee Website;
- 19.9% revealed they HAD attended a Pro Bowl in previous years;
- Of those who had attended Pro Bowl Games in previous years, 50.3% indicated that South Florida was "better" as a host site AND 39.7% rated South Florida as an "excellent" choice for a Pro Bowl site (24.5% rated South Florida as a "very good" choice);
- 42.3% stated that their overall impression of South Florida was "more favorable" as a result of their attendance at the 2010 Pro Bowl;
- 65.8% indicated that their main reason for visiting South Florida was to attend the 2010 Pro Bowl;
- On average, the Pro Bowl visitor spent $825.02 per day during their visit to South Florida for the Pro Bowl Game/Events (representing expenditures for 2.74 persons);
- On average, visitors spend 3.82 nights in South Florida for the 2010 Pro Bowl;
- 58.1% traveled to South Florida via Commercial Aircraft;
- 48% flew into Ft. Lauderdale International Airport, 26.3% arrived into Miami International Airport and 16.5% came into Palm Beach International Airport;
- If traveling via car, 46.1% chose the Florida Turnpike for their trip and 42.3% chose I95;
- 43.5% stayed at a full-service Hotel for their lodging accommodations, 18.1% chose a Motel and 18.5% a "private dwelling";
- 40.8% stayed in Broward County during their trip to South Florida for the 2010 Pro Bowl, whereas 34.6% chose to stay in Miami-Dade County and 22.3% in Palm Beach County;
- 6.4% of those surveyed indicated they "blog" on the Internet;
- Demographically, 62.5% were Male, average age was 39.4 years, 42.3% had obtained a college education and 18.4% completed Graduate School, 13.8% classified themselves "occupationally" as "professionals", and the average household income was $134,934.

SBXLIV & Pro Bowl Local Business Impact

Based on online survey data collected of local businesses "post" SB XLIV and Pro Bowl in the South Florida vicinity (N=568), the following key findings are offered for a greater understanding of business activity that may have been generated as a result of hosting SB XLIV and 2010 Pro Bowl Game/auxiliary Events.

- Of those local business surveyed, 61.4% were tourism service related industries, 22.7% indicated they would classify their business as offering a "business service";
- 21.9% had participated in the NFL Emerging Business Program;
- 24.3% sold a product/service directly related to the Super Bowl or Pro Bowl;
- 18.5% indicated that their employment increased for Super Bowl, 2.3% revealed their employment increased for Pro Bowl related business activity;
- 83.3% indicated that they hired temporary employees during the Pro Bowl/Super Bowl business cycle;
- 44.1% indicated their weekly sales increased during Super Bowl and 13% indicated their weekly sales increased during Pro Bowl weekend;
- 15.4% revealed their Internet sales were up during Super Bowl XLIV, 2.1% saw an increase in Internet sales during Pro Bowl;
- 16% saw weekly profits increase "considerably" during Super Bowl week and 2.6% noted a "considerable" increase in weekly profits;
- 69.3% indicated their business activity returned to "normal" wintertime activity post Super Bowl Game;
- 34.6% revealed they participated as a business during the 2007 Super Bowl, of those who did participate, 26.7% indicated that SB XLIV was better for their business than in 2007;
- 34.8% indicated their experience with the South Florida Super Bowl XLIV Host Committee was "excellent" and 21.7% indicated their experience was "very good";
- 22.3% did attend a workshop/seminar offered by the South Florida Super Bowl XLIV Host Committee.

SBXLIV and Pro Bowl Visiting Media Key Data Findings

A brief synopsis of SB XLIV and 2010 Pro Bowl visiting media surveyed and subsequent key findings can be denoted as follows:

- 2010 Pro Bowl Media reported they anticipated coverage on average of 99.35 column inches (print), 67.71 minutes on average devoted to broadcast time and 68.26 column inches on average earmarked for Internet coverage;
- SB XLIV Super Bowl Media reported coverage on average of 412.24 column inches (print), 320.89 minutes on average devoted to broadcast time and 260.53 column inches on average earmarked for Internet coverage;
- 65.4% of SB XLIV media tapped the Super Bowl Host Committee website prior to the Super Bowl Game, contrasted with 48.1% of Pro Bowl media who visited the website prior to their engagement;
- Pro Bowl Media surveyed spent, on an average per diem per person, $569,65 on accommodations, meals / beverages, entertainment / recreation, merchandise / shopping and other miscellaneous retail;

- Of the SB XLIV Media surveyed, those sampled spent, on an average per diem per person, $712.89 on accommodations, meals / beverages, entertainment / recreation, merchandise / shopping and other miscellaneous retail;
- Average group size for visiting media present at the 2010 Pro Bowl Game was 1.39; for visiting Super Bowl XLIV Media, the average group size was 1.73;
- 2010 Pro Bowl visiting media spent, on average 5.19 nights in South Florida and Super Bowl visiting media length of stay was 6.24 nights;
- 69.3% of 2010 Bowl visiting media indicated they had a "more favorable impression of South Florida" compared to 50.1% of Super Bowl visiting media surveyed;
- 91.8% of 2010 Pro Bowl Media were male with an average age of 36 years;
- 68.7% of Super Bowl Media were male with an average age of 37.7 years.

2010 Pro Bowl and SBXLIV Bowl
Economic Impact & Media Valuation Impacts
Key Data Findings

- The direct economic impact from hosting the 2010 Pro Bowl Game and auxiliary Events on the designated study area (South Florida Metropolitan Vicinity) was **$59,976,048.** Subsequently, it followed that the indirect spending (or re-introduction of new monies flowing through the local economy) associated with staging the Pro Bowl was $18,560,519 and the induced (business preparation phase) was $20,781,456. Finally, the direct, induced, indirect economic injection in the host community from the staging and execution of the 2010 Pro Bowl Game/Events, otherwise referred to herein as the "total effects" was **$99,318,023**;
- For the 2010 Pro Bowl direct economic impact on a county-by-county basis, Miami-Dade County realized $20,751,712, Broward County experienced a direct impact of $24,470,227 and Palm Beach County, a direct impact of $13,374,659;
- Total FTE employment equivalents created by the 2010 Pro Bowl were **926.58**;
- Indirect business taxes usurped by local/state/federal agencies equaled **$5,980,040**;
- In addition, the direct economic impact from hosting the 2010 Super Bowl NFL Championship Game and auxillary Events on the designated study area (South Florida Metropolitan Vicinity) was **$141,485,834**. Subsequently, it followed that the indirect spending associated with staging Super Bowl XLIV Game/related events was $43,784,987 and the induced, $49,024,266. Finally, the direct, induced, indirect economic injection in the host community from the staging and execution of Super Bowl XLIV Game/Events "total effects" was **$234,295,086**;
- Total FTE (full time employee) equivalents created from the staging of SB XLIV Game/Events was **2185.83**;
- Indirect business taxes realized by the staging of Game/auxiliary Events were $14,107,146;
- The direct economic impact, from staging SB XLIV (for a more micro-geographic examination) on Miami Dade County was $39,616,033, the direct impact on Broward County was $57,584,734 and Palm Beach County experienced a direct impact of $12,167,782;

- Print, Internet, Broadcast media valuation and exposure received by South Florida from hosting the 2010 Pro Bowl equated to $9,877,287, combined media valuation (print, internet and broadcast) for SB XLIV was $82,848,170.

The following sections are devoted to a greater detailed discussion of economic impact and trends, discussion of key findings, conclusions and recommended action items; followed by appendices.

Secondary Research Findings

This section of the report will be devoted to providing an overview of the current national, regional and local study area economic trends. The discussion will serve to pinpoint casual

economic trends and factors that may influence the subsequent economic impact infusion experience by the South Florida host community during the staging and execution of 2010 Pro Bowl and SB XLIV Games and auxiliary Events.

National Economic Trends for Q1 2010

Very moderate stabilization in prices and income were observed in the national economy in personal income and GDP data for the first quarter of 2010 in economic data released by the Federal Government in January of 2010.

Latest Government statistics showed that personal income increased $11.4 billion,. or 0.1 percent, and conversely disposable personal income (DPI), decreased by $47.6 billion, or 0.4 percent, in January. The decrease in DPI was a direct result of an increase in federal non-withheld income taxes. Personal consumption expenditures (PCE) increased $52.4 billion, or 0.5 percent. In December, personal income increased $41.2 billion, or 0.3 percent, DPI increased $40.3 billion, or 0.4 percent, and PCE increased $26.4 billion, or 0.3 percent, based on revised estimates.

Real disposable income decreased 0.6 percent in January, in contrast to an increase of 0.2 percent in December. Real PCE increased 0.3 percent, compared with an increase of 0.1 percent.

	2009				2010
	Sept.	Oct.	Nov.	Dec.	Jan.
	(Percent change from preceding month)				
Personal income, current dollars	0.1	0.3	0.4	0.3	0.1
Disposable personal income:					
Current dollars	0.2	0.4	0.5	0.4	-0.4
Chained (2005) dollars	0.1	0.2	0.3	0.2	-0.6
Personal consumption expenditures:					
Current dollars	-0.6	0.5	0.5	0.3	0.5
Chained (2005) dollars	-0.7	0.3	0.4	0.1	0.3

Private wage and salary disbursements increased $16.1 billion in January, compared with an increase of $2.3 billion in December. Goods-producing industries' payrolls increased $5.2 billion, in contrast to a decrease in December of $3.2 billion; manufacturing payrolls increased $5.0 billion, in contrast to a decrease of $1.5 billion. Services-producing industries' payrolls increased $10.8 billion, compared with an increase of $5.5 billion in December. Nationally, with a clear majority of economic activity derived from service driven sectors, a sizable increase in service payrolls positively impacts personal wages and spending activity, assisting with the current economic recovery.

Government wage and salary disbursements increased $6.1 billion, compared with an increase of $2.7 billion. Pay raises for federal civilian and military personnel added $7.1 billion to government payrolls in January.

Employer contributions for employee pension and insurance funds increased $3.2 billion in January, compared with an increase of $1.3 billion in December. Employer contributions for government social insurance increased $11.6 billion in January, and were unchanged in

December. The January increase was boosted by $10.2 billion reflecting an increase in the tax rates paid by employers to state unemployment insurance funds. (*)

(*Note: Changes in employer contributions for government social insurance do not affect personal income, because employer contributions for government social insurance are also included in total contributions for government social insurance, which is a subtraction in the calculation of personal income.)

Proprietors' income decreased $3.2 billion in January, in contrast to an increase of $7.7 billion in December. Farm proprietors' income decreased $7.9 billion, in contrast to an increase of $5.9 billion. Nonfarm proprietors' income increased $4.7 billion, compared with an increase of $1.8 billion.

Rental income of persons decreased $0.9 billion in January, in contrast to an increase of $1.9 billion in December. Personal income receipts on assets (personal interest income plus personal dividend income) decreased $20.8 billion, in contrast to an increase of $11.0 billion.

Personal current transfer receipts increased $16.1 billion, compared with an increase of $14.5 billion. The January change in personal current transfer receipts was reduced by retroactive social security benefits payments, which had added $8.5 billion to December benefit payments; these benefits resulted from a recalculation of the earnings base underlying the benefits for recent retirees.

Contributions for government social insurance, which involves a subtraction in calculating personal income, increased $16.7 billion in January, compared with an increase of $0.3 billion in December. Employer contributions were boosted by $10.2 billion in January by increases in unemployment-insurance rates.

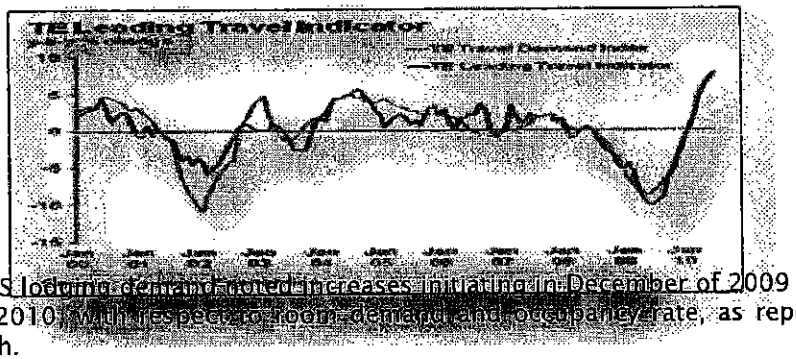
Personal current taxes increased $59.0 billion in January, compared with an increase of $0.9 billion in December. Federal net non-withheld income taxes (payments of estimated taxes plus final settlement less refunds) boosted the January change by $52.5 billion, based on federal budget projections of higher final settlements and lower refunds for 2010. Personal income decreased 1.7 percent in 2009 (that is, from 2008 annual level to the 2009 annual level), in contrast to an increase of 2.9 percent in 2008.

US Travel Industry Performance Q1 2010

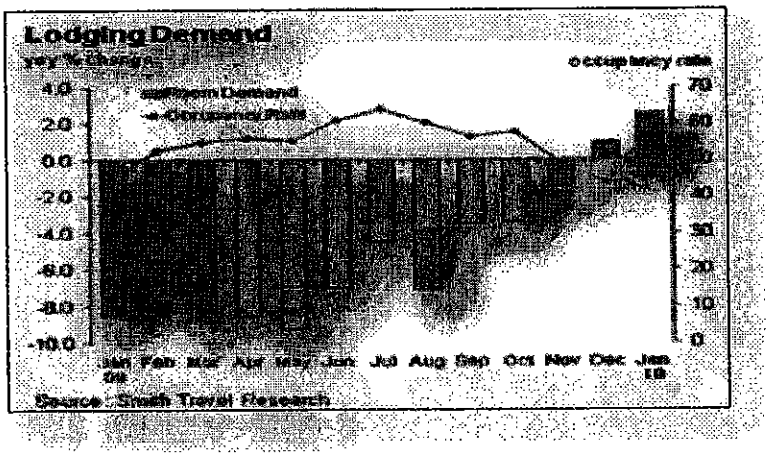
As reported by the Travel Industry of America, The Traveler Sentiment Index™ (TSI) has remained stable since February 2009, exhibiting minor fluctuations in gains/declines on the consumer/travel sentiment scale.. The overall TSI moved from 90.5 as of October 2009 to 91.0 in February 2010 and is roughly at parity with the February 2009 index of 90.2. In general, both "interest in travel" and "perceived affordability of travel" indices showed slight declines after peaking in July 2009. On a positive note, both "money available for travel" and "time available for travel" indices exhibited sizable gains since the October survey.

The recent "Christmas Bomber" terrorist attempt and subsequent acknowledgement from the CIA of heightened terrorist activity, however, the "perceived safety of travel in the U.S." index dropped significantly from 93.8 in October to 84.8 in February. It should be noted that the February 2010, "safety" index is now at its lowest point since the survey was initiated in March, 2007.

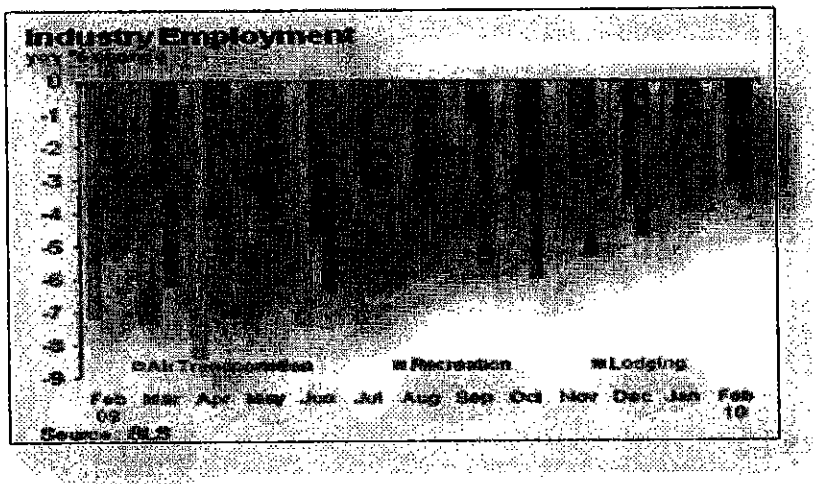
On a positive note, the US Department of Travel Economics reported increases in travel demand for the month of January 2010, when compared with travel demand posted for January of 2009.



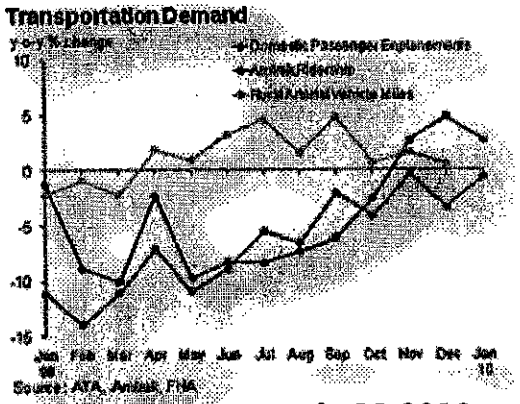
Additionally, US lodging demand noted increases initiating in December of 2009 and continuing in January of 2010, with respect to room demand and occupancy rate, as reported by Smith Travel Research.

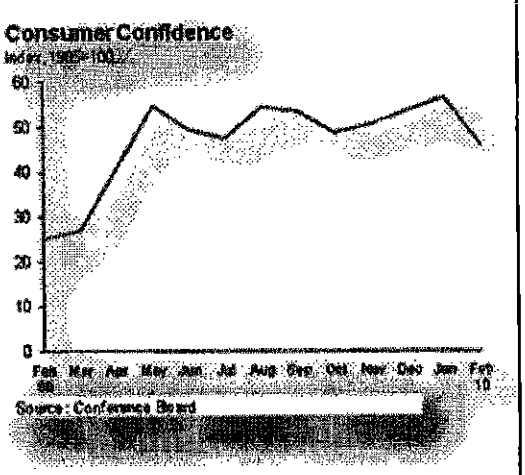


To better understand how increases in travel and lodging demand impact the US Travel Industry employment, the following graphic shows small increments in hiring, though still well below previous highs in peak years (2004-2006).



Despite current economic conditions and lagging consumer confidence (though above reported in 2009), the forecast shows that leisure travel volume (Domestic Passenger Emplanements) remains slightly up for January 2010 and is expected to increase modestly in 2010.





Florida Economic Trends Q1 2010

An economic slowdown, a drop in consumer and corporate confidence have combined to create the most challenging business environment the tourism industry has faced since just after the 2001 terrorist attacks.

Florida hotels began to feel the impact of the economic crisis in September of 2008, when statewide occupancy rates dropped 10.5% and revenue collected on the average hotel room fell 12.6%, according to Smith Travel Research. The historically slow month for tourism was made worse by a spate of hurricane activity, election year jitters and a reduction in flights to the region by many airlines. Theme park business also slowed in the third and fourth quarters of 2008, when the parent companies of Universal Orlando, Walt Disney World and SeaWorld and Busch Gardens reported dips in attendance and revenue.

Many convention and visitors centers from across the State reported that groups that have booked events are not canceling their meetings, but that attendance is down and will likely continue to be for some time.

Additionally, Florida's tourism industry has suffered as visitors from outside the state dropped 10 percent in the first half of 2009. Floridians picked up some of the activity, though to date, their leisure trips are shorter and they spend less.

Hotels and restaurants also have been stung by a declining meeting business, both in fewer events and smaller attendance. Corporate spending and increased scrutiny of trips to resort destinations has fueled the current downward pressure in sales.

"This is the most challenging time I've seen in the 14 years I've been representing them," said Carol Dover, CEO of the Florida Restaurant & Lodging Association. Members she visited in a recent statewide trip reported revenues down 20 percent on average from last year.

A slow rebound for tourism will hinder Florida's economic recovery. More than 900,000 people work in the state's leisure and hospitality industry, which generates 20 percent of state sales tax revenues.

Economists point out that those numbers include restaurants and bars that rely more on Floridians than visitors. But they don't discount the tourist industry's role as a pillar of the economy along with health care, government and retail

South Florida Tourism Trends

For a better understanding of the South Florida Hotel occupancy (OCC), average daily rates (ADR) and Rev Par accommodation data relative to that industry's performance during the pre-Pro Bowl time period of January 17th 2010 through February 8th, 2010. (Hotel rates observed during the staging of the 2010 Pro Bowl and SB XLIV Game), please refer to the following tabular representation. Comparisons to 2009, 2008 and 2007 during the same tourism hotel period are provided for benchmark comparisons for Miami Dade and Broward Counties. Palm Beach County Hotel statistics will follow for the month of February 2010.

2010/ 2007 SUPER BOWL

MIAMI - DADE HOTEL STATISTICS					% Change	% Change	% Change
Occupancy	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/Pro Bowl			Super Bowl			-
Wed. Jan. 27	78.4%	68.1%	81.6%	76.6%	15.1%	-3.9%	2.3%
Thur. Jan. 28	82.5%	70.9%	86.1%	77.1%	16.4%	-4.2%	7.0%
Fri. Jan. 29	87.6%	68.9%	81.3%	81.1%	27.1%	7.7%	8.0%
Sat. Jan 30	90.0%	68.8%	76.1%	86.4%	30.9%	18.3%	4.2%
Sun. Jan 31 (Pro Bowl)	76.7%	56.4%	66.8%	70.7%	36.1%	14.8%	8.5%
Mon. Feb.1	68.3%	59.1%	70.7%	68.1%	15.6%	-3.4%	0.3%
Tues. Feb.2	64.5%	60.6%	74.0%	63.4%	6.5%	-12.8%	1.7%
Wed. Feb.3	64.1%	70.6%	81.4%	59.4%	-9.2%	-21.3%	7.9%
Thur. Feb.4	75.0%	77.1%	85.3%	79.4%	-2.7%	-12.1%	-5.5%
Fri. Feb.5	88.9%	79.0%	89.1%	85.7%	12.5%	-0.2%	3.7%
Sat. Feb.6	94.5%	75.4%	87.3%	89.9%	25.3%	8.2%	5.1%
Sun. Feb.7 (Super Bowl)	89.8%	62.6%	67.3%	85.8%	43.4%	33.4%	4.7%
Mon. Feb.8	62.3%	62.0%	71.2%	62.5%	0.5%	-12.5%	-0.3%
Tues. Feb.9	72.3%	64.8%	74.5%	67.4%	11.6%	-3.0%	7.3%
Wed. Feb.10	83.9%	71.8%	81.3%	83.1%	16.9%	3.2%	1.0%
Thur. Feb.11	86.0%	78.0%	84.9%	89.6%	10.3%	1.3%	-4.0%
Fri. Feb.12 (Miami Boat Show/ Grove Art Show)	89.0%	86.4%	88.9%	91.9%	3.0%	0.1%	-3.2%
Sat. Feb.13 (Miami Boat Show/ Grove Art Show)	91.6%	91.2%	87.1%	91.2%	0.4%	5.2%	0.4%

MIAMI DADE AVERAGE DAILY ROOM RATES

					% Change	% Change	% Change
Room Rate	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/			Super Bowl			-
-	Pro Bowl						-

Wed. Jan. 27	$ 160.13	$ 169.26	$ 197.75	$ 178.87	-5.4%	-19.0%	-10.5%
Thur. Jan. 28	$ 171.58	$ 172.20	$ 202.64	$ 183.19	-0.4%	-15.3%	-6.3%
Fri. Jan. 29	$ 181.97	$ 176.52	$ 198.21	$ 187.44	3.1%	-8.2%	-2.9%
Sat. Jan. 30	$ 185.97	$ 174.80	$ 199.50	$ 192.34	6.4%	-6.8%	-3.3%
Sun. Jan. 31 (ProBowl / ING Miami Marathon)	$ 180.20	$ 168.40	$ 186.00	$ 183.22	7.0%	-3.1%	-1.6%
Mon. Feb.1	$ 174.35	$ 176.40	$ 189.70	$ 184.30	-1.2%	-8.1%	-5.4%
Tues. Feb.2	$ 174.78	$ 171.55	$ 190.45	$ 187.37	1.9%	-8.2%	-6.7%
Wed. Feb.3	$ 177.74	$ 180.10	$ 195.15	$ 209.05	-1.3%	-8.9%	-15.0%
Thurs.Feb.4	$ 295.23	$ 181.92	$ 200.35	$ 323.35	62.3%	47.4%	8.7%
Fri. Feb.5	$ 337.85	$ 181.16	$ 209.50	$ 329.55	86.5%	61.3%	2.5%
Sat. Feb.6	$ 341.26	$ 180.08	$ 212.25	$ 360.18	89.5%	60.8%	-5.3%
Sun. Feb.7 (Super Bowl)	$ 335.37	$ 178.95	$ 187.28	$ 375.46	88.0%	79.1%	-10.7%
Mon. Feb.8	$ 177.93	$ 184.90	$ 192.00	$ 203.90	-3.8%	-7.3%	-12.7%
Tues. Feb.9	$ 167.18	$ 184.75	$ 192.40	$ 188.66	-9.5%	-13.1%	-11.4%
Wed. Feb.10	$ 176.27	$ 193.45	$ 197.65	$ 189.17	-8.9%	-10.8%	-6.8%
Thur. Feb.11	$ 196.26	$ 211.45	$ 202.82	$ 194.96	-7.2%	-3.2%	0.7%
Fri. Feb.12 (Miami Boat Show/ Grove Art Show)	$ 208.93	$ 219.75	$ 211.68	$ 201.35	-4.9%	-1.3%	3.8%
Sat. Feb.13 (Miami Boat Show/ Grove Art Show)	$ 212.74	$ 220.35	$ 214.27	$ 202.41	-3.5%	-0.7%	5.1%

Miami Dade Rev Par					% Change	% Change	% Change
Rev Par	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/			Super Bowl			-
-	Pro Bowl						-
Wed. Jan. 27	$125.54	$110.29	$169.33	$136.95	13.8%	-25.9%	-8.3%
Thur. Jan. 28	$141.47	$117.28	$171.93	$141.95	20.6%	-17.7%	-0.3%
Fri. Jan. 29	$159.37	$125.16	$166.56	$152.03	27.3%	-4.3%	4.8%
Sat. Jan. 30	$ 167.44	$ 120.22	$ 151.65	$ 166.15	39.3%	10.4%	0.8%
Sun. Jan. 31 (Pro Bowl/ ING Miami Marathon)	$ 138.25	$ 195.75	$ 124.35	$ 129.53	44.4%	11.2%	6.7%
Mon. Feb.1	$ 119.16	$ 104.95	$ 134.15	$ 125.48	13.5%	-11.2%	-5.0%
Tues. Feb.2	$ 112.69	$ 104.48	$ 141.00	$ 118.73	7.9%	-20.1%	-5.1%
Wed. Feb.3	$ 113.88	$ 126.27	$ 158.60	$ 124.28	-9.8%	-28.2%	-8.4%
Thur. Feb.4	$ 221.33	$ 139.74	$ 170.50	$ 263.98	58.4%	29.8%	16.2%
Fri. Feb.5	$ 300.30	$ 142.73	$ 186.50	$ 308.12	110.4%	61.0%	2.5%
Sat. Feb.6	$ 322.59	$ 136.02	$ 185.35	$ 323.89	137.2%	74.0%	0.4%
Sun. Feb.7 (SupBwl)	$ 301.31	$ 111.75	$ 126.07	$ 322.13	169.6%	139.0%	6.5%
Mon. Feb.8	$ 110.91	$ 114.80	$ 136.62	$ 127.34	-3.4%	-18.8%	-12.9%
Tues. Feb.9	$ 120.82	$ 119.50	$ 143.43	$ 126.89	1.1%	-15.8%	-4.8%
Wed. Feb.10	$ 147.97	$ 139.00	$ 160.71	$ 160.25	6.5%	-7.9%	-7.7%
Thur. Feb.11	$ 168.74	$ 165.00	$ 172.22	$ 175.55	2.3%	-2.0%	-3.9%
Fri. Feb.12 (Miami Boat Show/ Grove Art Show)	$ 185.97	$ 189.80	$ 188.27	$ 187.23	-2.0%	-1.2%	-0.7%
Sat. Feb.13 (Miami Boat Show/ Grove Art Show)	$ 194.97	$ 201.15	$ 186.59	$ 186.80	-3.1%	4.5%	4.4%
Source: Smith Travel Research							

Broward County Room Rates

2010/ 2007 SUPER BOWL							
BROWARD HOTEL STATISTICS							
					% Change	% Change	% Change
Occupancy	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/			Super Bowl			-
-	Pro Bowl						-
Wed. Jan. 27	76.1%	70.4%	75.3%	81.4%	8.1%	1.1%	-6.5%
Thur. Jan. 28	79.8%	72.6%	71.2%	74.7%	9.9%	12.1%	6.8%
Fri. Jan. 29	87.2%	74.4%	78.4%	71.6%	17.2%	11.8%	21.8%
Sat. Jan. 30	87.7%	74.4%	70.2%	76.3%	17.9%	23.2%	14.9%
Sun. Jan. 31 (Pro Bowl)	72.7%	60.5%	57.0%	63.3%	20.3%	27.7%	14.8%
Mon. Feb.1	67.4%	65.1%	67.5%	64.6%	3.5%	-0.1%	4.3%
Tues. Feb.2	69.1%	69.2%	73.3%	66.6%	-0.1%	-5.7%	3.8%
Wed. Feb.3	70.4%	73.0%	78.6%	66.9%	-3.5%	-10.4%	5.2%
Thur. Feb.4	81.0%	69.8%	82.5%	67.5%	16.0%	-1.8%	20.0%
Fri. Feb.5	89.9%	76.2%	83.4%	72.2%	18.0%	7.8%	24.5%
Sat. Feb.6	92.6%	77.5%	85.7%	78.6%	19.5%	8.1%	17.8%
Sun. Feb.7 (Super Bowl)	88.2%	63.7%	67.3%	74.8%	38.5%	31.1%	17.9%
Mon. Feb.8	67.4%	67.1%	71.2%	62.5%	0.4%	-5.3%	7.8%
Tues. Feb.9	72.2%	73.3%	74.5%	67.4%	-1.5%	-3.1%	7.1%
Wed. Feb.10	79.8%	80.5%	81.3%	83.1%	-0.8%	-1.8%	-4.0%
Thur. Feb.11	81.7%	88.0%	84.9%	89.6%	-7.2%	-3.8%	-8.8%
Fri. Feb.12	89.6%	92.4%	88.9%	91.9%	-3.0%	0.8%	-2.5%
Sat. Feb.13	92.9%	95.2%	87.1%	91.2%	-2.4%	6.7%	1.9%

					% Change	% Change	% Change
Room Rate	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/			Super Bowl			-
-	Pro Bowl						-
Wed. Jan. 27	$ 131.11	$ 137.65	$ 165.04	$ 157.90	-4.8%	-20.6%	-17.0%
Thur. Jan. 28	$ 134.18	$ 140.91	$ 163.30	$ 154.79	-4.8%	-17.8%	-13.3%
Fri. Jan. 29	$ 139.40	$ 134.26	$ 155.66	$ 154.44	3.8%	-10.4%	-9.7%
Sat. Jan. 30	$ 139.26	$ 138.42	$ 157.20	$ 157.45	0.6%	-11.4%	-11.6%
Sun. Jan. 31 (Pro Bowl)	$ 141.51	$ 134.10	$ 150.20	$ 155.62	5.6%	-5.8%	-9.1%
Mon. Feb.1	$ 138.07	$ 142.20	$ 154.85	$ 158.20	-2.9%	-10.8%	-12.7%
Tues. Feb.2	$ 137.77	$ 144.76	$ 156.50	$ 161.75	-4.8%	-12.0%	-14.8%
Wed. Feb.3	$ 142.36	$ 144.77	$ 162.55	$ 162.65	-1.7%	-12.4%	-12.5%
Thur. Feb.4	$ 197.00	$ 140.50	$ 164.10	$ 245.46	40.2%	20.0%	-19.7%
Fri. Feb.5	$ 228.83	$ 141.60	$ 162.10	$ 279.98	61.6%	41.2%	-18.3%
Sat. Feb.6	$ 231.90	$ 140.38	$ 163.40	$ 279.29	65.2%	41.9%	-17.0%
Sun. Feb.7 (Super Bowl)	$ 233.43	$ 134.20	$ 150.65	$ 295.40	73.9%	54.9%	-21.0%
Mon. Feb.8	$ 133.17	$ 141.35	$ 155.20	$ 165.27	-5.8%	-14.2%	-19.4%
Tues. Feb.9	$ 136.17	$ 141.15	$ 156.79	$ 161.32	-3.5%	-13.2%	-15.6%
Wed. Feb.10	$ 136.55	$ 145.60	$ 162.91	$ 163.95	-6.2%	-16.2%	-16.7%
Thur. Feb.11	$ 139.15	$ 154.00	$ 164.53	$ 161.27	-9.6%	-15.4%	-13.7%
Fri. Feb.12	$ 144.38	$ 159.15	$ 162.51	$ 161.68	-9.3%	-11.2%	-10.7%
Sat. Feb.13	$ 144.98	$ 159.55	$ 164.06	$ 159.05	-9.1%	-11.6%	-8.8%

BROWARD HOTEL STATISTICS							
					% Change	% Change	% Change
Rev Par	2010	2009	2008	2007	2010 vs 09	2010 vs 08	2010 vs 07
-	Super Bowl/			Super Bowl			-
-	Pro Bowl						-
Wed. Jan. 27	$99.83	$96.91	$125.98	$128.54	3.0%	-20.8%	-22.3%
Thur. Jan. 28	$107.14	$102.35	$127.48	$115.62	4.7%	-16.0%	-7.3%
Fri. Jan. 29	$120.61	$99.92	$130.13	$110.63	21.7%	-6.5%	9.9%
Sat. Jan. 30	$ 122.19	$ 102.50	$ 111.90	$ 120.16	19.2%	9.2%	1.7%
Sun. Jan. 31 (ProBowl)	$ 102.84	$ 81.05	$ 85.70	$ 98.56	26.9%	20.0%	4.3%
Mon. Feb.1	$ 93.04	$ 92.55	$ 104.50	$ 102.23	0.5%	-11.0%	-9.0%
Tues. Feb.2	$ 95.16	$ 100.10	$ 114.40	$ 107.78	-4.9%	-16.8%	-11.7%
Wed. Feb.3	$ 100.27	$ 105.65	$ 127.40	$ 108.89	-5.1%	-21.3%	-7.9%
Thur. Feb.4	$ 159.66	$ 98.20	$ 135.65	$ 165.72	62.6%	17.7%	-3.7%
Fri. Feb.5	$ 205.54	$ 107.86	$ 135.90	$ 202.22	90.6%	51.2%	1.6%
Sat. Feb.6	$ 214.84	$ 108.85	$ 141.00	$ 219.48	97.4%	52.4%	-2.1%
Sun. Feb.7 (Super Bowl)	$ 205.95	$ 85.50	$ 85.75	$ 220.95	140.9%	140.2%	-6.8%
Mon. Feb.8	$ 89.80	$ 94.90	$ 104.41	$ 103.29	-5.4%	-14.0%	-13.1%
Tues. Feb.9	$ 98.36	$ 103.50	$ 114.64	$ 119.00	-5.0%	-14.2%	-17.3%
Wed. Feb.10	$ 109.03	$ 117.15	$ 128.09	$ 133.40	-6.9%	-14.9%	-18.3%
Thur. Feb.11	$ 113.68	$ 135.40	$ 135.88	$ 133.20	-16.0%	-16.3%	-14.7%
Fri. Feb.12	$ 129.36	$ 147.00	$ 135.29	$ 135.70	-12.0%	-4.4%	-4.7%
Sat. Feb.13	$ 134.74	$ 151.85	$ 140.60	$ 137.60	-11.3%	-4.2%	-2.1%

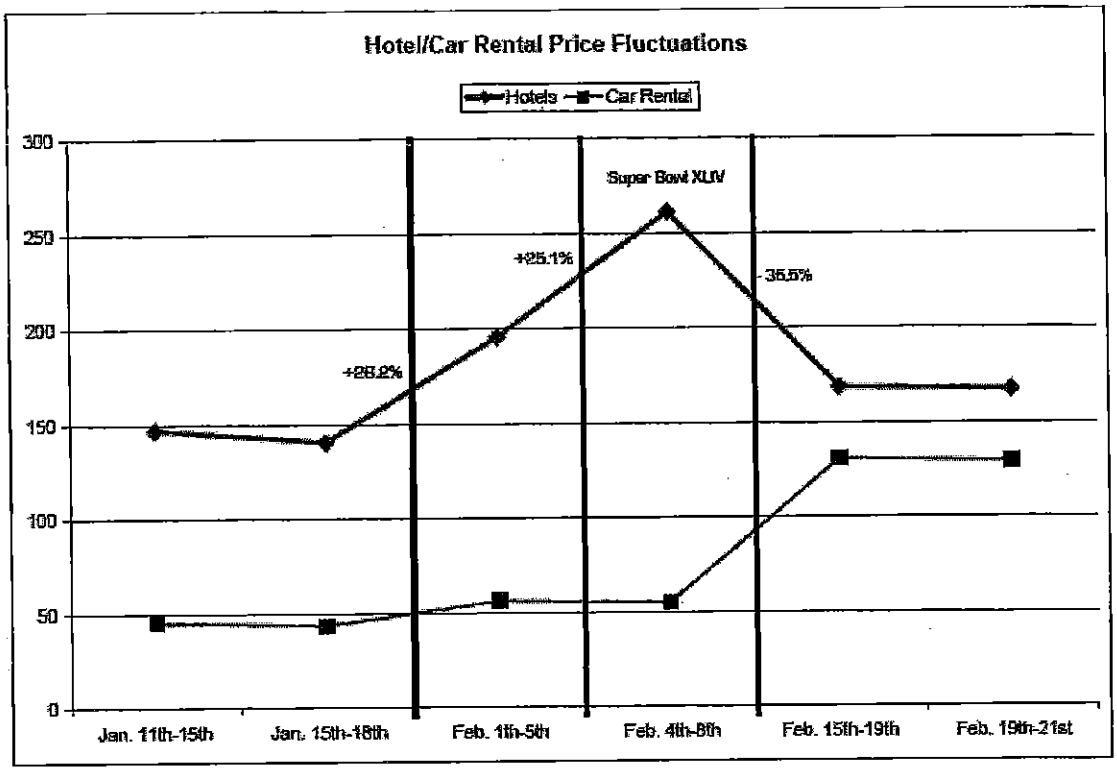
West Palm Beach Convention and Visitors Bureau offered for review their report from Smith Travel which provides occupancy, average daily rates and Rev Par data for the entire month of February, 2010 and comparisons to February 2009 Hotel Data.

Current Month February 2009 vs. February 2010	Occ %		ADR		Rev PAR	
	2010	2009	2010	2009	2010	2009
United States	53.0	52.5	96.40	100.92	51.09	53.00
Florida	65.8	64.3	124.45	127.56	81.95	81.97
West Palm Beach-Boca Raton, FL	78.4	69.7	165.85	179.73	130.04	125.35
West Palm Beach	77.1	68.9	164.38	180.92	126.67	124.68
Boca Raton	80.3	70.9	167.78	178.16	134.66	126.25

Per the previous tabular data representation of Miami-Dade, Broward County and Palm Beach County hotel occupancy rates, average daily rates and Rev Par intelligence provided, several key trends can be observed (*note: typically high season for tourism in South Florida*):

- Occupancy Rates (OCC) were up 27.1% (Miami Dade County Properties)/up 17.2% (Broward County Properties) on Friday January 29th, 30.9% (Miami Dade)/up 17.9% (Broward County Properties) on Saturday, January 30th and 36.1% (Miami Dade)/20.3% (Broward County) on January 31st **(2010 Pro Bowl weekend)** when compared to the same time frame in 2009;
- OCC Rates for Friday, were up 12.5% (Miami Dade County Properties)/18% (Broward County Properties), February 5th, 25.3% (Miami Dade)/19.5% (Broward County) for Saturday, February 6th and 43.4%/38.5% (Broward County) for Sunday, February 7th **(Super Bowl Sunday)** when compared to 2009 hotel data;
- Average Daily Rates (ADR) showed an increase of 3.1% (Miami Dade County Properties)/up 3.8% (Broward County Properties) on Friday January 29th, 6.4% (Miami Dade)/up .6% (Broward County Properties) on Saturday, January 30th and 7.4% (Miami Dade)/5.5% (Broward County) on January 31st **(2010 Pro Bowl weekend)** when compared to the same time frame in 2009;
- Average Daily Rates (ADR) for Friday, were up 86.5% (Miami Dade County Properties)/61.6% (Broward County Properties), February 5th, 89.5% (Miami Dade)/65.2% (Broward County) for Saturday, February 6th and 88%/73.9% (Broward County) for Sunday, February 7th **Super Bowl Sunday**, when compared to 2009 hotel data;
- Rev Par (revenue per available room) showed an increase of 27.3% (Miami Dade County Properties)/up 21.7% (Broward County Properties) on Friday January 29th, 39.3% (Miami Dade)/up 19.2% (Broward County Properties) on Saturday, January 30th and 44.4% (Miami Dade)/26.9% (Broward County) on January 31st **(2010 Pro Bowl weekend)** when compared to the same time frame in 2009;
- Rev Par for Friday, were up 110.4% (Miami Dade County Properties)/90.6% (Broward County Properties), February 5th, 137.2% (Miami Dade)/97.4% (Broward County) for Saturday, February 6th and 169.6% (Miami Dade)/140.9% (Broward County) for Sunday, February 7th **Super Bowl Sunday**, when compared to 2009 hotel data;
- **West Palm Beach County** provided data for the **entire month of February** (no weekly comparative data available), which showed OCC for West Palm Beach at 77.1% compared to the February 2009 at 68.9%, ADR at 164.28 for February 2010/180.92 for February 2009 and Rev Par for February at 126.67 versus 124.68 in February 2009.

The graphic below denotes a trend analysis of data for Super Bowl Hotel rates and an escalation in average daily rates charted pre/during and post staging of the SB XLIV Game.



Car rental agencies saw minimal increases during Super Bowl pre/during time period engagements. However, when officially designated South Florida Super Bowl XLIV Hotels were monitored for hotel rates, February 1st until February 8th 2010 reported increases averaging 25.1%.

The following section will be devoted to a more complete discussion of the 2010 Pro Bowl/SB XLIV Bowl analysis of key findings.

Discussion of Key Findings

Prior to a discussion of key findings for the 2010 Pro Bowl & SB XLIV Game/Events, it is relevant to introduce a brief overview of the economic impact protocol and model used for application in the current investigation.

Economic Impact Analysis Explained
An economic impact analysis traces the flows of spending associated with tourism activity in a region to identify changes in sales, tax revenues, income, and jobs due to tourism activity. The principal methods tapped for analysis, include visitor spending surveys (of all shareholders involved in attending directing and operating the success of the Event), analysis of secondary data from prior studies and government economic statistics, economic base models, input-output models and multipliers.

2008 IMPLAN Professional Version 2.0 for windows, the economic impact software employed for economic analysis in the present investigation is also referred to as the Minnesota IMPLAN Group, Inc. or MIG, Inc, which was founded in 1993 by Scott Lyndall and Doug Olson as an outgrowth of their work at the University of Minnesota starting in 1984. This developmental work closely involved the U.S. Forest Service's Land Management Planning Unit in Fort Collins, and Dr. Wilbur Maki at the University of Minnesota.

In 1993, the IMPLAN founders entered into a technology transfer agreement with the University of Minnesota that allowed them to form the company. At first, MIG, Inc. focused on database development and provided data that could be used in the Forest Service version of the software. In 1995 MIG, Inc. took on the task of writing a new version of the IMPLAN software from scratch. This new version extended the previous Forest Service version by creating an entirely new modeling system that included creating Social Accounting Matrices (SAMs) – an extension of input-output accounts, and resulting SAM multipliers. Version 2 became available in May of 1999.

There are over 1,500 active users of MIG databases and software in the United States as well as internationally. Research applications can be found in federal and state government, universities, as well as private sector consultants.
The following section reports the analysis of all primary and secondary research findings associated with the data collection protocol executed for the SB XLIV Economic Impact investigation.

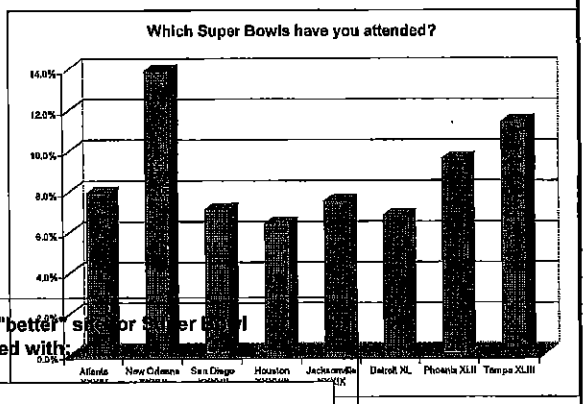
2010 SBXLIV Out-of-Town Visitors Findings

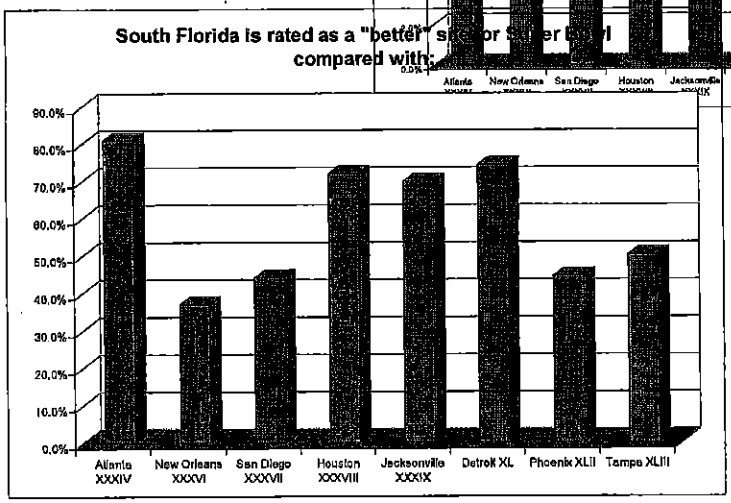
SB XLIV out-of-town visitor findings reflect primary data analysis from the onsite data collection conducted during selected week-long Official South Florida Super Bowl Host Committee and NFL Super Bowl Event schedules. The discussion of the findings will parallel the introduction of cues on the raw survey instrument. Data points will be highlighted graphically if/when appropriate for discussion purposes.

Key visitor data trends and consumer profiles are telling when examining subsequent correlation with economic impacts of visiting, local residents and Event participants involved in staging Super Bowl XLIV. An understanding of whom (consumer profiles) will better depict why (discretionary income levels) and how much visitors are able to spend at designated Events. Finally, important to measuring successful economic impact is the amount of "new money" introduced to the local vicinity or designated study area.

The most notable Super Bowl XLIV Events attended were **Super Bowl XLIV Game** (91.4%), **Game Day Fan Plaza** (56.1%) and **Super Bowl Saturday Night** (16.1%). With the replacement of the NFL Experience with the Fan Plaza "interactive zone," it was not unusual for this Event to be well attended.

In order of frequency, Super Bowls attended by SB XLIV visitors included **New Orleans** (13.9%), **Tampa** (11.4%) and **Phoenix** (9.6%). This Super Bowl attendance trend denotes a segment of fairly new Super Bowl Game attendee profile indicated by the high frequency reporting for Phoenix and Tampa. New Orleans as a Super Bowl site was ranked the number one site attended in previous economic impact studies in 2007 and 1999.



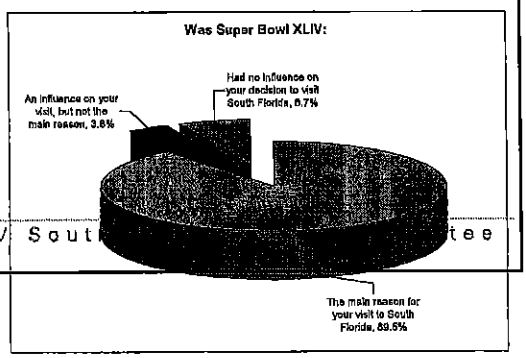


When asked to rate the choice of South Florida as a site for SB XLIV, 51.6% revealed South Florida to be an "excellent" choice, 26.6% rated it as "very good" and 12.3% "good." Again, South Florida as a preferred Super Bowl destination has always received high marks with 59.4% rating South Florida as an excellent site/location choice of those polled in the 2007 SMRI Economic Impact Investigation.

Super Bowl XLIV out-of-town visitors spent, on average $947.41 per day on accommodations, meals/beverages, local transportation, entertainment/recreation, merchandise and other miscellaneous retail. These daily expenditures represented 2.36 persons which equates to $401.44 per person, per day; this is a decrease in average daily expenditures when compared to results offered in research completed for Super Bowl XLI in 2007 (lower hotel rates in 2010?).

Average number of nights spent in South Florida was 3.12, in 2007, the average number of nights spent in a South Florida accommodation was 5.11. Hence, a drop in the average length of stay for out-of-town visitors reported in 2010.

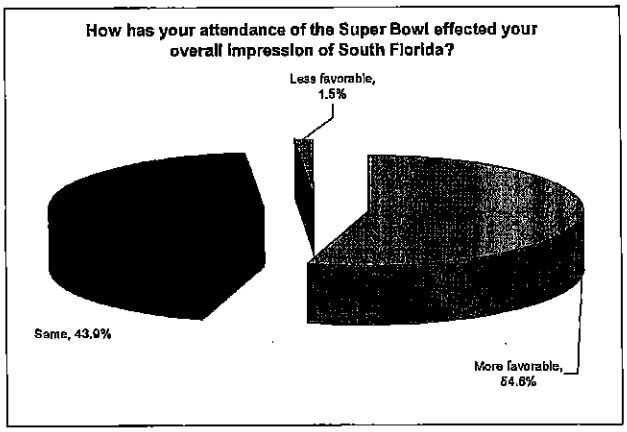
89.5% cited attending SB XLIV as the MAIN reason for their visit to South Florida. This is a critical statistic which represents the segment ONLY included in the economic analysis for the purposes of this investigation. Casual travelers who may be in South Florida for high season were NOT included in the economic impact analysis.



69.3% traveled to South Florida by **commercial air**...down from results offered in 2007 at 75.6%. With the New Orleans Saints fans within driving distance (compared to Chicago Bears fans in 2007), hypothetically the travel patterns may have been impacted for that reason.

39.5% of those who came by "air" arrived at **Ft. Lauderdale International Airport**, with 34% flying into **Miami International Airport**, which is a change in the ranking for airport destination choice from 2007 where MIA was preferred over FLL as a trip destination option.

40.7% stayed in **Broward County** while attending SB XLIV Game and auxiliary Events, 28% in **Miami Dade** and 8.6% in Palm Beach County. These statistical findings will figure prominently in the per county economic impact analysis to be discussed later in this report.



54.6% indicated that South Florida, as a SB XLIV "more favorable" to 2007 results at their impression of result of attending Game/Events, was (almost identical 54%).

62.1% **did not visit other geographic locations** as part of their trip to South Florida for SB XLIV; of those who did visit other locales, 7.5% visited **Orlando**, 6.1% **Key West** and 3.9% **Ft. Meyers**. 2010 results revealed a less propensity by fans to visit "other South Florida sites" (e.g. 8.2% traveled to Key West in 2007 and 6.5% to Orlando).

35.4% **did visit the South Florida SB XLIV Host Committee Website** and 9.9% (only up slightly from 2007 results of 8.7%) revealed that they "blog" in terms of Internet usage patterns.

From a demographic standpoint, 72.1% were **male**, average age was **40.9 years**, 43.9% completed **college**/30.5% **graduate school**, 23.5% classified themselves occupationally as **professionals**, and average household income was **$220,323**. The average household income (HHI) reported for this segment of visitors in 2007 was $222,318, indicating a small decrease in HHI since 2007 which does parallel national HHI trends for US consumer types.

2010 Pro Bowl Market Analysis Key Data Findings

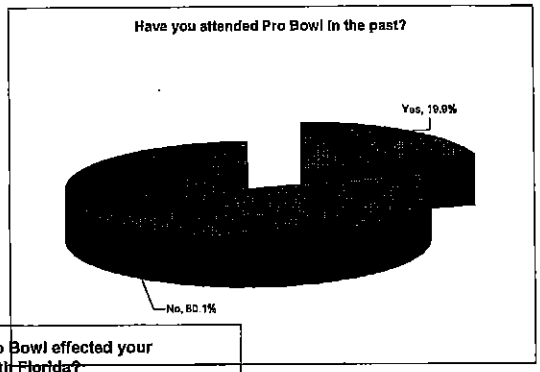
The 2010 Pro Bowl research protocol called for economic impact research targeting out-of- town Pro Bowl Game attendees and those engaged in activities in the "Fan Plaza" onsite at Sun Life Stadium. What follows is a more comprehensive discussion of those findings. Since the last time a Pro Bowl event was staged in South Florida was in the 1970's and there were no reported profiling/market analysis completed of attendees at the Event at the time, no comparative data will be offered for inclusion in the discussion.

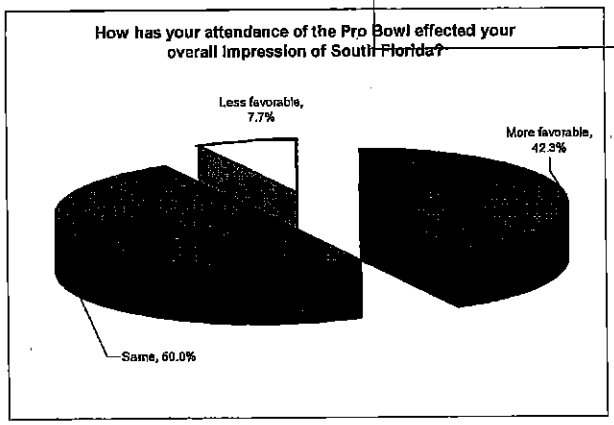
Out-of-town visitors indicated other geographic locations visited as a part of their 2010 Pro Bowl visit included 12.2% **Caribbean**, 11.3% **Orlando**, and 10.6% **Key West** (33.1% **did not visit** other locales). This attendee segment was more likely to travel to other South Florida

destinations that findings reported from the SB XLIV consumer segment, cited in the previous section of this report.

64.4% indicated they **DID visit the South Florida SB XLIV Host Committee Website**. Nearly double the frequency reported by Super Bowl segment surveyed.

19.9% revealed (or nearly one in five) they HAD attended a Pro Bowl in previous years. Of those who had attended Pro Bowl Games in previous years, 50.3% indicated that South Florida was "better" as a host site AND 39.7% rated South Florida as an "excellent" choice for a Pro Bowl site (24.5% rated South Florida as "very good"). These are very positive indicators for the future selection of South Florida as a possible destination for hosting future Pro Bowls.





42.3% stated that their overall impression of South Florida was "more favorable" as a result of their attendance at the 2010 Pro Bowl. Additionally, 65.8% indicated that their main reason for visiting South Florida was to attend the 2010 Pro Bowl.

On average, the Pro Bowl visitor spent $825.02 per day during their visit to South Florida for the Pro Bowl Game/Events (representing expenditures for 2.74 persons), equating to $301.10 per person, per day on lodging, dining out, entertainment, local transport and miscellaneous retail.

On average, visitors spend 3.82 nights in South Florida for the 2010 Pro Bowl, which was slightly higher than the length of trip findings reported by SB XLIV attendees at 3.12 average nights spent in South Florida.

58.1% traveled to South Florida via **Commercial Aircraft**, with 48% flying into **Ft. Lauderdale International Airport**, 26.3% arrived into **Miami International Airport** and 16.5% came into **Palm Beach International Airport**. Again, Ft. Lauderdale International Airport was the top airport destination of choice by both Pro Bowl and SB XLIV segments interviewed.

If traveling via car, 46.1% chose the **Florida Turnpike** for their trip and 42.3% chose **I95**. 43.5% stayed at a full-service **Hotel** for their lodging accommodations, 18.1% chose a **Motel** and 18.5% a **private dwelling**.

40.8% stayed in **Broward County** during their trip to South Florida for the 2010 Pro Bowl, whereas 34.6% chose to stay in **Miami-Dade County** and 22.3% in **Palm Beach County**. Mirroring Airport Destination of choice data reported in prior discussions.

6.4% of those surveyed indicated they "blog" on the Internet, which is a decrease from SB XLIV segment surveyed that chose to use this social network tool.

Demographically, 62.5% were **Male**, average age was **39.4 years**, 42.3% had obtained a **college education** and 18.4% completed **Graduate School**, 13.8% classified themselves "occupationally" as **professionals**, and the average household income was **$134,934.** Household incomes are significantly lower that the average HHI of $220,303 reported by SB XLIV consumers surveyed. The US household income average reported by the US Census Bureau in 2008 was $52,029.

SBXLIV & Pro Bowl Local Business Impact

The following discussion of results of key findings from local businesses surveyed as part of the protocol investigation offering insights into the amount of business activity that may have been generated as a result of hosting SB XLIV and 2010 Pro Bowl Game/auxiliary Events.

Of those local business surveyed, 61.4% were tourism service related industries, 22.7% indicated they would classify their business as offering a "business service".

21.9% had participated in this year's NFL Emerging Business Program. 24.3% sold a product/service directly related to the Super Bowl or Pro Bowl and 18.5% indicated that their employment increased for Super Bowl, 2.3% revealed their employment increased for Pro Bowl related business activity.

83.3% indicated that they hired temporary employees during the Pro Bowl/Super Bowl business cycle. This hiring trend parallels previous Super Bowl and "large scale event" findings that typically show an increase in temporary/part time staffing needs.

44.1% indicated their weekly sales increased during Super Bowl and 13% indicated their weekly sales increased during Pro Bowl weekend. Those reported sales increases for SB XLIV may hypothetically be due to the consumer "type" or profile reported for Super Bowl visitors (higher income averages), hence the capability to spend more of their discretionary income.

15.4% revealed their Internet sales were up during Super Bowl XLIV, 2.1% saw an increase in Internet sales during Pro Bowl.

16% (or approximately one in six) revealed weekly profits that increased "considerably" during Super Bowl week. Conversely, 69.3% indicated their business activity returned to "normal" wintertime activity post Super Bowl Game.

34.6% revealed they participated as a business during the 2007 Super Bowl, of those who did participate, 26.7% (one in four) indicated that SB XLIV was better for their business than in 2007, which may be due to better education or heightened business outreach for this particular consumer segment.

34.8% indicated their experience with the South Florida Super Bowl XLIV Host Committee was "excellent" and 21.7% indicated their experience was "very good". Finally, 22.3% did attend a workshop/seminar offered by the South Florida Super Bowl XLIV Host Committee.

Pro Bowl and Super Bowl XLIV Visiting Media

The media survey conducted of onsite visiting reporters for this year's 2010 Pro Bowl Game Coverage and SB XLIV Game Day Coverage offered interesting insights into media reporting trends for the current Super Bowl/Pro Bowl coverage and those reported in 2007 for a similar media segment/profile analysis conducted. Results will be offered for comparative analysis if/when appropriate.

2010 Pro Bowl Media reported they anticipated coverage on average of *99.35 column inches* (print), *67.71 minutes* on average devoted to broadcast time and *68.26 column inches* on average earmarked for Internet coverage. There are no "comparative event" references to compare these results with; however, the data will figure prominently into the analysis of the media added value, discussed in greater detail in a later section of this report.

SB XLIV Super Bowl Media reported coverage on average of *412.24 column inches* (print), *320.89 minutes* on average devoted to broadcast time and *260.53 column inches* on average earmarked for Internet coverage. Print and broadcast coverage were down from the 2007 SB XLI media coverage findings (459.07 column inches/291.22 broadcast minutes) which parallel national media trends reporting budget cuts nationally for print/national network television coverage. A bright spot is that Internet coverage of SB XLIV was up from 2007 (241.9 column inches), which data again supports an upward usage pattern nationally with social networking and Internet usage patterns.

65.4% of SB XLIV media **visited the South Florida Super Bowl XLIV Host Committee website** prior to the Super Bowl Game, contrasted with 48.1% of Pro Bowl media who visited the website prior to their engagement. The SB XLIV media use/navigation of the South Florida SB XLIV Host Committee website was slightly higher than reported in 2007 at 63.7%.

Pro Bowl Media surveyed spent, on an average per diem per person, $409.82 on accommodations, meals / beverages, entertainment / recreation, merchandise / shopping and other miscellaneous retail. Of the SB XLIV Media surveyed, those sampled spent, on an average per diem per person, $412.08 on accommodations, meals / beverages, entertainment / recreation, merchandise / shopping and other miscellaneous retail. Average expenditure levels reported for both the SB XLIV and Pro Bowl media were lower than those reported in 2007 for SBXLI media at $483.36.

Average group size for visiting media present at the 2010 Pro Bowl Game was 1.39; for visiting Super Bowl XLIV Media, the average group size was 1.73.

2010 Pro Bowl visiting media spent, on average 5.19 nights in South Florida and Super Bowl visiting media length of stay was 6.24 nights. The length of stay reported for both media segments attending the 2010 Pro Bowl and SB XLIV Game was higher than reported in 2007, with an average of 4.88 nights at a South Florida accommodation.

69.3% of 2010 Pro Bowl visiting media indicated they had a "more favorable impression of South Florida" compared to 50.1% of Super Bowl visiting media surveyed. As reported in 2007, 46.4% of SBXLI media had a more favorable impression of South Florida.

From a demographic profile, 91.8% of 2010 Pro Bowl Media were male with an average age of 36 years. 68.7% of Super Bowl Media were male with an average age of 37.7 years. More females were a part of the 2010 media segment when compared to 2007 with 72.2% males.

2010 Pro Bowl and Super Bowl XLIV Economic Impact/ Media Audit Findings

The direct economic impact from hosting the 2010 Pro Bowl Game and auxiliary Events on the designated study area (South Florida Metropolitan Vicinity) was **$59,976,048**. Subsequently, it followed that the indirect spending (or re-introduction of new monies flowing through the local economy) associated with staging the Pro Bowl was $18,560,519 and the induced (business preparation phase) was $20,781,456. Finally, the direct, induced, indirect economic injection in the host community from the staging and execution of the 2010 Pro Bowl Game/Events, otherwise referred to herein as the "total effects" was **$99,318,023**. The initial demand or direct impact from staging the 2010 Pro Bowl was influenced by the length of stay, group size and average daily expenditures reported per group surveyed. From a macro economic impact event perspective, a Pro Bowl is a new economic infusion to the South Florida sport/tourism calendar (first time offered in over 40 years), a welcomed economic stimulus in a downward trending South Florida tourism economy.

For a more "micro economic impact view", the 2010 Pro Bowl infused, on a county-by-county basis, $20,751,712 (Miami Dade County) in direct economic impact, Broward County experienced a direct impact of $24,470,227 and Palm Beach County, a direct impact of $13,374,659. The associated direct impacts reflect a change in direct impact realized in 2007 SBXLI findings with Miami Dade experiencing a higher direct impact from that year's Super Bowl than Broward County. In 2010 with SB XLIV impact, there was a notable geographic "shift" more toward Broward County with SB XLIV events/headquarters (official media/NFL hotels and media center and Super Bowl Saturday Night/Taste of the NFL functions).

Adding to a weak tourism environment in South Florida, a total of FTE employment equivalents were created by the 2010 Pro Bowl were **926.58**. Additionally, the indirect business taxes usurped by local/state/federal agencies equaled **$5,980,040**.

The direct economic impact from hosting the 2010 Super Bowl NFL Championship Game and auxiliary Events on the designated study area (South Florida Metropolitan Vicinity) was **$141,485,834**. Subsequently, it followed that the indirect spending associated with staging Super Bowl XLIV Game/related Event(s) was $43,784,987 and the induced, $49,024,266. Finally, the direct, induced, indirect economic injection in the host community from the staging and execution of the 2009 BCS Bowl Game/Events "total effects" was **$234,295,086**. The direct, induced, indirect and total economic impact "effects" experienced by South Florida in 2010 from staging SB XLIV was significantly less than the $463,339,398 realized in 2007. Several plausible explanations for this downward trending of economic impact include the participating teams/associated fan base (second time in four years for the Indianapolis Colts), lower daily expenditures, average number of nights reported for visiting fans surveyed. Finally, it bears worth noting that the average daily rate for accommodations was down 10%, for example, in Miami Dade County from 2007 room rates and down 21% in Broward County when compared to average daily room rates offered in 2007.

Again, positive news from an employment and economic impact stimulus perspective, the total FTE (full time employee) equivalents created from the staging of SB XLIV Game/Events was **2185.83**. Indirect business taxes realized by the staging of Game/auxiliary Events were **$14,107,146.**

The direct economic impact, from staging SB XLIV (for a more micro-geographic examination) on Miami Dade County was $39,616,033, the direct impact on Broward County was $57,584,734 and Palm Beach County experienced a direct impact of $12,167,782.

In addition to the economic exposure brought to the South Florida marketplace as a result of hosting two top tier Professional Football Bowl Games, there was an added-value provided by the media exposure of the local community into markets locally, regionally and nationally. This media "audit" included selected "mentions" of South Florida as the host/location for the Bowl

Game(s). Selected factors used in the 2010 Pro Bowl and SBLXIV Game/selected Event(s) media audit analysis were as follows:

Media Audit Analysis Factors

The 2010 Pro Bowl and Super Bowl XLIV Media Audit considered the following factors (*)...

1: Audience Reach/Circulation (## of Subscribers)
2: Publicity Value (Ad Value per column square inch, 30 second spot, etc.)
3: Tonality (Very Positive, Positive, Neutral, Negative, Very Negative)
4: Non-opinion vs. opinion articles (Fact versus Opinion)
5: Tonality of article
6: Article types (Sport, Sport Business, Business, Lifestyle, Headline News, Local News)
7: Number of Times South Florida mentioned
8: Geographic Distribution of Articles Audience Reach
9: Branding Campaign (number of times Pro or Super Bowl mentioned)

(*Search Engines used included Google; Nexus; Yahoo; Factiva and South Florida Super Bowl Host Committee clipping analysis.)

Using a formula that includes an average cost per advertising inch and the credentialed print/broadcast/internet media numbers related to the exposure received in their publications related to the hosting/staging of the 2010 Pro Bowl and Super Bowl XLIV Games and auxiliary Events.

Print, Internet, Broadcast media valuation and exposure received by South Florida from hosting the 2010 Pro Bowl equated to $9,877,287, combined media valuation (print, internet and broadcast) for SB XLIV was $82,848,170.

This concludes the discussion section for the 2010 Pro Bowl and SB XLIV Games key data findings/IMPLAN analysis data findings. What will follow are recommended action items for future Pro Bowl and Super Bowl event bid planning and strategic marketing.

Recommended Data Activation Strategies

From the previously expounded 2010 Pro Bowl and SB XLIV economic impact and market analysis data discussion points, the following are strategy activation "end points" which, in essence, further explain how best to apply and synthesize the findings presented thus far in this investigative report. The action items are recommendations which are only offered as suggested market strategy and event planning formation points for the reader (s) of this document.

Action Item #1

The 2010 Pro Bowl and Super Bowl XLIV Games and auxiliary Events offer a positive economic stimulus for healthy economic infusion in the South Florida Tourism Industry in a economic downturn period in the economic history of South Florida. Given this growth dynamic, with all

economic, environmental, social, political factors stabilized, a larger economic impact would hypothetically be warranted, which indeed was the case in 2007 over prior investigations in 1999 and 1995 respectively. Key issues which set the 2010 Pro Bowl and BCS Bowl Games which continue to distinguish these Event consumers from other large scale events are the average length of stay, the *sizable per diem expenses* reported per out-of-town visitor in attendance, high average visitor household incomes reported and the capability to attract a large percentage of visitors to the host region. Though lower numbers reported in 2010 by SB XLIV, City, County, State leaders need to be cognizant of the economic advantages that future Super Bowls have to offer tax rolls, employment generation and local business stimulation (hoteliers, restaurant-owners, entertainment/arts enterprises).

Action Item #2
With 50.3% of Pro Bowl visitors and 54.6% of SB XLIV visitors revealing they had a "more favorable" impression of South Florida as a result of their attendance at each respective Game, the prospects for continued visits/returned business to the South Florida Tourism economy remains high. The positive qualitative measure of repeat business and travel to the South Florida vicinity should be documented and measured by the respective Tri-County convention and visitor bureaus. The real added value to staging large scale event(s) of this nature is in the return business which is also an excellent barometer of how vested these visitors were in the South Florida "brand" as a future vacation, business meeting, to purchase a second home/condo or relocation to the vicinity to live on a permanent basis.

Action Item #3
Additionally, the positive impressions created by the South Florida host community by the media at large provides substantial support data for future South Florida Professional Football Championship bids (Super Bowl/Pro Bowl) as well as attracting other large scale events to the South Florida region. The true economic benefit of these events is measured in the economic impact they bring to the host community in terms of new revenue realized from visitors, sub contractors, event participants, corporate sponsors and media who visit the region specifically to take part in these types of events.

Action Item #4
Of the over 1202 Pro Bowl Media and 4705 Super Bowl Media in attendance, visiting media surveyed spent, on an average per diem per person of $409/$412 on accommodations, meals / beverages, entertainment / recreation, merchandise / shopping and other miscellaneous retail. Additionally, visiting media spent on the average over five (5) nights in the South Florida metropolitan area.

Not only is the value of not only their economic contributions to the South Florida Metropolitan vicinity is noteworthy, but the added value of the media coverage, broadcast, print and otherwise cannot be overstated. They provide the region with an unmatched opportunity to showcase South Florida and the many attributes this world class tourism region has to bestow to domestic and international visitors who view and learn of Event activities for a very concentrated period of time during Super Bowl week. Again, a huge selling point for community and regional leaders whose support of the Event is not guaranteed but factors clearly demonstrate financial/political support is warranted.

Action Item # 5
The combined total effects economic impact of staging the 2010 Pro Bowl/SB XLIV Games and auxiliary Events, estimated at over $334 million dollars, supports previously reported local, regional and national economic mitigated growth indicators prevailing during the first quarter of 2010. With job growth continuing to stagnate, along with household incomes of higher end consumers, the outlook for 2010 looks for very small improvements, if any at all, for continued economic growth to the region. The 2010 Pro Bowl and SB XLIV Bowl Games came at a welcome time during a downturn in the South Florida economy. These prestigious Professional Football

Bowl Games underscores the very positive economic impact combined Bowl Game(s) bodes for the South Florida Metropolitan region. Tourism officials again should be informed of the enormous economic benefits these Event(s) bring to the host communities in the South Florida metropolitan vicinity and the significance to the South Florida Tourism Industry.

Action Item #6

The 2010 Pro Bowl and Super Bowl XLIV visitor attendees reported average daily expenditures three to four times the typical South Florida visitor profiled in 2009. An Orange Bowl/BCS Bowl visitor's average household income (HHI) was 3-4 times that of a typical South Florida visitor which continued to add support to the notion that a Super Bowl visitor has a larger percentage of discretionary income to spend when compared to a typical South Florida segment visitor. Ultimately the true benefit of this information is in understanding and applying the supply and demand curve created by a tremendous visitor infusion in the host communities.

Action Item #7

The continued education of local tourism-related business establishments appears to be paying off literally and figuratively. The NFL Emerging Business Program local business seminars along with the South Florida Super Bowl Host Committee workshops impacted local business revenues with higher profit margins in 2010 when compared to 2007 SBXLI business activity reported. Understanding the unique visitor profile that future Super Bowls/Pro Bowl Games bring to the local business community in terms of marketing, price points and providing service accolades will only continue to enhance business activity and profit margins for the host community local business establishments.

SMRI would like to take this opportunity to express our sincere gratitude to all the many valued South Florida Host Committee Super Bowl Committee staff and team members that facilitated the successful launch and execution of the 2010 Pro Bowl and Super Bowl EI/Market Analysis Research Investigation. We thank you for your ongoing support of our research endeavors. Best wishes on your continued success!

~~The SMRI 2010 Pro Bowl & and SB XLIV Economic Imp

MEMORANDUM

(Revised)

TO: Honorable Chairwoman Audrey M. Edmonson and Members, Board of County Commissioners

DATE: May 7, 2019

FROM: Abigail Price-Williams County Attorney

SUBJECT: Agenda Item No. 8(G)(1)

Please note any items checked.

_____	"3-Day Rule" for committees applicable if raised
_____	6 weeks required between first reading and public hearing
_____	4 weeks notification to municipal officials required prior to public hearing
_____	Decreases revenues or increases expenditures without balancing budget
_____	Budget required
_____	Statement of fiscal impact required
_____	Statement of social equity required
_____	Ordinance creating a new board requires detailed County Mayor's report for public hearing
_____	No committee review
✓	Applicable legislation requires more than a majority vote (i.e., 2/3's present ✓, 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____) to approve
_____	Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(G)(1)
5-7-19

RESOLUTION NO. R-468-19

RESOLUTION AUTHORIZING THE PROVISION OF IN-KIND SERVICES IN AN AMOUNT NOT TO EXCEED $4,500,000.00 TO SUPPORT THE ACTIVITIES RELATED TO SUPER BOWL LIV TO BE FUNDED IN PART FROM THE GENERAL FUND, FIRE RESCUE DISTRICT FUNDS, AND PROPRIETARY FUNDS; AUTHORIZING DESIGNATED PURCHASE, PURSUANT TO 2-8.1(B)(3) OF THE COUNTY CODE BY A TWO-THIRDS VOTE OF THE BOARD MEMBERS PRESENT, OF THE IMPROVEMENTS AND CONSTRUCTION OF ARTIFICIAL TURF AT GWEN CHERRY PARK AND GOULDS PARK IN AN AMOUNT NOT TO EXCEED $3,000,000.00 WITH FIELDTURF, INC.; AND, SUBJECT TO SATISFACTION OF CONDITIONS PRECEDENT, AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO NEGOTIATE AND EXECUTE THE NECESSARY AGREEMENT WITH FIELDTURF, INC. FOR SUCH IMPROVEMENTS

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board authorizes the provision of Miami-Dade County's assistance in the form of in-kind services in an amount not to exceed $4,500,000.00 during FY 2019-20 to support the activities related to Super Bowl LIV and to be funded from the general fund, proprietary funds, and the Fire Rescue District, subject to allocation by the Board in FY 2019-20.

Section 2. Directs the County Mayor to include funding in the FY 2019-20 Budget for the provision of these in-kind services on Super Bowl LIV game day and for other event related activities.

Section 3. This Board authorizes the designated purchase, pursuant to 2-8.1(b)(3) of the County Code by a two-thirds vote of the Board members present, of the improvements and construction of artificial turf at Gwen Cherry Park and Goulds Park (the "Project") in an amount not to exceed $3,000,000.00 to be funded in the amounts and from the sources set forth in the accompanying Mayor's memorandum with FieldTurf, Inc.

Section 4. Subject to satisfaction of the condition precedent that the execution of a written contract for or receipt of all matching funds sufficient to fund, along with the County funds identified and approved by this resolution, the contract amount in any contract with FieldTurf, Inc. for the construction of the Project, this Board authorizes the County Mayor or County Mayor's Designee to negotiate and execute, following review and approval by the County Attorney's Office for legal sufficiency, the necessary agreements with FieldTurf, Inc. in an amount not to exceed $3,000,000.00 in order to construct the Project as mentioned in the mayor's memorandum.

The foregoing resolution was offered by Commissioner **Rebeca Sosa**, who moved its adoption. The motion was seconded by Commissioner **Sally A. Heyman** and upon being put to a vote, the vote was as follows:

Audrey M. Edmonson, Chairwoman	**aye**		
Rebeca Sosa, Vice Chairwoman	**aye**		
Esteban L. Bovo, Jr.	**aye**	Daniella Levine Cava	**aye**
Jose "Pepe" Diaz	**aye**	Sally A. Heyman	**aye**
Eileen Higgins	**aye**	Barbara J. Jordan	**aye**
Joe A. Martinez	**aye**	Jean Monestime	**aye**
Dennis C. Moss	**aye**	Sen. Javier D. Souto	**aye**
Xavier L. Suarez	**aye**		

The Chairperson thereupon declared this resolution duly passed and adopted this 7th day of May, 2019. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

Linda L. Cave
By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. MBV

Monica Rizo Perez