

Las Vegas Convention Center (West Hall)

11 AM

Friday, August 25

Good morning Senator Rosen and Members of the Committee:

Thank you for inviting me to share with you the incredible success story of the Las Vegas Raiders and Allegiant Stadium. It's hard to believe that five years ago, Allegiant Stadium was still under construction. We were eagerly anticipating our first game in the stadium, and planting roots in the community to ensure the benefits that come with this world-class facility are accessible to all. When the pandemic hit, no one could have imagined we would have our first season as the Las Vegas Raiders with no fans in the stands, and no additional concerts or events to round out the stadium schedule.

Despite those obstacles, here we are five years later with results that show Nevada made an undeniably solid investment in our state's economic future. The Las Vegas Raiders and Allegiant Stadium have opened the door to a broad new global audience, and events we never would have dreamed we could host in our city. Taylor Swift and Beyonce sold out our stadium for two shows each. K-POP band BTS was an overwhelming success. This summer we hosted the sold-out CONCACAF soccer semifinals. And perhaps the most exciting event is on the horizon, when we host Super Bowl LVIII in February.

Since opening in 2021, Allegiant Stadium has welcomed more than 3 million visitors from more than 122 countries. Outside of Raiders games, those additional events we needed to bring to round out the calendar have grown exponentially each year, with 25 in 2021, growing to 41 in 2022. We have 31 events or concerts on the calendar for this year. These events bring meaningful revenue to the state. Since 2021, they generated nearly \$29 million dollars in Live Entertainment Tax alone.

We have also seen that these are incremental visitors, and not just visitors who were already coming to Las Vegas and added us on to their itinerary. Since Allegiant Stadium opened its doors, 89% of stadium attendees said the event they attended was the primary reason for their visit to Las Vegas, and 54% of stadium attendees said they traveled for the event they attended. We estimate that 1.52 million incremental visitors came to the destination to attend an event at the stadium. That was clear with events like Taylor Swift and BTS, which brought in a very different demographic to our stadium and the destination.

We're happy to have been a part of creating additional demand in the market. That's not only a significant economic impact for the state's coffers, but for all the businesses in town who reap the indirect economic benefits of our tourism industry. The Raiders organization has committed to supporting local and disadvantaged businesses since we entered the market, and we're proud of the impact we've had in that space. Since the stadium opened, over 20% of the food and beverage revenue has been generated by local businesses. And over \$500 thousand dollars of the Allegiant Stadium Food and Beverage Program has contributed to local nonprofit

organization revenue. The stadium, Raiders games and all of the additional events have a combined impact and reach far beyond our walls, benefiting a broad cross-section of our community.

The Raiders commitment to diversity is unwavering, and it extends to the stadium workforce. Although there were specific benchmarks in our Community Benefits Agreement, our commitment was never in doubt given our philosophy and values. We actually exceeded the requirements in the agreement, with over 60% of stadium operator employees being minority and female workers on event days. And the upcoming Super Bowl will create additional opportunities through the Business Connect program, which includes a commitment that businesses contracted for the event must be at least 51 percent minority, woman, veteran, LGBTQ or disability owned.

Outside the stadium walls, we have been hard at work since arriving in Las Vegas, supporting youth sports, veterans' organizations, youth mental health and countless other important local efforts. Since relocating to Las Vegas, we have given over \$7million dollars in support to local causes. And our players have taken an active role in appearances in the community, especially with young students and athletes. They want to inspire the next generation, and they know the importance of the role they play in showing our kids what's possible. The ability to inspire youth in our community to maximize their potential is one of the most vital roles we play. Since 2018, our players have volunteered nearly 1,300 hours in the community – and that includes many months when COVID limited those efforts. Again, we do this because it will bring up the next generation. It gives youth a concrete image of what they can be.

Our success story would be much different without the advocacy and support from our congressional delegation, and you Senator Rosen, who clearly understand first-hand the vital role travel and tourism plays in the health of our state's economy. Ensuring the ease of travel to our state through support for our infrastructure and working to make the visa process more efficient are both essential to ensuring access for our growing international football fandom. Thank you for your steadfast support in helping us continue to grow the vibrant sports industry in Las Vegas.