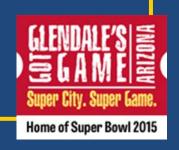
Glendale City Council Workshop Presentation

2015 Pro Bowl & Super Bowl XLIX

Debrief Report

March 3, 2015



Glendale, Arizona Home of the 2015 Pro Bowl and Super Bowl XLIX



The Planning Team



Glendale's Success

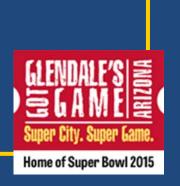






City's Role & Responsibilities

- Public Safety
- Traffic Management
- Temporary Flight Restrictions
- Inspections & Permitting
- Temporary Commercial Activity
- Key Stakeholder Coordination
- Communications Strategy



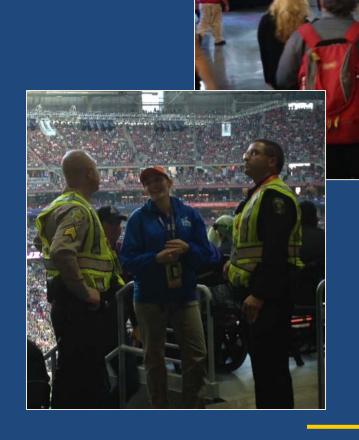
Public Safety

In-Kind Staffing

- 17 State/Local Agencies
- 10 Federal Agencies
- 500 Employees
- 6,500 Hours Donated

Game Day Responses

- Medical Calls 372
- Police Incidents 138
- Minimal Protestors





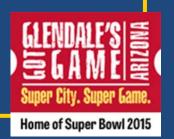
Transportation

Traffic Management

- Ample parking
- Over 800 buses
- Smooth ingress/egress

Heavy pedestrian traffic



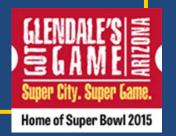


Transportation



Airport

- 111 Arrivals
- 45 Aircraft game day
- 14 Helicopter shuttle flights (80 passengers)
- 10 Banner towing flights



Development Services



- 69 Projects
- 94 Permits issued
- 143 illegal signs
- 35 non-permitted vendors



Communications



- 42,000 news reports
- 10,000 CVB requests
- 95% Hotel Occupancy
- 185% increase in Social Media
- 140,000 Vignette viewers
- 156 Live shots
- 13 Broadcast outlets



Economic Development

- Business ConnectProgram
- Visiting CEO Program
- Luke Air Force Base Tour

DIRECTV BusinessHosting







Innovative Partnerships

- Light towers
- City buses
- Helicopter rental
- Visiting Public Safety
 Officials program
- Specialized equipment
- Medical supplies
- NFL Legacy Grant
- Associated Press Exhibit



Innovative Use Agreements



- Utilities Lot parking
- Pepsi building wrap
- Tanger employee parking
- The Soup production
- Snickers production
- Media Center rentals

Unbudgeted Revenue

• \$70,000 (est.)



Events & Activities

- 12 Liquor licenses processed
- 23 Events/Activities
 - Westgate Music Series
 - DIRECTV Super Fan Festival
 - Tanger Nike Speed Zone
 - NFL Game Day Fan Plaza
 - Private Parties





Westgate Entertainment District

- Super Music Series
 - 20,000 attendees (min.)
- Bars/Restaurants Full
- Dramatic sales increases:
 - 50% better than game day 2008
 - 350% better than same week 2014





DIRECTV Super Fan Festival



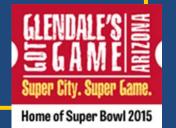
- Commitment to our community:
 - Local contractors and vendors
 - Utilized city services
 - Neighborhood outreach
 - Locally sourced materials



Budgeted Expenses

- \$2.1 million budgeted
- Estimated savings to date \$550,000:
 - \$330,000 Contingency
 - \$200,000 Shuttle
 - \$ 25,000 Business Hosting
- Super Bowl Close-Out
 - 3rd Quarter revenue
 - Revenue trends analysis
 - Final reconciliation & written report





Up Next...

- Future National Events:
 - December 31, 2015 Fiesta Bowl
 - January 11, 2016 College Football National
 Championship
 - 2017 NCAA Men's College Final Four Championship



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