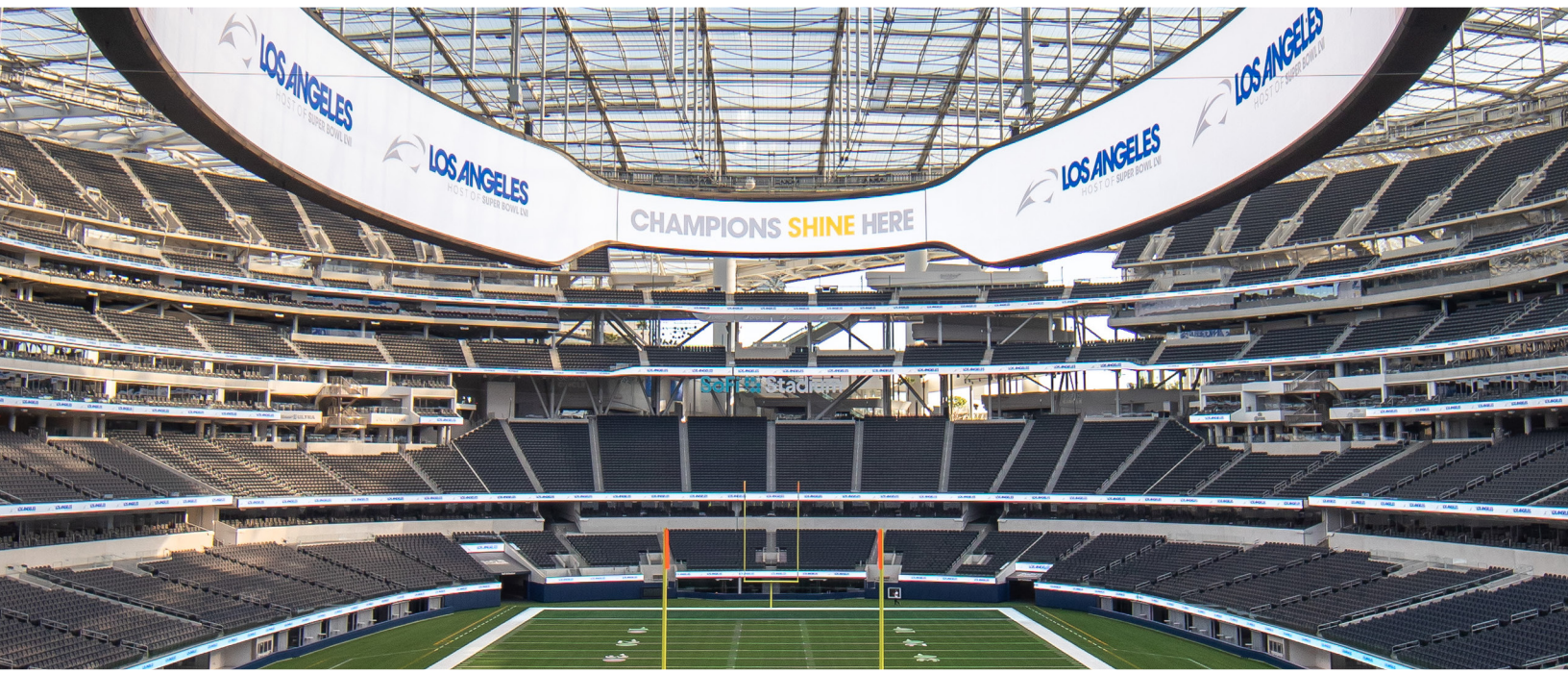


THE ECONOMIC IMPACT OF SUPER BOWL LVI

County of Los Angeles and City of Inglewood



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EXECUTIVE SUMMARY



The Super Bowl is the most iconic event on the American sports scene. With roughly 100 million viewers per year,¹ it dominates television broadcasts and brings thousands of visitors to regional hotels, restaurants, entertainment venues, and retail businesses.²

Los Angeles County will host Super Bowl LVI on Sunday, February 13, 2022 at the new, state-of-the-art SoFi Stadium in the City of Inglewood. In addition to the main event, numerous ancillary activities throughout the region will precede the Big Game.

The short- and long-term benefits of previous Super Bowls are well-documented. These include lasting recognition that comes with unparalleled exposure, community service events leading up to and during Super Bowl week, and a significant boost to the regional economy.

Using conservative estimates for number of visitors, average hotel rates, and daytime spending per person per day, we forecast that Super Bowl LVI will produce economic benefits between **\$234 million** and **\$477 million**, including tax revenue to the LA region ranging between **\$12 million** and **\$22 million**. Millions of additional tax dollars will go to the State of California. These anticipated economic impacts are associated with approximately **2,200 to 4,700 new jobs** in the LA region – many in the event production and hospitality sector, as well as contracts for regional businesses. Employment in five industries (transient and ground passenger transportation; hotels and motels; personal care services; full-service restaurants; and limited-service restaurants) constitute more than half of these expected gains.

These fiscal contributions represent a critically important step toward economic recovery as the world navigates and begins to move out of a devastating pandemic.

In addition to the significant quantifiable impacts, the Los Angeles region will realize numerous qualitative benefits, including national and global exposure that

will impact tourism and economic activity for years to come. TV viewership during recent Super Bowls averages well above 100 million. The 2020 Super Bowl generated more than 43 million social media interactions. There also are numerous community service and philanthropic events planned around Super Bowl LVI. A summary of key facts and figures expected for the entire LA region in connection with Super Bowl LVI are set forth below.

LA County Key Figures & Facts from Super Bowl LVI

LA COUNTY QUANTITATIVE BENEFITS

TOTAL ECONOMIC IMPACT **\$234 million – \$477 million**

Local Tax Revenue	\$12 million – \$22 million
Total Room Nights	150,000 – 225,000
Associated Gain in Annual Jobs	2,200 – 4,700

LA COUNTY QUALITATIVE BENEFITS

UNPARALLELED EXPOSURE

Average TV Viewership, Last 10 Super Bowls	106.5 million
Number of Social Media Interactions, 2020 Super Bowl	43.9 million
Cost of a 30-Second TV Ad, 2021 Super Bowl	\$5.6 million

PHILANTHROPY AND COMMUNITY SERVICE

Super Bowl LVI Legacy Program

- Recognizes 56 “unsung hero” grassroots organizations and nonprofits that are making a transformative impact in underserved communities across the Los Angeles region

Super Bowl LVI Business Connect Program

- Identified and supports 225 regional minority, woman, LGBTQ+, and veteran-owned businesses through professional development, networking, and contract opportunities (65 LA County communities represented; 26 businesses located in City of Inglewood)

The City of Inglewood also will realize significant economic gains.

With the new, state of the art SoFi Stadium and YouTube Theater — which are developing into a mega sports and entertainment hub — Inglewood will benefit financially each time an event takes place. Some of the planned events at SoFi Stadium and/or the YouTube Theater include music concerts (e.g., The Rolling Stones in October 2021, Kenny Chesney in July 2022, and Mötley Crüe and Def Leppard in August 2022), the Jimmy Kimmel LA Bowl game every year starting in December 2021, the 2023 College Football Playoff National Championship Game, WrestleMania in April 2023, candidate host city for the 2026 FIFA World Cup™, the 2028 Olympic and Paralympic Games, and home games for the Los Angeles Rams and Los Angeles Chargers. Moreover, SoFi Stadium, the City of Inglewood, and LA County continue to bid on additional events to bring to the LA region.

The City of Inglewood has a storied history — it once hosted home games for the Lakers and the Kings — and is aptly nicknamed the “CITY OF CHAMPIONS.”

When the City of Inglewood was no longer the home venue for both teams, Inglewood lost the associated tax revenue and visitors who otherwise would have been there. Now, with the world class SoFi Stadium ready to host major events of all kinds, starting with Super Bowl LVI, Inglewood has an opportunity to recapture tax revenues and recognition as a city capable of hosting large and dynamic events, and will benefit from the surge in visitors and spending that comes with those events.

According to estimates from HR&A Advisors, Inc. regarding fiscal impacts of the City of Champions Revitalization Project in the City of Inglewood (i.e., SoFi Stadium and surrounding areas of Hollywood Park), during the 25-year projection period, **the City of Inglewood can expect gross tax revenues of approximately \$1.3 billion in nominal dollars, including \$458 million in ticket tax revenue from**

the stadium, \$226 million in sales tax revenue, \$7.4 million in property tax revenue, and \$2.9 million in transient occupancy tax revenue.³ After accounting for cost increases, the overall net positive fiscal impact to the City of Inglewood’s General Fund during the 25-year projection period is expected to be approximately \$670 million.⁴ Super Bowl LVI effectively is the first in a domino effect of subsequent major events in Inglewood, similar to what has occurred in other communities that previously hosted Super Bowls. Each major event hosted in Inglewood will bring in thousands of out-of-town visitors with expenditures that flow into the Inglewood economy. The City of Inglewood now is in a transitional phase, and with each new major event hosted within the city limits, economic benefits to Inglewood will accumulate and its reputation as a power-house host of major events will continue to grow.

Economic benefits to Inglewood will accumulate and its reputation as a powerhouse host of major events will continue to grow.

ANALYSIS OF IMPACTS ON LOS ANGELES COUNTY

Background

You want it to be perfect, right? When you come back to L.A. after all those years, you want [the Super Bowl] to be perfect.

—Stan Kroenke, owner, Los Angeles Rams

In May 2016, NFL owners voted to award Los Angeles the 2021 Super Bowl with a new, privately funded stadium to be constructed in Inglewood, CA.⁵ For a combination of reasons, the date ultimately was pushed back to 2022.⁶

Instrumental to the bidding process was the extraordinary growth and modernization that has taken place in Greater Los Angeles, the area's

diversity, and its ability to house and entertain visitors. Los Angeles County is no stranger to world class sporting and entertainment gatherings, having hosted multiple Super Bowls, NBA All Star Games, the X Games and the Summer Olympics in addition to the Rose Bowl, award shows, Dodgers, Lakers, Clippers, Kings, UCLA and USC football. The list is among the longest of any city in the United States.

Figure 1: Selected Major Events That Have Taken Place in the Los Angeles Region



These events benefit the regional economy in important ways. The 1984 Olympics generated a surplus of over \$232 million, of which 40% resulted in a \$93 million endowment managed by the LA84 Foundation, which has invested more than a quarter of a billion dollars back into Southern California communities and has provided equipment, coaching instruction and upgraded facilities. To date, the LA84 Foundation has served 3.9 million youth, of which

over 43 percent consists of female participation. In addition, 200,000 coaches have been trained, with over 3,000 total grants given to 1,349 different grantees across Southern California.⁷

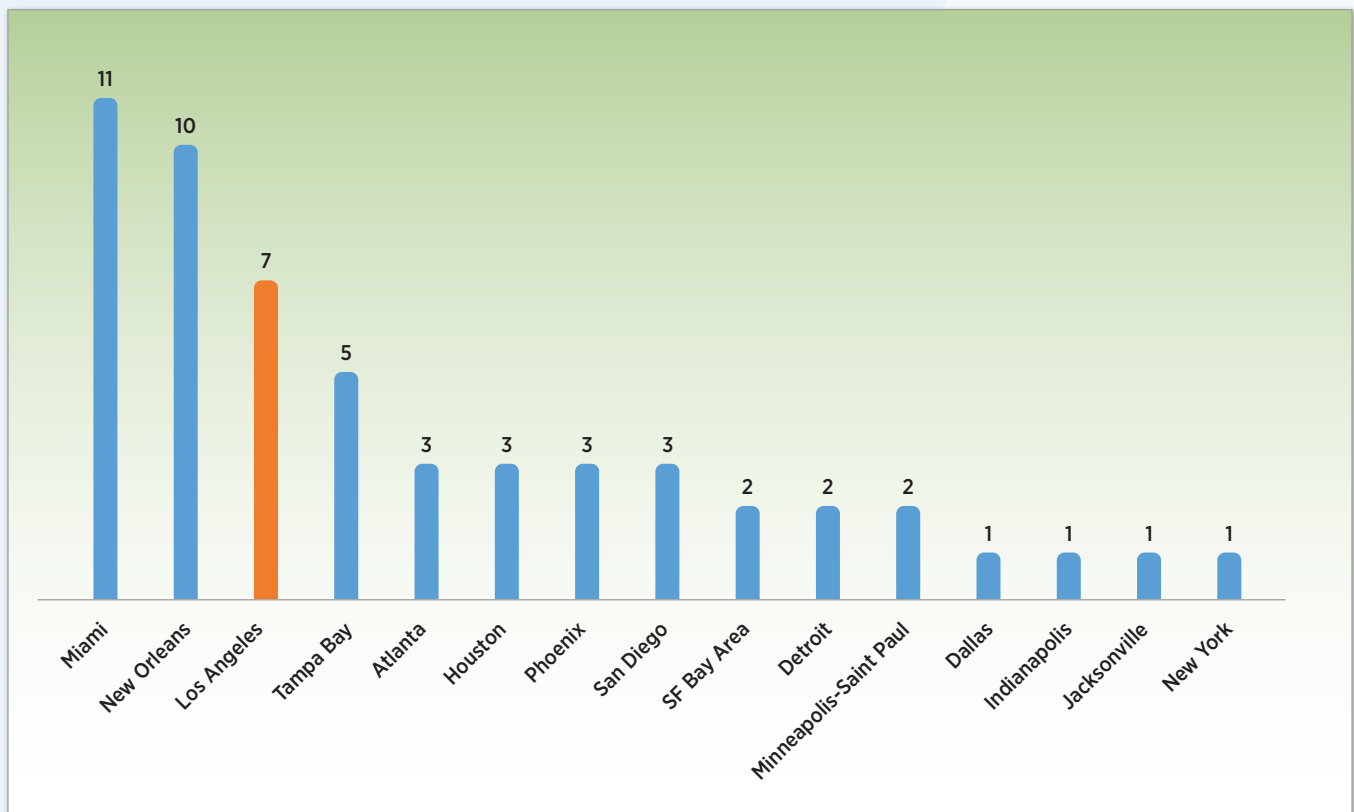
Los Angeles County is among the leaders in hosting Super Bowls, trailing only Miami and New Orleans. **See Figure 2 below.**

Super Bowls have provided a major economic boost to host cities and surrounding areas.

Actual financial gains have depended on various factors, including which teams are playing; where the game takes place; weather; economic conditions at the time of the event; and spending habits and preferences of the visitors. Studies of recent Super

Bowls indicated that while the economic impact varies from year to year, it is always significant and in the hundreds of millions of dollars to the associated regions. See Exhibit 1 for a summary of estimated economic impacts of recent Super Bowls.

Figure 2: Number of Super Bowls Hosted by Metropolitan Area (1967–2021)⁸



Measuring the Economic Impact of Super Bowl LVI

The Super Bowl brings out-of-town visitors who spend on lodging, food and beverages, retail, transportation, and entertainment, all of which bolster the regional economy. Direct beneficiaries of visitor spending include restaurants; transportation services such as taxis, Uber, Lyft, and limousines; hotels and hospitality service providers such as Airbnb; other entertainment venues, regional museums and places of interest; and regional stores and malls, among others. Recipients of direct spending by visitors further add to regional community benefits by creating additional tax revenues, a portion of which wind up in Los Angeles County and its cities.

1. Variables

To estimate quantitative impacts, we considered average spending and number of visitors in connection with recent Super Bowls and tourism and hospitality information for the Los Angeles region. For example, studies of the 2017, 2018, and 2019 Super Bowls estimated that out-of-town visitors were between 125,000 and 150,000 for games in Houston, Minneapolis and Atlanta. Based on this experience, we use a “most likely” figure of 150,000 out-of-town visitors (higher-end estimate) and an overly conservative estimate of 100,000 out-of-town

visitors (lower-end estimate). For uniformity, each of our models assumes that all visitors stay in hotels, but some of the 100,000 to 150,000 out-of-town visitors will elect to stay in home shares provided by entities such as Airbnb or Vrbo. Like hotels, Airbnb and Vrbo are subject to transient occupancy taxes. Accordingly, visitor spending on lodging from visitors who choose home shares (and not hotels) effectively are included in our models. A summary of variables used in our lower- and higher-end models for LA County are set forth in Table 1 below.

Table 1: Variables in Los Angeles County Models

<u>DESCRIPTION</u>	<u>LOWER ESTIMATE</u>	<u>HIGHER ESTIMATE</u>
Out-of-town Visitors	100,000	150,000
Forecasted Avg. Nightly Hotel Room Rates	\$318.24	\$348.75
Avg. Daytime Spending Per-Person Per-Day	\$200	\$300
Average Duration of Stay (Days/Nights)	4/3	4/3

2. Direct Impacts

Direct impacts are comprised of incremental increases in spending directly attributable to out-of-town visitors. This spending also produces increases in tax revenues that stay in LA County and stimulates the regional work force. Further, the immense global media exposure and branding from hosting the Super Bowl leads to long-term qualitative benefits.

Based on the variables described above, direct visitor spending in LA County due to the Super Bowl will be between \$127.7 million and **\$258.5 million**, and direct tax revenue that stays in LA County will

be in the range of \$9.0 million to \$16.2 million. In addition, millions of dollars in direct tax revenue will go to the State of California, some of which will work its way back to various regional programs. Table 2 below has a summary of the expected outcomes. See Exhibits 2 and 3 for details.

Direct visitor spending in LA County due to the Super Bowl will be between \$127.7 million and \$258.5 million, and direct tax revenue that stays in LA County will be in the range of \$9.0 million to \$16.2 million.

Table 2: Direct Impact in Los Angeles County from Hosting Super Bowl LVI

<u>DESCRIPTION</u>	<u>LOWER ESTIMATE</u>	<u>HIGHER ESTIMATE</u>
Total Room Nights	150,000	225,000
Direct Tax Revenue that Stays Local (<i>LA County</i>)	\$8,985,600	\$16,166,385
Direct Impact (<i>Increased Spending</i>)	\$127,736,000	\$258,468,750

3. Indirect and Induced Impacts (IMPLAN)

Economists and policymakers recognize a relationship exists between income and spending. Simply put, other things equal, additional income produces additional spending.⁹ The additional spending is not necessarily in strict proportion to the additional income, but the two move in the same direction. To properly calculate total spending and tax revenue benefits to Los Angeles County associated with Super Bowl LVI in 2022, it is necessary to estimate secondary benefits derived by recipients of the initial round of spending produced by these events. This information also is relevant for the Inglewood-specific analysis in Section III below.

For many years, although the U.S. government had developed effective methods of gathering and reporting national economic statistics such as the Census, there were no methods for turning that information into functional data that regional economies and policymakers could use. IMPLAN (“Impact analysis for planning”) was created to meet that need.¹⁰ IMPLAN has been used by academics to help understand relationships within and across regional economies, by government entities to trace the influence of spending and economic development policies, by corporations interested in assessing the impact wage rate changes or expansion plans on the regional community, etc.

IMPLAN provides tools to:

- Estimate the economic impact of new business
- Estimate the economic effects of establishing and operating tourist attractions
- Estimate the economic contribution of higher education
- Provide information useful for obtaining government permits
- Estimate the economic impact of alternative scenarios in connection with the preparation of environmental impact statements¹¹

An example of the standard application of IMPLAN modeling is available from a study commissioned in Baltimore by the Waterfront Partnership and Maryland Economic Development Corporation, which was interested in learning whether public investments in the Baltimore Harbor area could be justified. The study demonstrated that the employment, income and tax revenue benefits from increased tourism were sufficiently great as to justify the kinds of investments in the harbor that were contemplated.¹²

IMPLAN data include detailed information specific to zip codes with respect to population, number of households, output (the value of industry production), employment (the annual average of full-time/part-time/seasonal jobs) and employee and proprietor compensation, among other things.

Application of IMPLAN modeling typically begins by measuring the direct effects of an initial round of expenditures, i.e., expenditures associated with hosting Super Bowl LVI in 2022. These are referred

to as “Direct Effects.” The IMPLAN model provides information as to how the regional community has responded in the past to these types of impacts from a spending standpoint. Using the language of IMPLAN, “Indirect Effects” reflect the impact that regional beneficiaries of visitor spending have through their own subsequent spending on regional goods and services. These impacts are calculated using IMPLAN modeling based on actual historic spending patterns in Los Angeles County and the City of Inglewood. “Induced Effects” reflect ultimate responses in the market as beneficiaries of direct and indirect income recirculate it through the regional economy.¹³ In essence, IMPLAN provides empirical support based on actual, historic spending patterns to a basic economic theorem: Other things equal, additional income produces additional spending.

Table 3 below shows the secondary impacts (indirect and induced effects) expected in LA County as a result of hosting Super Bowl LVI in February 2022.

Table 3: Secondary Impacts in Los Angeles County from Hosting Super Bowl LVI

<u>DESCRIPTION</u>	<u>LOWER ESTIMATE</u>	<u>HIGHER ESTIMATE</u>
Indirect Effect	\$48,288,455	\$98,862,798
Induced Effect	\$58,296,215	\$120,165,250
Secondary Impacts	\$106,584,669	\$219,028,048

4. Total Economic Impacts

Adding direct, indirect, and induced impacts provides an estimate of the total economic impact of hosting Super Bowl LVI.

Based on our models, these projections work out to an overall economic impact of approximately \$234.3 million to \$477.5 million in Los Angeles County.

Total tax revenue that stays in LA County (i.e., not including the additional millions of dollars in tax revenue that goes to the State of California) is estimated to be approximately \$12.1 million to

\$22.5 million. Some of this total tax revenue gain in LA County will be offset by increased costs in city services, logistics, transportation, community engagement, and other obligations, but the net financial impact will be positive for LA County. These total gains also lead to an associated increase in employment in LA County, ranging from an estimated 2,200 to 4,700 jobs resulting from hosting Super Bowl LVI. A summary of the total expected economic gains (i.e., the combined direct, indirect, and induced impacts) in LA County from hosting Super Bowl LVI are set forth in Table 4 below. See Exhibits 4 and 5 for additional details.

Table 4: Total Economic Impact in Los Angeles County from Hosting Super Bowl LVI

<u>DESCRIPTION</u>	<u>LOWER ESTIMATE</u>	<u>HIGHER ESTIMATE</u>
Total Economic Impact	\$234,320,669	\$477,496,798
Total Tax Revenue in LA County	\$12,053,320	\$22,470,450
Associated Gain in Annual Jobs	2,246	4,708

Qualitative Impacts

1. Benefits of Exposure

The aura and excitement around Super Bowls generate significant attention on television and social media across the country and around the world. Average viewership of the last 10 Super Bowls was approximately 106.5 million.¹⁴ The cost of a 30-second television advertisement has more than doubled from \$2.3 million in 2002 to \$5.6 million in 2021.¹⁵ In 2020, Super Bowl LIV generated 43.9 million total interactions across Facebook, Instagram, and Twitter, and was the most social TV telecast over the past year.¹⁶

This widespread exposure of the entire Los Angeles region, including the City of Inglewood, will feature aerial shots of SoFi Stadium, the surrounding area, iconic beaches, venues, mountains, and more, with scenes of sunshine and 70-degree weather in the middle of winter, which, as in the past, will prompt thousands of viewers to book future vacations in the Los Angeles region and/or in the City of Inglewood.

2. Benefits of Philanthropy and Community Service Efforts

The National Football League and its regional hosting partners have made noteworthy efforts to inspire positive change in surrounding communities through numerous charity and community service events. Details about some of these actions are noted below:



- The Super Bowl LVI Business Connect program identified and supports **225 regional minority, woman, LGBTQ+, and veteran-owned businesses** through professional development, networking, and contract opportunities. Of that, **65 LA County communities** were represented, and 26 of the businesses selected are based in the City of Inglewood. These businesses are profiled in the NFL Resource Guide that will be shared with other regional companies looking to identify regional diverse suppliers.
- The Super Bowl LVI Legacy Program — Champions Live Here — recognizes **56 “unsung hero” grassroots organizations and nonprofits** that are making a transformative impact in underserved communities across the Los Angeles region. Funding for this program—which included grant assistance and a professionally produced marketing video for each organization—was provided by the NFL Foundation, the LA84 Foundation and the Los Angeles Super Bowl Host Committee.
- The Super Bowl LVI Teammate program will identify and hire 7,000 local residents to help put on some of the official events, including the Super Bowl Experience, Opening Night and Gameday. Additionally, over 1,000 local residents will volunteer to be part of the airport and hotel greeting program.
- Moreover, there are various grants, volunteer events, and other programs put on by the NFL, the host committee, and/or regional communities to support and strengthen ties within cities and neighborhoods in LA County. See Exhibit 6 for a list of selected NFL community service activities and initiatives.

The NFL also has established Super Bowl LVI social responsibility priorities:¹⁷

- Inspire Change—Digital Divide Huddle Legacy
- Domestic Violence and Sexual Assault Support—Unsung Heroes Luncheon
- Character Education and Mental Health—Character Playbook
- Youth Health and Wellness—PLAY 60 and Special Olympics
- Celebrating Player Causes—Walter Payton NFL Man of the Year
- Honoring Our Military—Salute to Service
- Anti Sex Trafficking Support—through grant funding
- Homelessness Support—through grant funding

ANALYSIS OF IMPACTS ON CITY OF INGLEWOOD

Background

“...Hollywood Park, anchored by our iconic SoFi Stadium home, will not only redefine the City of Inglewood, it will redefine the landscape of greater Los Angeles for the next century and beyond.”

—Dean Spanos, owner and Chairman of the Board, Los Angeles Chargers

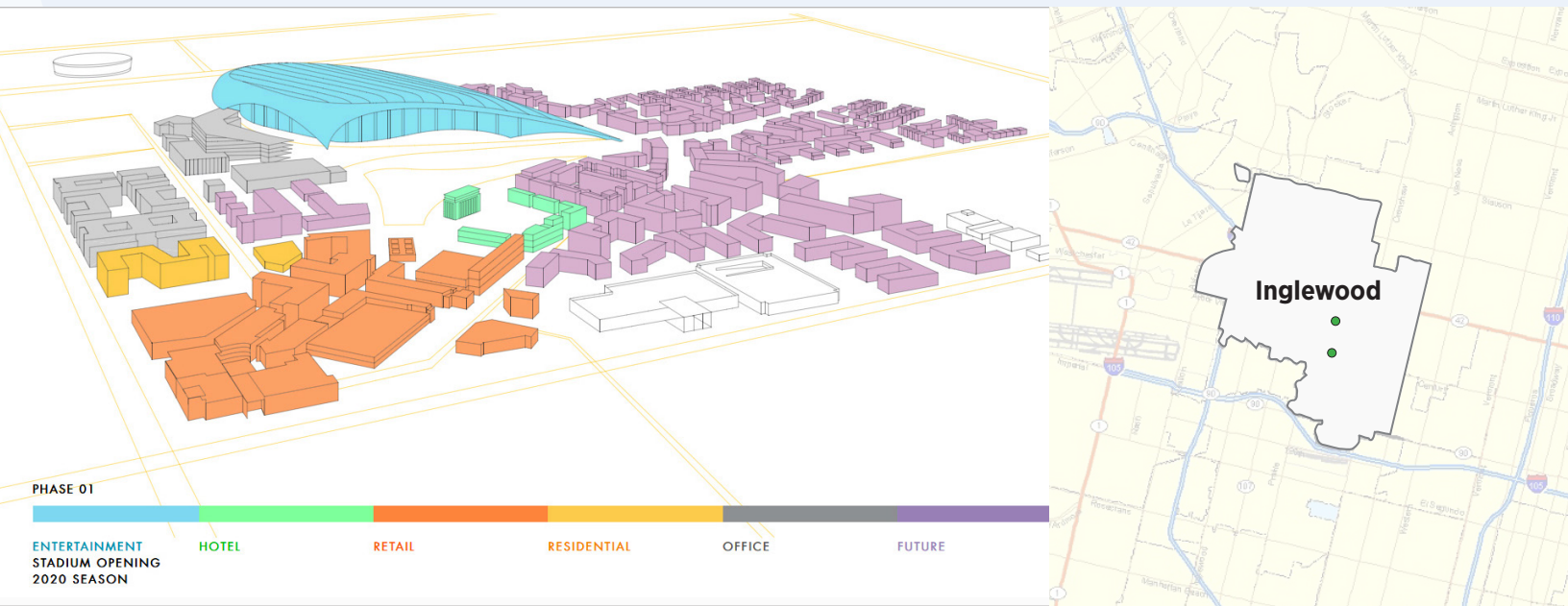
Inglewood is centrally located in Los Angeles County—adjacent to Los Angeles International Airport, circumscribed by Santa Monica and Beverly Hills to the North and West, Hollywood, Pasadena, and Downtown Los Angeles to the North and East, the Beach Cities and Long Beach to the South, and parts of Orange County, including Disneyland and Newport Beach slightly farther to the South. See Map 1 below.



Construction on SoFi Stadium, located in Inglewood’s Hollywood Park complex, began in November 2016, and the stadium and surrounding area now provide a major new sports and leisure destination. Activities and amenities ultimately will include the 70,000-seat open air stadium (expandable up to 100,000 seats); a 6,000-seat performing arts venue; 780,000 square feet of office space; 890,000 square feet of retail space; 300 hotel rooms; 2,500 modern residences;

approximately 25 acres of public parks, open space, pedestrian walkways, and bicycle paths; family and fine dining; and state-of-the-art conference, event, and meeting space.¹⁸ A rendition of the various parts of Hollywood Park is shown in Map 2 below. The site is expected to generate hundreds of millions of dollars in new economic activity in Inglewood and across the Los Angeles region. SoFi Stadium and/or the YouTube Theater will host music concerts, the Jimmy Kimmel LA Bowl game every year starting in December 2021, the 2023 College Football Playoff National Championship Game, WrestleMania in April 2023, candidate host city for the 2026 FIFA World Cup, the 2028 Olympic and Paralympic Games, and home games for the Los Angeles Rams and Los Angeles Chargers. These events and countless others will provide long term benefits for Inglewood businesses and residents as additional spending and tax revenues flow into the city. As noted above, the SoFi Stadium and Hollywood Park project is expected to have a net positive fiscal impact of approximately \$670 million in nominal dollars for the City of Inglewood’s General Fund during the 25-year projection period.¹⁹

Map 2: Phases of Hollywood Park/SoFi Stadium and its Location within City of Inglewood



Inglewood is comprised of 36,000 households and is home to 108,000 residents; from 2015–2019, median household income was \$54,400. See Exhibit 7 for additional demographic information about the City of Inglewood. Super Bowl LVI is a pivotal point on the timeline of major events at SoFi Stadium and will provide a new foundation and identity for Inglewood.²⁰

There are approximately 400 businesses located in the City of Inglewood that are within three miles of SoFi Stadium. These entities include restaurants, nightlife and entertainment, lodging, convenience stores, and retail shops, and they will experience increases in sales during the weeks around the Super Bowl, and on the days and weeks associated with subsequent events scheduled at SoFi Stadium. See Table 5 below for a summary. Details are available at Exhibit 8.

Table 5: Number of Inglewood Businesses in Proximity to SoFi Stadium

TYPE OF BUSINESS	DRIVING DISTANCE FROM SOFI STADIUM		
	WITHIN 1 MILE	WITHIN 2 MILES	WITHIN 3 MILES
	(NUMBER OF BUSINESSES)		
1. Restaurants	61	134	164
2. Nightlife/Entertainment	8	12	15
3. Lodging	13	39	43
4. Convenience Stores & Other Food/Drink	28	56	61
5. Shopping/Retail	24	84	117
6. Total	134	325	400

While Inglewood has a history of hosting events at the former Hollywood Park Racetrack and at The Forum, none compare with the magnitude or scope of events that will take place at SoFi Stadium.

Economic and Qualitative Impacts

To estimate the economic impact and benefits specific to Inglewood, we made the following **assumptions** based on information applicable to Inglewood specifically and Super Bowls generally:

- Average nightly hotel room rate of \$264.64 during Super Bowl week
- 75 percent of total Inglewood hotel occupancy will be attributable to the Super Bowl during Super Bowl week
- Average daytime spending per-person per-day of \$190
- 150,000 unique visitors to LA County, of which 6,700 will stay in Inglewood and 143,300 will stay elsewhere in LA County, but will visit Inglewood and on at least one day of their trip
- 40 percent of the official Super Bowl related events will take place in Inglewood (e.g., Opening Night, NFL Honors, and Gameday)
- 237,000 LA County, Non-Inglewood Residents will come to Inglewood for at least one day and spend money during Super Bowl week

Based on these assumptions, we estimate that **Inglewood will realize incremental economic gains of approximately \$52 million, tax revenues staying in the City of Inglewood may reach \$1.8 million, and total room nights will exceed 10,000; associated annual jobs added could approach 800.**

(See Exhibits 9, 11 and 12 for additional details.)

More **conservative assumptions** are as follows:

- Average nightly hotel room rate of \$212.34 during Super Bowl week
- 67 percent of total Inglewood hotel occupancy will be attributable to the Super Bowl during Super Bowl week
- Average daytime spending per-person per-day of \$105
- 100,000 unique visitors to LA County, of which 6,000 will stay in Inglewood and 94,000 will stay outside of Inglewood elsewhere in LA County, but will visit Inglewood and spend money there on at least one day of their trip
- 20 percent of Super Bowl related events will take place in Inglewood
- 128,000 LA County, Non-Inglewood Residents will come to Inglewood for at least one day and spend money during Super Bowl week

These inputs suggest that at a minimum, Inglewood will realize incremental economic gains from the Super Bowl presence greater than \$23 million, tax revenue that stays in Inglewood of \$900,000, and total room nights of approximately 9,000; associated annual jobs added likely will exceed 350.

See Exhibits 10–12 for additional details. As noted above, the City of Inglewood also will experience a

positive fiscal impact of approximately \$670 million during the 25-year projection period due to SoFi Stadium, YouTube Theater, and Hollywood Park capable of hosting world class events that bring in thousands of visitors each time.²¹ A summary of key facts and figures expected for the City of Inglewood in connection with Super Bowl LVI are set forth below.

Inglewood Key Figures & Facts from Super Bowl LVI

INGLEWOOD QUANTITATIVE BENEFITS

TOTAL ECONOMIC IMPACT

\$23 million – \$52 million

Local Tax Revenue

\$0.9 million – \$1.8 million

Total Room Nights

9,000 – 10,000

Associated Gain in Annual Jobs

350 – 800

INGLEWOOD QUALITATIVE BENEFITS

UNPARALLELED EXPOSURE

Average TV Viewership, Last 10 Super Bowls

106.5 million

Number of Social Media Interactions, 2020 Super Bowl

43.9 million

Cost of a 30-Second TV Ad, 2021 Super Bowl

\$5.6 million

PHILANTHROPY AND COMMUNITY SERVICE

NFL Green Program

- 8 to 10 projects including Passing of Golden Shovel (plant 56 trees at a park in Inglewood), Community Garden Build project in Inglewood, and Harbor Cleanup with military veterans.

Super Bowl LVI Business Connect Program

- Identified and supports 225 regional minority, woman, LGBTQ+, and veteran-owned businesses through professional development, networking, and contract opportunities (65 LA County communities represented; 26 businesses located in City of Inglewood)

Youth Programs/Huddle Legacy Event

- Huddle Legacy Event in Inglewood will be a festival-style event to celebrate 15th anniversary of NFL PLAY 60; will consist of fun activities for kids to both get them moving and introduce them to community service opportunities.
- Various other youth actions/programs in and around Inglewood.

Inglewood also will benefit from television exposure during the Big Game and Opening Media Night.

With the focus on SoFi Stadium, Inglewood also will benefit from television exposure during the Big Game and Opening Media Night. In addition, the wide-reaching philanthropic and community service events and efforts of the NFL, Super Bowl Host Committee, Los Angeles County, and Inglewood will strengthen community bonds and directly benefit Inglewood-based businesses by a) bringing the community closer together through these efforts and b) attracting thousands of visitors. For example, the NFL Green Program will consist of 8-10 projects between September 2020 and February 2021, and it will include 1) the Passing of the Golden Shovel event where 56 trees are planted at Edward Vincent Jr. Park in Inglewood, 2) Community Garden Build also in Inglewood at Queen Park, and 3) Harbor Cleanup with Force Blue special operations military veterans. Other greening projects are expected elsewhere in Inglewood and in nearby communities such as Watts, South LA, East LA, Westlake/Pico, and West Carson.²²

Youth programs from Super Bowl LVI will strengthen community ties; these include 1) a key children's event during Super Bowl Green Week (January 24 through 29) where thousands of books, sports equipment, school supplies, and games will be donated, distributed, and collected by local schoolchildren and given to schools and youth agencies throughout the LA region and 2) the Huddle Legacy Event on February 9, 2022 at Edward Vincent Park (Centinela Park) in Inglewood.

This will be a festival-style event to celebrate the 15th anniversary of NFL PLAY 60, centered around youth health, wellness, and community impact with fun activities for kids to get them moving and introducing them to ways that they can give back to their communities.²³

SoFi Stadium, technologically more advanced and modern than AT&T Stadium, and booked in advance by two professional football teams with world class events to follow and the 6,000 seat YouTube Theater, will produce even better results for Inglewood.

Perhaps the best example of the long-term economic gains that will result from a major stadium in the City of Inglewood can be seen with reference to AT&T Stadium in Arlington, Texas, just outside of Dallas. Completed in 2009, it has become widely known as one of the premiere venues in the United States. According to the U.S. Census Bureau, revenue at retail trade and food services/drinking places in Arlington increased significantly between 2007, before the stadium was completed, and 2012, after completion. SoFi Stadium, technologically more advanced and modern than AT&T Stadium, and booked in advance by two professional football teams with world class events to follow and the 6,000 seat YouTube Theater, will produce even better results for Inglewood. Table 6 below provides a summary of revenue in selected industries in the City of Arlington in 2007 (before stadium completion), 2012 (after completion), and 2017.

Table 6: Revenue by Selected Industries in Arlington, TX

CATEGORY	2007	2012	2017
	(THOUSANDS OF DOLLARS)		
(1)	(2)	(3)	(4)
1. Retail Trade ^a	\$4,890,441	\$5,419,650	\$6,710,038
2. Food Services and Drinking Places ^b	\$547,093	\$808,961	\$1,089,661

Notes: ^aIncludes sales by store and nonstore establishments primarily engaged in retail trade.

^bIncludes sales by establishments preparing meals, snacks, and beverages for immediate consumption.

Source: U.S. Census Bureau.

Case Studies of Similarly Situated Host Cities

Super Bowl hosts must be associated with an NFL team. Some games take place in major cities (e.g., New Orleans) and some are in medium or smaller-sized cities within larger metropolitan areas. For example, Super Bowl XLV (2011) was held in Arlington, TX, near Dallas; Super Bowl XLIX (2015) took place in Glendale, AZ (in Maricopa County and part of the Phoenix-Mesa-Chandler MSA); and Super Bowl 50 (2016) was played in Santa Clara, CA (adjacent to the San Francisco Bay Area). Like these three cities, Inglewood is a smaller city within a larger metropolitan area (Inglewood represents approximately 1.1 percent of LA County in terms of population). Accordingly, the experience in these similarly situated host cities is useful for understanding the impacts of a Super Bowl in Inglewood’s new, state-of-the-art stadium.

1. Santa Clara, CA (San Francisco Bay Area)

On February 7, 2016, Super Bowl 50 was played at Levi’s Stadium in Santa Clara, CA. The City of Santa Clara is in Santa Clara County and the San Jose-Sunnyvale-Santa Clara metro area, located about 43 miles southeast of San Francisco. According to estimates based on census data, Santa Clara (city) has a population of approximately 130,400 (7 percent of Santa Clara County and 3 percent of the San Francisco-Oakland-Berkeley metro area).²⁴

Sportsimpacts, an independent research firm commissioned by the Super Bowl 50 Host Committee, found that hosting the Super Bowl produced a net positive economic impact of at least \$240 million for the Bay Area. San Francisco benefited most with a 57 percent increase in revenue, while Santa Clara (host city) received approximately a 7.2 percent increase. See Table 7 below.

Table 7: Estimated Increase in Net Revenue in the Bay Area from Super Bowl 50²⁶

CITY/AREA (MILES TO VENUE)	SHARE OF REVENUE BENEFIT	ESTIMATED INCREASE IN NET REVENUE ¹
	(PERCENT)	(DOLLARS)
(1)	(2)	(3)
1. San Francisco (43)	57.0%	\$136,800,000
2. Other Parts of Bay Area ² (22)	12.6%	30,200,000
3. San Jose (8)	12.3%	29,500,000
4. Santa Clara	7.2%	17,300,000
5. Areas Near SFO Airport (30)	7.1%	17,000,000
6. Oakland (38)	3.7%	8,900,000
7. Total	100.0%	\$240,000,000

Notes: ¹ Calculated as share of revenue benefit (%) multiplied by net positive economic impact on Bay Area (\$240 million).

² Miles to venue distance here represents average mileage of two selected Bay Area cities (Hayward and Redwood City) to Levi’s Stadium in Santa Clara.

We also note that according to the San Francisco Controller's Office, \$6.6 million was brought in by minority-owned, women-owned, LGBT-owned, and disabled veteran-owned businesses from direct contracts with the Host Committee and the NFL. Super Bowl 50 earned the title of "most giving" Super Bowl at the time through its \$13 million in

contributions to Bay Area youth-serving nonprofits. There are numerous community service and other events scheduled to take place in Inglewood that are associated with Super Bowl LVI. Accordingly, Inglewood can expect to receive similar boosts and benefits resulting from community service-based actions.

2. Glendale, AZ (Phoenix Metro Area)

On February 1, 2015, University of Phoenix Stadium (Glendale, AZ) hosted Super Bowl XLIX. The City of Glendale is in Maricopa County and the Phoenix-Mesa-Chandler metro area. Glendale is located about 10 miles northwest of Phoenix. Glendale's population is approximately 252,400 (6 percent of Maricopa County and 5 percent of the Phoenix-Mesa-Chandler metro area).²⁷

According to a post-event analysis conducted by the City of Glendale, visitor spending during an 11-day period around Super Bowl XLIX was up 65 percent compared with spending during an 11-day period a year before; overall spending (visitor and resident) increased by 26 percent. Furthermore, areas closest to the host venue, including Glendale (host city) and

Downtown Phoenix (approximately 15 miles from the host venue) benefited most from an increase in spending year-over-year during that 11-day period. The City of Glendale experienced a \$1.6 million increase in visitor spending (143% increase from the 11-day period a year prior), and Downtown Phoenix had a \$4.4 million increase in visitor spending (168% increase from the 11-day period a year prior). Both areas also saw significant gains in overall spending (visitor and resident): Glendale and Downtown Phoenix gained \$3.2 million and \$8.0 million year-over-year, respectively. Other surrounding areas, including Phoenix Sky Harbor—Airport, Downtown Scottsdale, and Phoenix Open—Scottsdale also experienced significant spending increases. See Table 8 below for additional details.

Table 8: Increase in Visitor and Overall Spending in Areas Around Glendale, AZ During 11-Day Period in 2015 (Jan. 24 – Feb. 3) Compared with Previous Year²⁸

CITY/AREA (MILES TO VENUE)	SPENDING IN 11-DAY PERIOD IN 2014	SPENDING IN 11-DAY PERIOD IN 2015	INCREASE IN SPENDING (\$)	INCREASE IN SPENDING (%)	SHARE OF TOTAL INCREASE IN SPENDING
	(DOLLARS)		(3) – (2)	(4) ÷ (2)	(6)
(1)	(2)	(3)	(4)	(5)	(6)
A. Visitor Spending					
1. Glendale	\$1,112,207	\$2,706,761	\$1,594,554	143.4%	15.4%
2. Downtown Phoenix (15)	2,634,228	7,060,408	4,426,180	168.0%	42.6%
3. Phoenix Sky Harbor—Airport (18)	1,950,537	2,396,912	446,375	22.9%	4.3%
4. Downtown Scottsdale (27)	6,939,409	10,065,387	3,125,978	45.0%	30.1%
5. Phoenix Open-Scottsdale (31)	3,309,802	4,097,964	788,162	23.8%	7.6%
6. Total	\$15,946,183	\$26,327,432	\$10,381,249	65.1%	100.0%
B. All Spending (Visitor and Residents)					
7. Glendale	\$5,318,115	\$8,470,420	\$3,152,305	59.3%	13.9%
8. Downtown Phoenix (15)	9,050,586	17,047,166	7,996,580	88.4%	35.2%
9. Phoenix Sky Harbor—Airport (18)	38,483,110	44,285,012	5,801,902	15.1%	25.6%
10. Downtown Scottsdale (27)	22,731,450	27,229,218	4,497,768	19.8%	19.8%
11. Phoenix Open-Scottsdale (31)	9,948,375	11,203,536	1,255,161	12.6%	5.5%
12. Total	\$85,531,636	\$108,235,352	\$22,703,716	26.5%	100.0%

Notes: Column 6 is calculated as Column 4 (entries for each city/area) divided by Line 6 of Column 4 (total year-over-year increase for visitor spending) or Line 12 of Column 4 (total year-over-year increase for all spending).

Changes in sales tax revenues in the Super Bowl year (2015) compared with the previous year also show the surge in spending. The Westgate part of Glendale, which houses the stadium and surrounding areas, experienced a 38 percent increase in tax revenue in January and February of 2015 (months around the Super Bowl) compared with January and February of 2014. The entire city of Glendale

also experienced an increase in tax revenue during this comparison period (18 percent); areas closest to the stadium surged the most. Retail accounted for 8 to 17 percent of the increase; restaurants and bars accounted for 24 to 37 percent of the increase; and all other categories were 33 to 59 percent of the increase. See Table 9 below for details

**Table 9: Increase in Sales Tax Revenue in Glendale, AZ
Two-Month Period in 2015 (Jan. – Feb.) Compared with Previous Year²⁹**

CITY/AREA	JAN & FEB 2014 TAX REV.	JAN & FEB 2015 TAX REV.	INCREASE IN TAX REV. (\$)	INCREASE IN TAX REV. (%)	SHARE OF TOTAL INCREASE IN TAX REV.
	(DOLLARS)			(PERCENT)	
(1)	(2)	(3)	(3) – (2) (4)	(4) ÷ (2) (5)	(6)
<u>A. Glendale – Westgate Area (Around Venue)</u>					
1. Retail	\$514,618	\$601,536	\$86,918	16.9%	14.7%
2. Restaurant & Bar	490,271	669,296	179,025	36.5%	30.2%
3. Other	553,059	879,287	326,228	59.0%	55.1%
4. Total	\$1,557,948	\$2,150,119	\$592,171	38.0%	100.0%
<u>B. Glendale – Entire City</u>					
5. Retail	\$11,689,582	\$12,663,237	\$973,655	8.3%	24.5%
6. Restaurant & Bar	2,632,641	3,270,364	637,723	24.2%	16.1%
7. Other	7,271,083	9,632,633	2,361,550	32.5%	59.4%
8. Total	\$21,593,306	\$25,566,234	\$3,972,928	18.4%	100.0%

Notes: While these are collections from February and March, sales tax collections represent sales activities for the previous month (i.e. these represent January and February).

Column 6 is calculated as Column 4 (entries for each category) divided by Line 4 of Column 4 (total in Glendale – Westgate Area) or Line 8 of Column 4 (total in Glendale – Entire City).

3. Arlington, TX (Dallas Metro Area)

On February 6, 2011, Super Bowl XLV took place in AT&T Stadium in Arlington, Texas. The City of Arlington is within Tarrant County and the Dallas-Fort Worth-Arlington metropolitan statistical area (“DFW metro area”) and is located approximately 20 miles west of Dallas. According to estimates based on 2010 census data, Arlington has a population of approximately 395,500 (19 percent of Tarrant County and 5 percent of the DFW metro area).³⁰

A February 2010 study by Marketing Information Masters estimated that Super Bowl XLV would generate more than \$600 million in economic activity from both Texan and out-of-state visitor spending. The expectation was that 731,000 people would visit North Texas for the game and related

events (147,000 out-of-state and 584,000 Texas residents from outside the DFW metro area). The study also noted that 24,000 hotel rooms would be booked for the NFL, spread among 12 North Texas cities; 17,000 NFL-credentialed support staff; and 4,600 media members for Super Bowl XLV.³¹

The Texas Comptroller undertook an analysis that concluded that 13 cities near AT&T Stadium would gain tax revenues. According to the Comptroller, Dallas stood to gain the most (\$4.6 million gain in incremental tax revenue; 54% of total incremental gain), followed by Fort Worth (\$1.3 million gain; 16% of total), and Arlington (\$1.1 million gain; 13% of total). See Table 10 on the next page for details.³²

Table 10: Projected Increase in Incremental Tax Revenue due to Super Bowl XLV³³

CITY	INCREMENTAL INCREASE IN TAX REVENUE	SHARE OF TOTAL INCREMENTAL INCREASE IN TAX REVENUE
	(DOLLARS)	(PERCENT)
(1)	(2)	(3)
1. Dallas	\$4,564,550	53.6%
2. Forth Worth	1,344,450	15.8%
3. Arlington (Host City)	1,070,235	12.6%
4. Grapevine	561,034	6.6%
5. Irving	329,658	3.9%
6. Addison	209,017	2.5%
7. Plano	137,750	1.6%
8. Farmers Branch	118,166	1.4%
9. Frisco	110,261	1.3%
10. Richardson	36,809	0.4%
11. Denton	16,276	0.2%
12. Grand Prairie	5,605	0.1%
13. Lewisville	4,838	0.1%
14. Total	\$8,508,649	100.0%

Unfortunately, a major winter storm, including severe wind chill readings at Cowboys Stadium, coincided with the week preceding Super Bowl XLV. Despite the weather-related obstacles, several cities in the area experienced significant increases in

sales tax revenues in February 2011 (compared with the previous year). Arlington gained 3.7 percent in February 2011 sales tax revenues compared with February 2010. Table 11 below includes figures for Arlington and other nearby cities.

Table 11: Year-Over-Year Change in Sales Tax Revenue February 2011 Compared with February 2010³⁴

CITY	CHANGE IN SALES TAX REVENUE
	(PERCENT)
(1)	(2)
1. Frisco	14.4%
2. Mesquite	13.6%
3. Carrollton	11.8%
4. Plano	7.5%
5. Garland	6.8%
6. Grand Prairie	6.5%
7. Forth Worth	5.0%
8. Grapevine	4.1%
9. McKinney	4.1%
10. Arlington (Host City)	3.7%
11. Dallas	2.9%
12. Irving	-0.1%

4. Case Study Conclusions

Experiences in mid to smaller-sized cities within larger metropolitan areas that hosted Super Bowls provide context for understanding the benefits Inglewood will experience:

- Santa Clara, CA received approximately 7 percent of the incremental net gain in economic activity generated from hosting the Super Bowl in Santa Clara, CA (SF Bay area).³⁵
- Glendale, AZ received approximately 14 to 15 percent of the incremental spending/tax gains associated with the Super Bowl in Glendale, AZ (Greater Phoenix area).³⁶
- Arlington, TX was projected to receive more than 12 percent of the tax revenue benefits associated with the Super Bowl at AT&T Stadium in Arlington, TX (Greater Dallas area).³⁷

Based on these outcomes, mid to smaller-sized host cities within a larger metropolitan area realized approximately 7 to 15 percent of the total gains from hosting the Super Bowl. Multiplying the mid-point, i.e., 11 percent, by the lower end, overly conservative model for LA County (\$234.3 million in total output) suggests an economic benefit of \$25.8 million specific to Inglewood. Multiplying 11 percent to the

most likely model for LA County (\$477.5 million in total output) suggests \$52.5 million in economic output benefits for Inglewood. This is consistent with our independent estimates for Inglewood (details are set forth at Exhibit 12), which project between \$23.4 million and \$51.7 million in total economic output for the City of Inglewood.

COVID-19 PANDEMIC

The COVID-19 pandemic has had a detrimental effect far and wide, including in the Los Angeles region. The tourism industry and small businesses throughout Los Angeles County have seen significant declines

and faced periodic closures and difficulties since March 2020. While there have been some signs of recovery in recent months, the pandemic has proven to be unpredictable with volatile swings.

Hosting Super Bowl LVI in February 2022 represents a unique opportunity for LA County and the City of Inglewood; an influx of visitor spending and excitement around a world-class event like the Super Bowl could signify a turning point that helps stimulate the regional economy, especially for small businesses and industries that have been hard hit by the pandemic (e.g., restaurants and hospitality).

Although the recent resumption of in-person sporting events generally has been positive, it is possible that lingering effects of the pandemic on willingness to travel and consumer behavior could adversely impact what otherwise will be a spectacular and outstanding several weeks for Los Angeles County and the City of Inglewood. Overall, Super Bowl LVI

is expected to have a tremendous positive impact on the LA region and in Inglewood, but it is difficult to determine exactly how much possible changes in state, county, and/or city guidelines and mandates could affect the overall impact because the course of the pandemic from now until Super Bowl LVI in February 2022 is unknown.

CONCLUSION

In conclusion, our models predict that as a result of Super Bowl LVI, Los Angeles County will realize up to **\$477.5 million in new economic activity (output)** and generate up to **\$22.5 million in additional tax revenue that stays in LA County** (separate from millions of dollars in additional tax revenue that will go to the State of California); these economic gains are associated with an increase of up to **4,700 annual jobs**.

Using the “most likely” estimates, the City of Inglewood is expected to realize up to **\$52 million in total economic activity (output)** and generate close to **\$2 million in tax revenue that stays in Inglewood** from Super Bowl LVI alone; these total economic gains are associated with an increase in employment of up to **800 annual jobs**. In addition, numerous other major events already are scheduled to take place in Inglewood at the Hollywood Park Complex (SoFi Stadium and/or YouTube Theater) in just the next few years, including music concerts, the annual Jimmy Kimmel LA Bowl game starting in December 2021, the 2023 College Football Playoff National Championship Game, WrestleMania in April 2023, candidate host city for the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games, and home games for the Los Angeles Rams and Los Angeles Chargers. Super Bowl LVI will set the stage for Inglewood to begin realizing substantial financial

benefits with a new, ongoing source of revenue to the City of Inglewood’s General Fund, and Super Bowl LVI will be the first in a “domino effect” where Inglewood will begin to strengthen its reputation as a powerhouse destination capable of hosting world class events.

Both Los Angeles County and the City of Inglewood will receive extraordinary media exposure in the dead of winter that will encourage visits to Southern California from a national and international audience. Finally, numerous community service and philanthropic events (e.g., the NFL Green Program/Golden Shovel Event, Youth Programs like the Huddle Legacy Event, and Super Bowl LVI Business Connect and Legacy Program to name a few) also will strengthen community ties and have positive impacts in LA County and the City of Inglewood.

About the Authors



Roy Weinstein is an economist and Managing Director at Micronomics, an economic research and consulting firm based in Los Angeles, California. Mr. Weinstein has been commissioned by the Tournament of Roses Committee to determine the economic impact of the Rose Bowl Parade and Game on Los Angeles County and has been engaged to conduct similar studies for the Grammys, the Emmys, the NBA All Star Game, the X-Games, AEG, and the Special Olympics World Summer Games. Mr. Weinstein's areas of expertise include industrial organization, statistics, econometrics and the calculation of economic damages. He has published articles relating to economics in numerous professional journals and is a frequent speaker before professional associations and trade groups. Mr. Weinstein received a Bachelor of Business Administration Degree cum laude with honors in economics from City College New York and a Master of Arts Degree in economics from the University of Chicago. He is the first recipient of the Career Achievement Award for professional success from the Business and Economics Alumni Society of the Baruch School at City College New York.



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About Micronomics

Micronomics is an economic research and consulting firm with offices in Los Angeles and Long Beach, California. Founded in 1988, it specializes in the collection, tabulation and analysis of various types of economic, financial and statistical data. Areas of expertise include industrial organization, antitrust, economic impact studies, the valuation of intellectual property and the calculation of economic damages. Clients include publicly and privately held businesses and government agencies. Industry experience includes sports and entertainment, banking and financial services, pharmaceuticals, telecommunications, and computer hardware and software.

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Between 2012 and 2021, average viewership (i.e., number of persons aged two and older) for each Super Bowl was approximately 111.3 million, 108.7 million, 112.2 million, 114.4 million, 111.9 million, 111.3 million, 103.5 million, 98.5 million, 101.3 million, and 92 million (preliminary figure), respectively.
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EXHIBIT 1

ESTIMATED ECONOMIC IMPACT OF SUPER BOWLS (1989 - 2020)

<u>Year</u>	<u>Super Bowl</u>	<u>Location</u>	<u>Venue</u>	<u>Economic Impact</u>
1. 1989	XXIII	Miami, FL	Hard Rock Stadium	\$269 million ¹
2. 1990	XXIV	New Orleans, LA	Mercedes-Benz Superdome	\$404 million ¹
3. 1991	XXV	Tampa, FL	Tampa Stadium	\$183 million ¹
4. 1992	XXVI	Minneapolis, MN	Hubert Humphrey Metrodome	\$176 million ¹
5. 1993	XXVII	Pasadena, CA	Rose Bowl Stadium	\$253 million ¹
6. 1994	XXVIII	Atlanta, GA	Georgia Dome	\$183 million ¹ \$166 million ²
7. 1995	XXIX	Miami, FL	Hard Rock Stadium	\$456 million ¹ \$365 million ²
8. 1996	XXX	Tempe, AZ	Sun Devil Stadium	\$360 million ¹
9. 1997	XXXI	New Orleans, LA	Mercedes-Benz Superdome	\$250 million ¹
10. 1998	XXXII	San Diego, CA	Qualcomm Stadium	\$363 million ^{1,*} \$295 million ²
11. 1999	XXXIII	Miami, FL	Hard Rock Stadium	\$440 million ¹ \$393 million ²
12. 2000	XXXIV	Atlanta, GA	Georgia Dome	\$341 million ¹ \$410 million ² \$292 million ²
13. 2001	XXXV	Tampa, FL	Raymond James Stadium	\$306 million ¹
14. 2002	XXXVI	New Orleans, LA	Mercedes-Benz Superdome	\$346 million ¹
15. 2003	XXXVII	San Diego, CA	Qualcomm Stadium	\$347 million ^{1,*} \$375 million ²
16. 2004	XXXVIII	Houston, TX	NRG Stadium	\$357 million ¹
17. 2005	XXXIX	Jacksonville, FL	AllTel Stadium	\$317 million ¹
18. 2006	XL	Detroit, MI	Ford Field	\$279 million ¹
19. 2007	XLI	Miami, FL	Hard Rock Stadium	\$463 million ¹
20. 2008	XLII	Glendale, AZ	University of Phoenix Stadium	\$350 million ¹ \$218 million ^{3,*} \$500 million ³
21. 2009	XLIII	Tampa, FL	Raymond James Stadium	\$150 million ^{4,*}
22. 2010	XLIV	Miami, FL	Hard Rock Stadium	\$333 million ⁵
23. 2011	XLV	Arlington, TX	Cowboys Stadium	\$612 million ⁶
24. 2012	XLVI	Indianapolis, IN	Lucas Oil Stadium	\$377 million ⁷
25. 2013	XLVII	New Orleans, LA	Mercedes-Benz Superdome	\$480 million ⁸
26. 2014	XLVIII	East Rutherford, NJ	MetLife Stadium	\$194 million ^{9,*} \$500 million ⁹
27. 2015	XLIX	Glendale, AZ	University of Phoenix Stadium	\$295 million ^{3,*} \$720 million ³
28. 2016	50	Santa Clara, CA	Levi's Stadium	\$220 million ^{10,*} \$350 million ¹⁰
29. 2017	LI	Houston, TX	NRG Stadium	\$347 million ¹¹
30. 2018	LII	Minneapolis, MN	U.S. Bank Stadium	\$343 million ¹²
31. 2019	LIII	Atlanta, GA	Mercedes-Benz Stadium	\$200 million ¹³ \$400 million ¹⁴
32. 2020	LIV	Miami, FL	Hard Rock Stadium	\$572 million ¹⁵

EXHIBIT 1

ESTIMATED ECONOMIC IMPACT OF SUPER BOWLS (1989 - 2020)

Note: * Direct impacts only.

- Sources: ¹ Hicks, Michael J., "The Economic Impact of the Super Bowl in Indianapolis," Ball State University, March 2008, p. 2.
This study aggregated economic impact estimates from the following sources:
Coates and Humphreys; UCLA/LA Sports Council; PricewaterhouseCoopers; Depken and Wilson; Rische; Miami Convention and Visitors Bureau; and San Diego Citizen's Task Force.
- ² Matheson, Victor and Robert Baade, "Padding Required: Assessing the Economic Impact of the Super Bowl," September 2004.
- ³ Corbett, Peter, "Report: Super Bowl lifted Valley economy by \$720 million," AZ Central, June 23, 2015.
- ⁴ "Study: Economy lessens Super Bowl economic impact," Tampa Bay Business Journal, January 21, 2009.
- ⁵ Sherman, Amy, "Dolphins lobbyist says Super Bowl L is a '\$500 million economic impact' to Florida," Politifact Florida, March 14, 2013.
- ⁶ "Super Bowl committee: Study estimates \$612M economic impact," Dallas Business Journal, March 12, 2010.
- ⁷ "2012 Economic Impact of Tourism in Indiana - Methodology, Metrics and Evaluation," Rockport Analytics, December 2013, pp. 4 and 10.
- ⁸ "UNO Study Calculates \$480M Economic Impact for Super Bowl XLVII," New Orleans Saints Website, April 18, 2013.
- ⁹ Jasthi, Sreekar, "Super Bowl XLVIII Numbers That May Surprise You," Nerd Wallet, January 27, 2014.
- ¹⁰ Strugatch, Warren, "Super Bowl 50 Produces \$350M Economic Impact," Chief Executive, February 8, 2016.
- ¹¹ McGill, Kenneth and Jon Gray, "The Economic Impact of Super Bowl LI on Greater Houston," Rockport Analytics, May 2017.
- ¹² McGill, Kenneth, "Pre-Event Estimate of the Economic Impact of Super Bowl LII on Minneapolis-St. Paul," Rockport Analytics, April 2016.
- ¹³ Moss, Wes, "Wes Moss: GDP of Atlanta's Super Bowl," The Atlanta Journal-Constitution, March 5, 2020.
- ¹⁴ "Super Bowl LIII: Region, State to Benefit from \$400 Million Projected Impact," Metro Atlanta Chamber website, May 26, 2016.
- ¹⁵ "Economic Impact Report Released for Super Bowl LIV," Sports Destination Management, September 29, 2020.

EXHIBIT 2

DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022 HIGHER-END MODEL

A. Visitor Spending on Lodging

1.	150,000	Additional Number of Out-of-Town Visitors for Super Bowl	
2.	3	Average of Three Night Stay ¹	
3.	2	Average of Two Visitors per Hotel Room ¹	
4.	225,000	Total Room Nights	[Line 1 x Line 2 / Line 3]
5.	\$195.40	Projected Average Daily Rate ("ADR") in LA County in 2022, no major event ²	
6.	\$397.00	ADR in LA County for 60,000 Room Nights Contracted for Super Bowl ³	
7.	69.5%	Expected Increase to ADR in LA County for Remaining Non-Contracted Room Nights during Super Bowl Week ⁴	
8.	\$331.20	Projected ADR in LA County for Remaining Non-Contracted Room Nights during Super Bowl Week	[Line 5 x (Line 7 + 1)]
9.	\$348.75	Overall Projected ADR in LA County during Super Bowl Week (Weighted Average) ⁵	
10.	\$78,468,750	Visitor Spending on Lodging due to Super Bowl	[Line 4 x Line 9]
11.	14%	Transient Occupancy Tax in LA County ⁶	
12.	\$10,985,625	Direct Tax Revenue from Visitor Spending on Lodging due to Super Bowl	[Line 10 x Line 11]

B. Visitor Daytime Spending

13.	\$300	Average Daytime Spending Per Person Per Day ⁷	
14.	4	Average of Four Day Stay	
15.	\$1,200	Daytime Spending Per Person	[Line 13 x Line 14]
16.	\$180,000,000	Visitor Daytime Spending due to Super Bowl	[Line 1 x Line 15]
17.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
18.	9.84%	Approximate Sales & Use Tax Rate in LA County ⁹	
19.	39%	Estimated Amount of Sales & Use Tax that Stays in LA County ¹⁰	
20.	\$5,180,760	Direct Tax Revenue that Stays in LA County, from Visitor Daytime Spending due to Super Bowl	[Lines 16 x 17 x 18 x 19]

C. Total

21.	\$258,468,750	Visitor Spending due to Super Bowl	[Line 10 + Line 16]
22.	\$16,166,385	Direct Tax Revenue that Stays in LA County due to Super Bowl	[Line 12 + Line 20]

Notes/Sources: Model is intended to measure spending from visitors that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for Super Bowl or other NFL-related events.

¹ Data from the 2020 Super Bowl in Miami indicated 3.32 as the average number of nights stayed by spectators and accompanying party (average party size of 3.03). *See*: "Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020 (<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

² Assuming no major event, ADR in LA County in 2022 is forecasted based on ADR in LA County in 2019 (\$180.39) and a compound annual growth rate from 2011 through 2019 of 2.7 percent (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). *See*: YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2. Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

³ \$397 ADR for 60,000 contracted room nights provided by Los Angeles Sports & Entertainment Commission (LASEC).

⁴ 69.5 percent increase is calculated as the average of 1) increase to ADR in LA County from 2022 Super Bowl contracted rooms (\$397) over projected ADR in LA County in 2022 assuming no major event (\$195.40), which equals 103 percent, and 2) increase to ADR in LA County from 2018 NBA All-Star contracted rooms (\$304.44) over forecasted ADR in LA County in 2018 assuming no major event (\$223.40), which equals 36 percent. All else equal, Super Bowls can lead to substantial increases in ADRs. The overall projected increase to ADR from the Super Bowl may end up being conservative. *See*: Line 6 above and Footnote 3 above.
Line 5 above for projected ADR in LA County in 2022 assuming no major event.
Information from LASEC regarding NBA All-Star Game 2018, Totals and Peak, Hotel Data (\$304.44).
Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14 for information used to project 2018 ADR assuming no major event.

⁵ Weighted average is calculated as follows:
(60,000 contracted rooms * \$397 ADR + 165,000 non-contracted rooms * \$331.20 ADR) ÷ 225,000 rooms = \$348.75 total ADR.

⁶ 14 percent is used since that is the transient occupancy tax (TOT) rate in the cities of Los Angeles and Inglewood. TOT rates may

EXHIBIT 2

DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022 HIGHER-END MODEL

vary in other cities throughout LA County. *See:* Transient Occupancy Tax Requirements, LA City website (<https://finance.lacity.org/transient-occupancy-tax-requirements>) and Guide to Transient Occupancy Tax, City of Inglewood - Finance Department, p. 3.

⁷ Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending. *See:*

Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board.

Super Bowl studies have shown that Super Bowl visitors spend significantly more money than average tourists.

For example, studies of the 2017 and 2018 Super Bowls in Houston and Minneapolis, respectively, found that Super Bowl visitors spent \$502 per day on average in Greater Houston while typical Texas Tourism spending was \$130 per day (which equates to an increase of 286%), and Super Bowl visitors spent \$608 per day in the Minneapolis/St. Paul (MSP) metro area compared with typical MSP tourism spending of \$124 per person per day (which equates to an increase of 390%). *See:* "The Economic Impact of Super Bowl LI on Greater Houston," Rockport Analytics, May 2017.

"The Economic Impact of Super Bowl LII on Minneapolis & Minnesota," Rockport Analytics, May 2018.

It would be reasonable and conservative to apply the lower end increase described above (286%, or a 3.86 multiplier) to \$105 (average daytime spending per person per day by 2018 LA overnight tourists) to estimate average out-of-town Super Bowl visitor daytime spending, but this model takes an even more conservative approach and only applies a 186% increase (or a 2.86 multiplier), which equals daytime spending per person per day of \$300.

A recent study of the 2020 Super Bowl in Miami found that average spending per party-day by spectators was \$1,781.

This roughly works out to \$457 daytime spending per person per day after factoring in average party size (3.03), applying the LA County contracted ADR during Super Bowl LVI (\$397), and assuming parties evenly split the daily lodging cost.

The \$300 daytime spending per person per day estimate used in our model is significantly less than the \$457 daytime spending per person per day calculated from the 2020 Miami Super Bowl described above. *See:*

"Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020

(<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁸ A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). According to economic impact studies of two recent Super Bowls, entertainment accounts for approximately 13% to 29% of total spending less lodging. Therefore, it is assumed that 25% of daytime spending is not subject to sales/use tax.

⁹ 9.84% is the average sales/use tax rate in Inglewood (10%) and the following seven cities in LA County: Los Angeles City (9.5%), Santa Monica (10.25%), Hawthorne (10.25%), Culver City (10.25%), Beverly Hills (9.5%), Marina Del Rey (9.5%), and Mar Vista (9.5%). *See:*

California City & County Sales & Use Tax Rates (Effective April 1, 2021) (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).

¹⁰ The average sales/use tax rate in Inglewood and surrounding cities is 9.84%. Approximately 6% goes to the State of California.

This leaves an estimated 3.84 percent for LA County, or roughly 39 percent of the total

(3.84% [LA County] ÷ 9.84% [total] = 39% of the total sales/use tax stays in LA County). *See, for example:*

"All About California Sales Tax," Smart Asset website, March 18, 2021 (<https://smartasset.com/taxes/california-sales-tax>).

EXHIBIT 3

**DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY
GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022
LOWER-END MODEL**

A. Visitor Spending on Lodging

1.	100,000	Additional Number of Out-of-Town Visitors for Super Bowl	
2.	3	Average of Three Night Stay ¹	
3.	2	Average of Two Visitors per Hotel Room ¹	
4.	150,000	Total Room Nights	[Line 1 x Line 2 / Line 3]
5.	\$195.40	Projected Average Daily Rate ("ADR") in LA County in 2022, no major event ²	
6.	\$397	ADR in LA County for 60,000 Room Nights Contracted for Super Bowl ³	
7.	36%	Expected Increase to ADR in LA County for Remaining Non-Contracted Room Nights during Super Bowl Week ⁴	
8.	\$265.74	Projected ADR in LA County for Remaining Non-Contracted Room Nights during Super Bowl Week	[Line 5 x (Line 7 + 1)]
9.	\$318.24	Overall Projected ADR in LA County during Super Bowl Week (Weighted Average) ⁵	
10.	\$47,736,000	Visitor Spending on Lodging due to Super Bowl	[Line 4 x Line 9]
11.	14%	Transient Occupancy Tax in LA County ⁶	
12.	\$6,683,040	Direct Tax Revenue from Visitor Spending on Lodging due to Super Bowl	[Line 10 x Line 11]

B. Visitor Daytime Spending

13.	\$200	Average Daytime Spending Per Person Per Day ⁷	
14.	4	Average of Four Day Stay	
15.	\$800	Daytime Spending Per Person	[Line 13 x Line 14]
16.	\$80,000,000	Visitor Daytime Spending due to Super Bowl	[Line 1 x Line 15]
17.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
18.	9.84%	Approximate Sales & Use Tax Rate in LA County ⁹	
19.	39%	Estimated Amount of Sales & Use Tax that Stays in LA County ¹⁰	
20.	\$2,302,560	Direct Tax Revenue that Stays in LA County, from Visitor Daytime Spending due to Super Bowl	[Lines 16 x 17 x 18 x 19]

C. Total

21.	\$127,736,000	Visitor Spending due to Super Bowl	[Line 10 + Line 16]
22.	\$8,985,600	Direct Tax Revenue that Stays in LA County due to Super Bowl	[Line 12 + Line 20]

Notes/Sources: Model is intended to measure spending from visitors that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for Super Bowl or other NFL-related events.

¹ Data from the 2020 Super Bowl in Miami indicated 3.32 as the average number of nights stayed by spectators and accompanying party (average party size of 3.03). *See*: "Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020 (<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

² Assuming no major event, ADR in LA County in 2022 is forecasted based on ADR in LA County in 2019 (\$180.39) and a compound annual growth rate from 2011 through 2019 of 2.7 percent (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). *See*: YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2. Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

³ \$397 ADR for 60,000 contracted room nights provided by Los Angeles Sports & Entertainment Commission (LASEC).

⁴ 36 percent is calculated as the increase to ADR in LA County from 2018 NBA All-Star contracted rooms (\$304.44) over forecasted ADR in LA County in 2018 assuming no major event (\$223.40). All else equal, Super Bowls can lead to substantial increases in ADRs. The projected increase to ADR from the Super Bowl may end up being conservative. *See*: Information from LASEC regarding NBA All-Star Game 2018, Totals and Peak, Hotel Data (\$304.44). Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14 for information used to project 2018 ADR assuming no major event.

⁵ Weighted average is calculated as follows:
(60,000 contracted rooms * \$397 ADR + 90,000 non-contracted rooms * \$265.74 ADR) ÷ 150,000 rooms = \$318.24 total ADR.

⁶ 14 percent is used since that is the transient occupancy tax (TOT) rate in the cities of Los Angeles and Inglewood. TOT rates may vary in other cities throughout LA County. *See*: Transient Occupancy Tax Requirements, LA City website (<https://finance.lacity.org/transient-occupancy-tax-requirements>) and Guide to Transient Occupancy Tax, City of Inglewood - Finance Department, p. 3.

⁷ Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending. *See*:

EXHIBIT 3

DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022 LOWER-END MODEL

Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board.

Super Bowl studies have shown that Super Bowl visitors spend significantly more money than average tourists.

For example, studies of the 2017 and 2018 Super Bowls in Houston and Minneapolis, respectively, found that Super Bowl visitors spent \$502 per day on average in Greater Houston while typical Texas Tourism spending was \$130 per day (which equates to an increase of 286%), and Super Bowl visitors spent \$608 per day in the Minneapolis/St. Paul (MSP) metro area compared with typical MSP tourism spending of \$124 per person per day (which equates to an increase of 390%). *See:* "The Economic Impact of Super Bowl LI on Greater Houston," Rockport Analytics, May 2017.

"The Economic Impact of Super Bowl LII on Minneapolis & Minnesota," Rockport Analytics, May 2018.

It would be reasonable and conservative to apply the lower end increase described above (286%, or a 3.86 multiplier) to \$105 (average daytime spending per person per day by 2018 LA overnight tourists) to estimate average out-of-town Super Bowl visitor daytime spending, but this model takes an even more conservative approach and applies only about one-third of this conservative increase, i.e. a 95% increase (or a 1.95 multiplier), which equals daytime spending per person per day of \$200.

A recent study of the 2020 Super Bowl in Miami found that average spending per party-day by spectators was \$1,781.

This roughly works out to \$457 daytime spending per person per day after factoring in average party size (3.03), applying the LA County contracted ADR during Super Bowl LVI (\$397), and assuming parties evenly split the daily lodging cost.

The \$200 daytime spending per person per day estimate used in our model is significantly less than the \$457 daytime spending per person per day calculated from the 2020 Miami Super Bowl described above. *See:*

"Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020

(<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁸ A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). According to economic impact studies of two recent Super Bowls, entertainment accounts for approximately 13% to 29% of total spending less lodging. Therefore, it is assumed that 25% of daytime spending is not subject to sales/use tax.

⁹ 9.84% is the average sales/use tax rate in Inglewood (10%) and the following seven cities in LA County: Los Angeles City (9.5%), Santa Monica (10.25%), Hawthorne (10.25%), Culver City (10.25%), Beverly Hills (9.5%), Marina Del Rey (9.5%), and Mar Vista (9.5%). *See:* California City & County Sales & Use Tax Rates (Effective April 1, 2021) (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).

¹⁰ The average sales/use tax rate in Inglewood and surrounding cities is 9.84%. Approximately 6% goes to the State of California. This leaves an estimated 3.84 percent for LA County, or roughly 39 percent of the total (3.84% [LA County] ÷ 9.84% [total] = 39% of the total sales/use tax stays in LA County). *See, for example:* "All About California Sales Tax," Smart Asset website, March 18, 2021 (<https://smartasset.com/taxes/california-sales-tax>).

EXHIBIT 4

**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND
TAX REVENUE THAT STAYS IN LA COUNTY
GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022**

Description	Economic Impact			Tax Revenue that Stays in LA County		
	Direct Output (Visitor Spending)	Indirect and Induced Output	Total Output	Direct	Estimated Secondary *	Total
	(Dollars)					
(1)	(2)	(3)	(2) + (3) (4)	(5)	(6)	(5) + (6) (7)
1. Higher-End Model	\$258,468,750	\$219,028,048	\$477,496,798	\$16,166,385	\$6,304,065	\$22,470,450
2. Lower-End Model	127,736,000	106,584,669	234,320,669	8,985,600	3,067,720	12,053,320
3. Average	\$193,102,375	\$162,806,359	\$355,908,734	\$12,575,993	\$4,685,893	\$17,261,885

Notes: According to IMPLAN, output represents the value of industry production.

In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

* It is assumed that 75 percent of secondary (indirect and induced) spending/output is subject to sales and use taxes (approximately 9.84% in LA County), which is the same rate used for daytime spending. It is also assumed that approximately 39% of sales and use tax revenue stays in LA County. The remaining 61% goes to the State of California, and those amounts are not included in these calculations. See Exhibits 2-3 for additional details.

Sources: Exhibits 2-3 and IMPLAN Software.

EXHIBIT 5

**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND OTHER GAINS IN LA COUNTY
GENERATED BY SUPER BOWL LVI VISITORS IN FEBRUARY 2022**

Description	Variables			Economic Impact and Other Gains			
	Out-of-Town Visitors	Daytime Spending Per Person Per Day	Avg. Hotel Room Rate per Night	Total Output ¹	Total Labor Income ²	Total Value Added ³	Associated Gain in Annual Jobs ⁴
	(Count)			(Dollars)			(Count)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1. Higher-End Model	150,000	\$300	\$348.75	\$477,496,798	\$215,277,684	\$300,618,176	4,708
2. Lower-End Model	100,000	200	318.24	234,320,669	104,543,490	147,987,074	2,246
3. Average	125,000	\$250	\$333.50	\$355,908,734	\$159,910,587	\$224,302,625	3,477

Notes: ¹ According to IMPLAN, output represents the value of industry production.

In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

² IMPLAN defines this as all forms of employment income, including employee compensation (wages and benefits) and proprietor income.

³ IMPLAN defines this as the aggregation of employee compensation, proprietor income, other property income (e.g. corporate profits, rent, interest), and taxes on production and imports net of subsidy (excludes payroll taxes and corporate income tax; includes sales taxes, excise taxes, fees, fines, licenses, and property tax).

⁴ IMPLAN defines this as annual average full-time/part-time/seasonal jobs.

This includes both wage and salary workers and proprietors.

Another way to interpret this is additional jobs (full/part/seasonal) that will last one year, stemming from hosting the Super Bowl in 2022.

Sources: Exhibits 2-4 and IMPLAN Software.

EXHIBIT 6
NATIONAL FOOTBALL LEAGUE
SELECTED COMMUNITY SERVICE ACTIVITIES AND INITIATIVES

Event/Initiative (1)	Description (2)
1. Inspire Change	Initiative to combat systemic racism through education, economic advancement, improvement in community-police relations, and criminal justice reform; since its launch in 2018, Inspire Change has provided \$95 million to various programs as part of the NFL's 10-year, \$250 million commitment.
2. Tampa 55	\$2 million investment by the NFL and Tampa Bay Super Bowl Host Committee to promote early childhood education, combat food insecurity, encourage social justice initiatives, and engage in other community development projects.
3. Partnership with United Way	Formed in 1973, it makes possible the participation of the NFL and its players in community service projects, especially those that encourage the mental and physical fitness of children.
4. Various grants	Hundreds of grants provided by the NFL Foundation to support philanthropic, social justice, and youth fitness efforts by current and former NFL players.
5. InSideOut Initiative	Supported by the NFL Foundation, it focuses on the coaching and character development of female and male student-athletes in all education-based sports.
6. Character Playbook	Digital social and educational program supported by the NFL Foundation.
7. 306	Digital educational program on African American history sponsored by the NFL through the Inspire Change initiative.

EXHIBIT 6

NATIONAL FOOTBALL LEAGUE

SELECTED COMMUNITY SERVICE ACTIVITIES AND INITIATIVES

Event/Initiative (1)	Description (2)
8. Super Bowl LVI Business Connect	Local program that identified and supports 225 regional minority, woman, LGBTQ+, and veteran-owned businesses through professional development, networking, and contract opportunities. 65 LA County communities were represented, and 26 of the businesses selected are based in the City of Inglewood. These businesses are profiled in the NFL Resource Guide that will be shared with other regional companies looking to identify regional diverse suppliers.
9. Super Bowl LVI Legacy Program	Recognizes 56 “unsung hero” grassroots organizations and nonprofits that are making a transformative impact in underserved communities across the Los Angeles region. Funding for this program – which included grant assistance and a professionally produced marketing video for each organization - was provided by the NFL Foundation, the LA84 Foundation and Los Angeles Super Bowl Host Committee.
10. Huddle to Tackle Hunger	A 44-week Super Bowl LV initiative to combat food insecurity in the Tampa Bay region; includes a \$250,000 donation by the NFL Foundation.
11. Volunteer events during week of Super Bowl LV	Events at local domestic violence shelters and sexual assault survivor organizations; also includes grants to address human trafficking and homelessness in the Tampa Bay region.
12. Virtual screening of the film <i>Angst</i>	Film-based education program to raise awareness of anxiety and break down the stigma associated with mental health.
13. 1st and Future competition	Annual event to spur innovation in athlete health, safety, and performance.
14. Play 60	NFL's national youth health and wellness campaign that encourages kids to get physically active for at least 60 minutes a day; the NFL has committed over \$352 million to Play 60 since its launch in 2007.

EXHIBIT 6
NATIONAL FOOTBALL LEAGUE
SELECTED COMMUNITY SERVICE ACTIVITIES AND INITIATIVES

Event/Initiative (1)	Description (2)
15. Play Football High School Day	Celebration of female flag football student-athletes conducted in recognition of National Girls and Women in Sports Day.
16. Stable Families Project	The Super Bowl LV Host Committee and Metropolitan Ministries have partnered to create the Stable Families Project, supporting 20 Tampa Bay families transitioning from homelessness to self-sufficiency.
17. Madden NFL 21 x HBCU Showcase	Video game tournament designed to connect Historically Black College and University (HBCU) communities and encourage competition among the most talented Madden NFL 21 players from HBCU athletic conferences.
18. Kickoff to Rebuild	Event hosted by Rebuilding Together, a national housing nonprofit with a mission to repair the homes of people in need and revitalize communities; in partnership with Lowe's, Rebuilding Together will provide critical repairs for 30 homes in the Tampa Bay area.
19. NFL Green Wellswood Community Garden Build	The NFL and Keep Tampa Bay Beautiful will team up to build a community garden at Wellswood Park Community Center.
20. Salute to Service	Year-round effort by the NFL to honor, empower, and connect our nation's service members, veterans, and their families; since 2011, more than \$44 million has been raised for the league's military nonprofit partners.
21. RISE Super Bowl Critical Conversation	Discussion including NFL players about how best to tackle issues of systemic racism, civic engagement, and racial and social inequities.
22. Super Bowl Gospel Celebration	Annual event joining together NFL players, gospel and mainstream musicians, and special guests for a night of praise, worship, uplifting music, and inspirational messages.

EXHIBIT 6
NATIONAL FOOTBALL LEAGUE
SELECTED COMMUNITY SERVICE ACTIVITIES AND INITIATIVES

Event/Initiative (1)	Description (2)
23. Super Bowl Breakfast	Breakfast attended by NFL players and fans at which the Bart Starr Award is presented to the player who best exemplifies outstanding character and leadership in the home, on the field, and in the community.
24. Taste of the NFL	Annual purpose-driven culinary experience at the Super Bowl, created to raise awareness and funds to fight against hunger and food insecurity.
25. NFL Green (Super Bowl LV)	A series of initiatives and projects to reduce the environmental impact of Super Bowl LV and create a “green” legacy in the Tampa Bay area.
26. NFL Walter Payton Man of the Year Award	Award given to the NFL player who best represents the NFL's commitment to philanthropy and community impact; \$250,000 is donated to the winner's charity of choice, and the other 31 nominees receive up to \$40,000 donated to each of their chosen charities.
27. Crucial Catch	Initiative to fight cancer through early detection and risk reduction; founded in 2009, Crucial Catch has raised over \$22 million and is supported by the NFL, its clubs, the NFL Player Association, and the American Cancer Society.
28. Draft-A-Thon	Campaign during the NFL draft to raise money for those affected by the coronavirus; proceeds go to the American Red Cross, Salvation Army, United Way, Meals on Wheels America, Feeding America, and the CDC Foundation.
29. Super Bowl LVI Teammate Program	This program will identify and hire 7,000 local residents to help put on some of the official events including the Super Bowl Experience, Opening Night and Gameday. Additionally, over 1,000 local residents will volunteer to be part of the airport and hotel greeting program.

EXHIBIT 6
NATIONAL FOOTBALL LEAGUE
SELECTED COMMUNITY SERVICE ACTIVITIES AND INITIATIVES

Event/Initiative (1)	Description (2)
30. NFL Green Program and Golden Shovel Event (Super Bowl LVI)	Consists of 8-10 projects between September 2020 and February 2021. It will include 1) the Passing of the Golden Shovel event where 56 trees are planted at Edward Vincent Jr. Park in Inglewood, 2) Community Garden Build at Queen Park in Inglewood, and 3) Harbor Cleanup with Force Blue special operations military veterans. In addition, other greening projects are expected elsewhere in Inglewood as well as in nearby communities such as Watts, South LA, East LA, Westlake/Pico, and West Carson.
31. Youth Programs for Super Bowl LVI, including the Huddle Legacy Event	Includes but not limited to 1) a key children’s event where thousands of books, sports equipment, school supplies, and games will be donated, distributed, and collected by local schoolchildren and given to schools and youth agencies through the LA region and 2) the Huddle Legacy Event on February 9, 2022 at Edward Vincent Park (Centinela Park) in Inglewood which will be a festival-style event to celebrate the 15th anniversary of NFL PLAY 60, centered around youth health and wellness and community impact with fun activities for kids to get them moving and introducing them to ways that they can give back to their communities.

EXHIBIT 7
INGLEWOOD, CALIFORNIA
DEMOGRAPHIC SUMMARY

Population, Age, and Sex

1. Population, 2019	108,151
2. Persons under 5 years, percent	6.3%
3. Persons under 18 years, percent	23.5%
4. Persons 65 years and over, percent	12.3%
5. Female persons, percent	51.4%
6. Male persons, percent	48.6%

Race and Hispanic Origin

7. White alone, percent	27.9%
8. Black or African American alone, percent	40.9%
9. American Indian and Alaska Native alone, percent	1.1%
10. Asian alone, percent	2.1%
11. Native Hawaiian and Other Pacific Islander alone, percent	0.5%
12. Two or More Races, percent	4.1%
13. Hispanic or Latino, percent*	50.6%
14. White alone, not Hispanic or Latino, percent	4.5%

Population Characteristics

15. Veterans, 2015-2019	4,267
16. Foreign born persons, percent, 2015-2019	28.5%

Housing

17. Owner-occupied housing unit rate, 2015-2019	35.8%
18. Median value of owner-occupied housing units, 2015-2019	\$483,000
19. Median selected monthly owner costs -with a mortgage, 2015-2019	\$2,129
20. Median selected monthly owner costs -without a mortgage, 2015-2019	\$468
21. Median gross rent, 2015-2019	\$1,358

Families and Living Arrangements

22. Households, 2015-2019	35,997
23. Persons per household, 2015-2019	2.99
24. Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	89.3%
25. Language other than English spoken at home, percent of persons age 5 years+, 2015-20	51.7%

EXHIBIT 7
INGLEWOOD, CALIFORNIA
DEMOGRAPHIC SUMMARY

Computer and Internet Use

26. Households with a computer, percent, 2015-2019	91.5%
27. Households with a broadband Internet subscription, percent, 2015-2019	82.8%

Education

28. High school graduate or higher, percent of persons age 25 years+, 2015-2019	76.2%
29. Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019	21.2%

Health

30. With a disability, under age 65 years, percent, 2015-2019	8.8%
31. Persons without health insurance, under age 65 years, percent	13.7%

Labor Force and Economy

32. In civilian labor force, total, percent of population age 16 years+, 2015-2019	67.1%
33. In civilian labor force, female, percent of population age 16 years+, 2015-2019	63.5%
34. Mean travel time to work (minutes), workers age 16 years+, 2015-2019	31.4
35. Total accommodation and food services sales, 2012 (\$1,000)	145,505
36. Total health care and social assistance receipts/revenue, 2012 (\$1,000)	543,094
37. Total merchant wholesaler sales, 2012 (\$1,000)	977,436
38. Total retail sales, 2012 (\$1,000)	1,219,925
39. Total retail sales per capita, 2012	\$10,972

Income and Poverty

40. Median household income (in 2019 dollars), 2015-2019	\$54,400
41. Per capita income in past 12 months (in 2019 dollars), 2015-2019	\$25,179
42. Persons in poverty, percent	16.8%

Businesses

43. All firms, 2012	10,598
44. Men-owned firms, 2012	4,902
45. Women-owned firms, 2012	4,921
46. Minority-owned firms, 2012	9,307
47. Nonminority-owned firms, 2012	965
48. Veteran-owned firms, 2012	630
49. Nonveteran-owned firms, 2012	9,671

EXHIBIT 7
INGLEWOOD, CALIFORNIA
DEMOGRAPHIC SUMMARY

Geography

50. Population per square mile, 2010	12,094.50
51. Land area in square miles, 2010	9.07

Note: * Hispanics/Latinos may be of any race, so also are included in applicable race categories.

Source: U.S. Census Bureau.

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
<u>A. Restaurants</u>	
1. Casa Rios Restaurant	0.1
2. Chu's Garden	0.1
3. Juquila	0.1
4. Q Hawaiian BBQ	0.1
5. Blessed Tropical Cuisine	0.2
6. Bourbon Street Fish & Grill	0.2
7. Church's Chicken	*
8. Del Taco	0.2
9. In-N-Out Burger	*
10. Scottle's Gumbo & Grill	0.2
11. Subway (W Century Blvd)	*
12. Wendy's	0.2
13. Chili's Grill & Bar	*
14. Fishbone Seafood Inglewood	0.3
15. McDonald's (W Century Blvd)	*
16. Red Lobster	0.3
17. Wingstop (W Century Blvd)	*
18. C G Soul Food	0.3
19. Carl's Jr. (W Century Blvd)	*
20. Chile Verde	0.4
21. Flame Broiler	*
22. Jack in the Box (W Century Blvd)	0.4
23. Lee's Caribbean Restaurant	0.4
24. Sizzler	*
25. The Habit Burger Grill	0.4
26. El Pollo Loco (W Century Blvd)	*
27. US Chinese Food	0.5
28. Wienerschnitzel	*
29. Domino's Pizza (S La Brea Ave)	0.6
30. La Costa Mariscos	0.6
31. Louisiana Famous Fried Chicken (Century Blvd)	*
32. New Millennium Pizza	0.6
33. Bruno's Burgers	0.7
34. La Lumbre Tacos	0.7
35. Rosalie's Caribbean Cuisine	0.7
36. VegainzLA	0.7

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
37. Veronica's Kitchen	0.7
38. American Deli	* 0.8
39. Aunt Emma's Popcorn	0.8
40. Banadir Somali Restaurant	0.8
41. Barbarita Restaurant	0.8
42. Durango Burger #2	0.8
43. E & J Seafood	0.8
44. Little Belize Restaurant	0.8
45. McDonald's (W Manchester Blvd)	* 0.8
46. Woody's Bar-B-Que	0.8
47. Big Daddy's Kickin' Chicken	0.9
48. Dulan's Soul Food Kitchen	0.9
49. Guatemala Kitchen	0.9
50. Kenny's Q Bar-B-Q	0.9
51. Mutiara Food & Market	0.9
52. Rusty Pot Cafe	0.9
53. Cafetales	1.0
54. Coni'Seafood	1.0
55. El Comalito	1.0
56. El Fandango Restaurant	1.0
57. Pizza 8	1.0
58. Stuff I eat	1.0
59. Subway (Prairie Ave)	* 1.0
60. Sumptuous African Restaurant	1.0
61. The Wood Urbankitchen (Upscale BBQ)	1.0
62. Burger King	* 1.1
63. Golden Burger	1.1
64. New China Mongolian BBQ	1.1
65. Papa John's Pizza	* 1.1
66. Randy's Donuts & Chinese Food	1.1
67. Subway (S La Brea Ave)	* 1.1
68. Wings 2 Go	1.1
69. Antojitos Martin	1.2
70. Hilltop Coffee + Kitchen Inglewood	1.2
71. House of Taco	1.2
72. IHOP	* 1.2
73. Lalos Grill Restaurant	1.2

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
74. Lalo's Mariscos and Pastas	1.2
75. Orleans & York Deli	1.2
76. Red's Flavor Table Take-out	1.2
77. Taco Morelia	1.2
78. Tacos El Limoncito	1.2
79. Tortuga Bay	1.2
80. Yoshinoya Inglewood	* 1.2
81. Fiesta Martin Bar And Grill	1.3
82. Gomo's Fish Market	1.3
83. La Sirena Azul	1.3
84. Lax Tacos	1.3
85. Little Caesars Pizza (N La Brea Ave)	* 1.3
86. Mariscos El Puerto Escondido	1.3
87. Taqueria Jocotepec	1.3
88. Brolly Hut	1.4
89. Carl's Jr. (W Manchester Blvd)	* 1.4
90. El Oaxaco Taqueria y Antojitos Oaxaqueños	1.4
91. Fatburger & Buffalo's Express	* 1.4
92. La Fonda Of Inglewood Restaurant	1.4
93. Los Chorros	1.4
94. Panda Express (S Crenshaw Blvd)	* 1.4
95. Rally's	* 1.4
96. Subway (W Manchester Blvd)	* 1.4
97. Thai Plate Restaurant	1.4
98. Astro Burgers	1.5
99. Authentic Chinese Cuisine	1.5
100. Charly's Restaurant	1.5
101. El Pollo Loco (N La Brea Ave)	* 1.5
102. Jack in the Box (Crenshaw Blvd)	* 1.5
103. Jose's The Juice Bar & Mex Grill	1.5
104. Louisiana Famous Fried Chicken (8th Ave)	* 1.5
105. Mingles Tea Bar	1.5
106. Bravo's Char Burger	1.6
107. Melo Burger	1.6
108. Nkechi African Café	1.6
109. Ono Hawaiian BBQ	* 1.6
110. Country Style Jamaican Restaurant	1.7

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
111. Da Thai Food & BBQ	1.7
112. Five Guys	* 1.7
113. Ilobasco Restaurant	1.7
114. Maria's Ricos Tacos	1.7
115. Mariscos Chente	1.7
116. McDonald's (Imperial Hwy)	* 1.7
117. Pepe's Tacos	1.7
118. Queen of Sheba Ethiopian Restaurant	1.7
119. Casa Gamiño Restaurant	1.8
120. Emma Habesha Restaurant	1.8
121. Little Caesars Pizza (W Century Blvd)	* 1.8
122. Panda Express (W Century Blvd)	* 1.8
123. Roscoe's House of Chicken and Waffles	* 1.8
124. Shakey's Pizza Parlor	* 1.8
125. WaBa Grill	* 1.8
126. Wingstop (W Manchester Blvd)	* 1.8
127. Ricos Tacos El Tio	1.9
128. Wingopolis Restaurants	1.9
129. Carnitas El Artista	2.0
130. Comfort LA Inglewood	2.0
131. La Brea Seafood	2.0
132. Subway (N La Brea Ave)	* 2.0
133. Uri's Mexican Food And Catering	2.0
134. Wok On the Wild Side	2.0
135. Arby's	* 2.1
136. El Pollo Loco (Hawthorne Blvd)	* 2.1
137. Tottino's Pizza (W Manchester Blvd)	2.1
138. Domino's Pizza (N La Brea Ave)	* 2.2
139. Hungry Joe's Jamaican Restaurant	2.2
140. McDonald's (Hawthorne Blvd)	* 2.2
141. Popeyes Louisiana Kitchen	* 2.2
142. Sunday Gravy	2.2
143. Aduke Nigerian Cuisine	2.3
144. Bayou Grille	2.3
145. Chana Thai Cuisine	2.3
146. Fabulous Burgers	2.3
147. Halal Kabob House	2.3

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
148. Jack in the Box (Centinela Ave)	2.3
149. Karuba's Yardy Kitchen	2.3
150. Puerto Nuevo Coffee & Tacos	2.3
151. Tumby's Pizza	2.3
152. Cluckin Bun	2.4
153. El Pollo Loco (W Manchester Blvd)	2.4
154. Fiesta Martin Mexican Grill	2.4
155. Fiesta Martin Tacos	2.4
156. Los Taquitos	2.4
157. Tottino's Pizza (N La Brea Ave)	2.4
158. Phillips Bar-B-Que	2.5
159. The Serving Spoon	2.5
160. Fresh Ethiopian Restaurant	2.6
161. Jack in the Box (Imperial Hwy)	2.6
162. Jack in the Box (W Manchester Blvd)	2.6
163. Louisiana Famous Fried Chicken (Centinela Ave)	2.6
164. Panda Express (S La Cienaga Blvd)	2.9
<u>B. Nightlife/Entertainment</u>	
165. American Bar & Grill Restaurant	0.5
166. Century Bar and Grill	0.7
167. Champ City Bar & Lounge	0.7
168. LA Lllamarada Night Club	0.7
169. Raise Lounge	0.7
170. Real Cocktails	0.7
171. Savoy Entertainment Center	0.9
172. Lavender Blue Restaurant Lounge	1.0
173. The Love Jones Lounge	1.1
174. Blue Mint Lounge	1.7
175. LA Lounge	1.7
176. Pure Sky Hookah Lounge	1.7
177. Las Iguanas Bar	2.1
178. Three Weavers Brewing Company	2.6
179. The Green Horse	2.8

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

<u>Business</u>	<u>Estimated Distance from SoFi Stadium</u>
(1)	(2)
<u>C. Lodging</u>	
180. Hollywood Park Motel	0.1
181. Rodeway Inn & Suites	0.2
182. Holly Crest Hotel	0.3
183. Airport Motel	0.4
184. Motel 6 Inglewood	* 0.8
185. Crestridge Inn	0.9
186. Holiday Motel	0.9
187. LA Adventure Hotel	0.9
188. Super 8 by Wyndham	* 0.9
189. American Inn & Suites LAX	1.0
190. Hollywood Inn Express LAX	* 1.0
191. Parkview Motel	1.0
192. Sea Breeze Inn	1.0
193. Amber Motel	1.1
194. Kings Motel Inglewood	1.1
195. Royal Century Hotel	1.1
196. Tourist Lodge	1.1
197. Casa Bell Motel	1.2
198. Diamond Inn	1.2
199. Encore Inn	1.2
200. Welcome Inn	1.3
201. Crystal Inn Suites & Spas LAX	1.4
202. Geneva Motel	1.4
203. Hollypark Motel	1.5
204. Value Inn	1.5
205. Economy Inn LAX Airport	1.6
206. i-wood Residences	1.6
207. La Quinta Inn & Suites by Wyndham	* 1.6
208. Lotus Motel	1.6
209. Century Inn	1.7
210. Cloud Nine Inn LAX Airport	1.7
211. Lyfe Inn & Suites	1.7
212. Best Western Airpark Hotel	* 1.8
213. Lax Airport Hotel	1.8
214. Quality Inn & Suites Los Angeles Airport	* 1.8

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

<u>Business</u>		<u>Estimated Distance from SoFi Stadium</u>
(1)		(2)
215. Best Western Plus Suites Hotel	*	1.9
216. Motel 6 LAX	*	2.0
217. Sandman Motel		2.0
218. Trend Hotel LAX		2.0
219. LAX Stadium Inn		2.3
220. Del Aire Inn		2.4
221. Wingate by Wyndham LAX	*	2.4
222. Imperial Motel		2.5
 <u>D. Convenience Stores & Other Food/Drink</u>		
223. 7-Eleven (S Prairie Ave)	*	0.1
224. Daily Donut		0.1
225. Dell Donut Ice Creame		0.1
226. Sweet Red Peach		0.1
227. Yogurtland Inglewood	*	0.2
228. 7-Eleven (3311 W Century Blvd)	*	0.3
229. Starbucks (W Century Blvd)	*	0.3
230. Baskin-Robbins (W Century Blvd)	*	0.4
231. Alta Dena Express		0.5
232. Fresh Donuts		0.6
233. La Sinaloense Bakery		0.6
234. Vintage Diner		0.6
235. Fosters Freeze	*	0.7
236. Shabazz Bakery		0.7
237. Super Donut House		0.7
238. Starbucks (E Manchester Blvd)	*	0.7
239. ampm	*	0.8
240. Good Cake Co		0.8
241. Ms Ruby's Bakery		0.8
242. 7-Eleven (S La Brea Ave)	*	0.9
243. Bravo Juice & Snack Bar		0.9
244. Choice Berry		0.9
245. Jamz Creamery		0.9
246. Yissy's Ice Cream		0.9
247. Donut Star		1.0
248. La Tiendita		1.0
249. Sip & Sonder		1.0

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
250. V's Donuts	1.0
251. 7-Eleven (W Arbor Vitae St)	* 1.1
252. Amigo's Donuts	1.1
253. GMD Store	1.1
254. Unocal Fast Break	* 1.1
255. Agua's Mexico Natural Fruit Dr	1.2
256. First Stop Mini Mart	1.2
257. Icy Mo's Mini Mart & Smoke Shop	1.2
258. Mango Tango	1.2
259. Moby's Coffee Shop	1.2
260. Winchell's (Crenshaw Blvd)	* 1.2
261. 7-Eleven (3018 W Manchester Blvd)	* 1.4
262. Cold Stone Creamery	* 1.4
263. La Michoacana Ricas Nieves Montebello	1.4
264. 7-Eleven (345 W Manchester Blvd)	* 1.5
265. 7-Eleven (N La Brea Ave)	* 1.5
266. Jack's Market	1.5
267. Winchell's (W Manchester Blvd)	* 1.6
268. 7-Eleven (Hawthorne Blvd)	* 1.7
269. La Michoacana Nieveria	1.7
270. Sofia's Bakery	1.7
271. Starbucks (W Manchester Blvd)	* 1.7
272. Cobblers Cakes & Kream	1.8
273. 7-Eleven (4956 W Century Blvd)	* 1.9
274. W1nderful Convenience Store	1.9
275. Baskin-Robbins (N La Brea Ave)	* 2.0
276. Cafe 9800	2.0
277. Rose Donuts and Ice Cream	2.0
278. Starbucks (N La Brea Ave)	* 2.0
279. 7-Eleven (S La Cienega Blvd)	* 2.1
280. Circle K	* 2.3
281. Winchell's (W Imperial Hwy)	* 2.3
282. Rose Donuts	2.4
283. Starbucks (Centinela Ave)	* 2.9

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

<u>Business</u>	<u>Estimated Distance from SoFi Stadium</u>
(1)	(2)
<u>E. Shopping/Retail</u>	
284. Stop & Shop	0.1
285. Second 2 None Party & Gift Store	0.2
286. Jimmie Creer Vintage Collections	0.3
287. Andy's Century Outlet	0.5
288. OK Market	0.5
289. Swami International	0.5
290. Discount Market	0.6
291. Dollar General	* 0.6
292. El Super (S La Brea Ave)	0.6
293. General Family Thrift Store	0.6
294. Genesis Water Store	0.6
295. Tomato Market	0.6
296. Edna's Dollar Store	0.7
297. LAX Smoke and Gift Shop	0.7
298. Bani Market	0.9
299. Happy Girls Boutique	0.9
300. Northgate Market	* 0.9
301. Ashley Stewart	* 1.0
302. Beyond Envy (W Century Blvd)	* 1.0
303. Gap Factory Store	* 1.0
304. Old Navy	* 1.0
305. Richard's Market	1.0
306. Simon's Mini-Market	1.0
307. Vons	* 1.0
308. Alpha Discount Master	1.1
309. Best Bargain	1.1
310. Beyond Envy (E Nutwood St)	1.1
311. Bold Men	1.1
312. El Super (W Century Blvd)	* 1.1
313. Marshalls	* 1.1
314. Onyx & Clo Boutique	1.1
315. Ross Dress for Less	* 1.1
316. Top Diversified African Fashions & Accessories	1.1
317. 399 & Less Clothing Store	1.2
318. ALDI	* 1.2

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
(1)	(Miles)
319. Chic and Curvy	1.2
320. Cox Men's Wear	1.2
321. Dollar Tree (W Century Blvd)	* 1.2
322. Fashion Concept Store	1.2
323. Feisty Boutique	1.2
324. Joan La FASHION	1.2
325. Outlet Clothing	1.2
326. Philthy Ragz	1.2
327. Sexy Pretty Gal	1.2
328. Super Bargain 99	1.2
329. Target	* 1.2
330. The Children's Place	* 1.2
331. Wireless Discount Store	1.2
332. 99 Discount Store	1.3
333. Al's Market	1.3
334. Barbie Jones Studio	1.3
335. Chapala Market	1.3
336. Comida para Tortugas	1.3
337. El Zorro Market	1.3
338. Food 4 Less	* 1.3
339. Lee In Sook	1.3
340. Mama Sunshine's Treasures	1.3
341. Palace Surplus	1.3
342. Rainbow Shops (W Century Blvd)	* 1.3
343. Water Store	1.3
344. 99 Cents Only Stores (W Century Blvd)	* 1.4
345. dd's DISCOUNTS (N Market St)	* 1.4
346. Oasis Market	1.4
347. Plug	1.4
348. Smart & Final Extra!	* 1.4
349. Antojitos	1.6
350. Cherry Market	1.6
351. Red Tag Discount Warehouse	1.6
352. 99 Cents Only Stores (Crenshaw Blvd)	* 1.7
353. Buy Low Market	1.7
354. Crenshaw Dairy & Market	1.7
355. Dollar Tree (Hawthorne Blvd)	* 1.7

EXHIBIT 8
SELECTED BUSINESSES IN CITY OF INGLEWOOD
WITHIN 3 MILES OF SOFI STADIUM
2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
356. Mas Crazy Price	1.7
357. Numero Uno Market	1.7
358. Sabrak Boutique	1.7
359. Big Lots	* 1.8
360. Ben Marc Suits @ Rapture Gold	1.9
361. J K Gifts	1.9
362. Kelso Ranch Market	1.9
363. Swank Men's Fashion	1.9
364. Virji Imports	1.9
365. Dollar Tree (W Manchester Blvd)	* 2.0
366. La Mexcla Market	2.0
367. Sene	2.0
368. La Mejor Market	2.1
369. Dollar Tree (N La Brea Ave)	* 2.2
370. K Bell Socks	2.2
371. Superior Grocers	* 2.2
372. Zole Market & Tobacco	2.2
373. Dollar Tree (Crenshaw Blvd)	* 2.3
374. Jhalae	2.3
375. Quique's Discount Store	2.3
376. Rainbow Shops (Crenshaw Blvd)	* 2.3
377. Xpression	2.3
378. Carniceria La Tapatia	2.4
379. Essennar Fashion Boutique	2.4
380. Fallas Discount Stores	2.4
381. FEAT Socks	2.4
382. General Discount	2.4
383. Mother's Nutritional Center	2.4
384. Park Ave Market	2.4
385. Ralphs	* 2.4
386. Yarra 1 Dollar Store	2.4
387. 99 Cents Only Stores (W Imperial Hwy)	* 2.5
388. AllStar Logo	2.5
389. Angels on Earth Crystal Shop	2.5
390. dd's DISCOUNTS (W Imperial Hwy)	* 2.5
391. Georg Roth Los Angeles	2.5
392. Grocery Outlet	* 2.5

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SELECTED BUSINESSES IN CITY OF INGLEWOOD
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2022 - SUPER BOWL LVI - INGLEWOOD, CA

Business	Estimated Distance from SoFi Stadium
(1)	(2)
393. Afrikan General Store	2.6
394. Yaya's Island Mart	2.6
395. El Coco Market	2.7
396. Ye Geny Injera & Mini Market	2.7
397. The Level Up Store	2.8
398. Smart & Final	* 2.9
399. Yalganesh Mini Market	2.9
400. Mena Mini Market	3.0
Number of Businesses Within 1 Mile of SoFi Stadium	134
Number of Businesses Within 2 Miles of SoFi Stadium	325
Number of Businesses Within 3 Miles of SoFi Stadium	400

Notes: Estimated distance from SoFi Stadium is approximate and represents the shortest driving distance to or from the venue based on Google Maps directions when searched in early 2021.

List of businesses is based on web searches in early 2021 and is not exhaustive.

* Denotes a chain, franchise, or other commonly-known business.

Sources: Google (www.google.com).

Google Maps (www.google.com/maps).

Yelp (www.yelp.com).

EXHIBIT 9

**DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN CITY OF INGLEWOOD
GENERATED BY SUPER BOWL LVI VISITORS AND RESIDENT FANS IN FEBRUARY 2022
HIGHER-END MODEL**

A. Visitor Spending on Lodging in Inglewood

1.	2,215	Total Hotel Rooms in Inglewood, CA ¹	
2.	86.6%	Assumed Occupancy Rate during Super Bowl Week (same as 2019) ²	
3.	7	Nights during Super Bowl Week	
4.	75%	Estimated Share of Inglewood's Total Hotel Occupancy that is due to Super Bowl Visitors	
5.	10,070	Total Room Nights in Inglewood for Super Bowl	[Lines 1 x 2 x 3 x 4]
6.	3	Average of Three Night Stay ³	
7.	2	Average of Two Visitors per Hotel Room ³	
8.	6,713	Out-of-Town Visitors Staying in Inglewood for Super Bowl	[Line 5 / Line 6 x Line 7]
9.	\$156.13	Projected Average Daily Rate ("ADR") in LAX Area/Inglewood/Culver City (Inglewood) in 2022, no major event ⁴	
10.	69.5%	Approximate Increase to Inglewood ADR per Room during Super Bowl Week ⁵	
11.	\$264.64	Estimated Inglewood Hotels ADRs During Super Bowl Week (Feb 2022)	[Line 9 x (Line 10 + 1)]
12.	\$2,664,925	Visitor Spending on Lodging in Inglewood due to Super Bowl	[Line 5 x Line 11]
13.	14%	Transient Occupancy Tax in Inglewood, CA ⁶	
14.	\$373,089	Direct Tax Revenue from Visitor Lodging in Inglewood due to Super Bowl	[Line 12 x Line 13]

B. Visitor Daytime Spending in Inglewood (Those Staying in Inglewood)

15.	\$190	Average Daytime Spending Per Person Per Day ⁷	
16.	4	Average of Four Day Stay	
17.	\$760	Daytime Spending Per Person	[Line 15 x Line 16]
18.	\$5,102,133	Visitor Daytime Spending due to Super Bowl (Those Staying in Inglewood)	[Line 8 x Line 17]
19.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
20.	10%	Sales & Use Tax Rate in Inglewood ⁹	
21.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
22.	\$153,064	Direct Tax Revenue that Stays in City of Inglewood, from Visitor Daytime Spending due to Super Bowl (Visitors Staying in Inglewood)	[Lines 18 x 19 x 20 x 21]

C. Visitor Daytime Spending in Inglewood (Those Staying Outside of Inglewood)

23.	150,000	Total Expected Out-of-Town Visitors to LA County due to Super Bowl	
24.	143,287	Out-of-Town Visitors Staying Outside of Inglewood but in LA County	[Line 23 - Line 8]
25.	\$190	Average Daytime Spending Per Person Per Day (One Day in Inglewood Only) ⁷	
26.	\$27,224,467	Visitor Daytime Spending due to Super Bowl (Those Staying Outside of Inglewood)	[Line 24 x Line 25]
27.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
28.	10%	Sales & Use Tax Rate in Inglewood ⁹	
29.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
30.	\$816,734	Direct Tax Revenue that Stays in City of Inglewood, from Visitor Daytime Spending due to Super Bowl (Visitors Staying Outside of Inglewood)	[Lines 26 x 27 x 28 x 29]

D. Daytime Spending in Inglewood by LA County Residents Living Outside of Inglewood

31.	750,000	Total Fans Attending Super Bowl Activities ¹¹	
32.	600,000	Fans Attending from LA County	[Line 31 - Line 23]
33.	10,039,107	LA County Population ¹²	
34.	108,151	City of Inglewood Population ¹³	
35.	9,930,956	LA County Population Not Living in Inglewood	[Line 33 - Line 34]
36.	98.92%	Percentage of LA County Population Not Living in Inglewood	[Line 35 / Line 33]
37.	593,536	Fans Attending from LA County Not Living in Inglewood	[Line 32 x Line 36]
38.	40%	Potential Share of Super Bowl Activities Taking Place in/around Inglewood	
39.	237,414	Fans from LA County Not Living in Inglewood Who Will Attend Super Bowl Activities in/around Inglewood	[Line 37 x Line 38]
40.	\$70	Resident Fans Average Daytime Spending Per Person Per Day (One Day in Inglewood Only) ⁷	
41.	\$16,619,014	Daytime Spending in Inglewood by LA County Fans Living Outside of Inglewood due to Super Bowl	[Line 39 x Line 40]
42.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
43.	10%	Sales & Use Tax Rate in Inglewood ⁹	
44.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
45.	\$498,570	Direct Tax Revenue that Stays in City of Inglewood, from Daytime Spending in Inglewood by LA County Fans Living Outside of Inglewood due to Super Bowl	[Lines 41 x 42 x 43 x 44]

E. Total

46.	\$51,610,539	Visitor Spending in Inglewood due to Super Bowl	[Lines 12 + 18 + 26 + 41]
47.	\$1,841,458	Direct Tax Revenue that Stays in City of Inglewood due to Super Bowl	[Lines 14 + 22 + 30 + 45]

EXHIBIT 9

DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN CITY OF INGLEWOOD GENERATED BY SUPER BOWL LVI VISITORS AND RESIDENT FANS IN FEBRUARY 2022 HIGHER-END MODEL

Notes/Sources: Model is intended to measure spending that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for Super Bowl or other NFL-related events.

¹ STR data as of July 31, 2018.

² YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2.

³ Data from the 2020 Super Bowl in Miami indicated 3.32 as the average number of nights stayed by spectators and accompanying party (average party size of 3.03). *See:*

"Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020
(<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁴ Assuming no major event, ADR in LAX Area/Inglewood/Culver City (Inglewood) is forecasted based on ADR in Inglewood in 2019 (\$144.14) and a compound annual growth rate from 2011 through 2019 of 2.7 percent in LA County (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). *See:*

YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2.
Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

⁵ 69.5 percent increase is calculated as the average of 1) increase to ADR in LA County from 2022 Super Bowl contracted rooms (\$397) over projected ADR in LA County in 2022 assuming no major event (\$195.40), which equals 103 percent, and 2) increase to ADR in LA County from 2018 NBA All-Star contracted rooms (\$304.44) over forecasted ADR in LA County in 2018 assuming no major event (\$223.40), which equals 36 percent. All else equal, Super Bowls can lead to substantial increases in ADRs. The overall projected increase to ADR from the Super Bowl may end up being conservative. *See:*

Line 9 above for projected ADR in Inglewood in 2022 assuming no major event.
ADR of \$397 for 60,000 contracted room nights provided by Los Angeles Sports & Entertainment Commission (LASEC).
Information from LASEC regarding NBA All-Star Game 2018, Totals and Peak, Hotel Data (\$304.44).
Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14 for information used to project 2018 ADR assuming no major event.

⁶ Guide to Transient Occupancy Tax, City of Inglewood - Finance Department, p. 3.

⁷ Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending. *See:*

Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board.

Super Bowl studies have shown that Super Bowl visitors spend significantly more money than average tourists.

For example, studies of the 2017 and 2018 Super Bowls in Houston and Minneapolis, respectively, found that Super Bowl visitors spent \$502 per day on average in Greater Houston while typical Texas Tourism spending was \$130 per day (which equates to an increase of 286%), and Super Bowl visitors spent \$608 per day in the Minneapolis/St. Paul (MSP) metro area compared with typical MSP tourism spending of \$124 per person per day (which equates to an increase of 390%). *See:*

"The Economic Impact of Super Bowl LI on Greater Houston," Rockport Analytics, May 2017.

"The Economic Impact of Super Bowl LII on Minneapolis & Minnesota," Rockport Analytics, May 2018.

It would be reasonable and conservative to apply the lower end increase described above (286%, or a 3.86 multiplier) to \$105 (average daytime spending per person per day by 2018 LA overnight tourists) to estimate average out-of-town Super Bowl visitor daytime spending, but this model takes an even more conservative approach and only applies an 86% increase (or a 1.86 multiplier), which equals daytime spending per person per day of \$190. This accounts for the possibility that Super Bowl visitors spend some time and money outside of Inglewood. \$190 is also used for one day of daytime spending in Inglewood by Super Bowl overnight visitors staying outside of Inglewood. Finally, an estimate for average daytime spending by average LA "day trip" tourists in 2018 (\$70) is used for daytime spending by LA County, Non-Inglewood residents during one day in Inglewood for Super Bowl related events; no increase is applied even though one may be warranted due to additional spending during major events like the Super Bowl.

A recent study of the 2020 Super Bowl in Miami found that average spending per party-day by spectators was \$1,781.

This roughly works out to \$457 daytime spending per person per day after factoring in average party size (3.03), applying the LA County contracted ADR during Super Bowl LVI (\$397), and assuming parties evenly split the daily lodging cost.

The \$190 daytime spending per person per day estimate used in our model is significantly less than the \$457 daytime spending per person per day calculated from the 2020 Miami Super Bowl described above. *See:*

"Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020
(<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁸ A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). According to economic impact studies of two recent Super Bowls, entertainment accounts for approximately 13% to 29% of total spending less lodging. Therefore, it is assumed that 25% of daytime spending is not subject to sales/use tax.

⁹ California City & County Sales & Use Tax Rates (Effective October 1, 2020) (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).

¹⁰ The sales/use tax rate in Inglewood is 10%. Approximately 6% goes to the State of California.

This leaves 4 percent for City of Inglewood, or 40 percent of the total

(4 percent [City of Inglewood] ÷ 10 percent [total] = 40 percent of the tax stays in City of Inglewood). *See, for example:*

"All About California Sales Tax," Smart Asset website, March 18, 2021 (<https://smartasset.com/taxes/california-sales-tax>).

¹¹ Recent Super Bowl reports and articles noted that total fans (residents and out-of-town) amounted to approximately 1 million, 1.3 million, 500,000, and 200,000. The average of these four figures (750,000) is used. *See:*

"A Million Super Bowl Visitors or 125K? Depends Whom You Count," *Star Tribune*, January 24, 2018.

"Here's How Many People Attended Super Bowl Events in Atlanta," 11alive.com, February 11, 2019.

"Super Bowl LIV: South Florida Sees 200,000 Visitors, \$500M Economic Impact," *The Apopka Voice*, February 2, 2020.

¹² <https://www.census.gov/quickfacts/losangelescountycalifornia>.

¹³ <https://www.census.gov/quickfacts/inglewoodcitycalifornia>.

EXHIBIT 10

**DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN CITY OF INGLEWOOD
GENERATED BY SUPER BOWL LVI VISITORS AND RESIDENT FANS IN FEBRUARY 2022
LOWER-END MODEL**

A. Visitor Spending on Lodging in Inglewood

1.	2,215	Total Hotel Rooms in Inglewood, CA ¹	
2.	86.6%	Assumed Occupancy Rate during Super Bowl Week (same as 2019) ²	
3.	7	Nights during Super Bowl Week	
4.	67%	Estimated Share of Inglewood's Total Hotel Occupancy that is due to Super Bowl Visitors	
5.	8,996	Total Room Nights in Inglewood for Super Bowl	[Lines 1 x 2 x 3 x 4]
6.	3	Average of Three Night Stay ³	
7.	2	Average of Two Visitors per Hotel Room ³	
8.	5,997	Out-of-Town Visitors Staying in Inglewood for Super Bowl	[Line 5 / Line 6 x Line 7]
9.	\$156.13	Projected Average Daily Rate ("ADR") in LAX Area/Inglewood/Culver City (Inglewood) in 2022, no major event ⁴	
10.	36%	Approximate Increase to Inglewood ADR per Room during Super Bowl Week ⁵	
11.	\$212.34	Estimated Inglewood Hotels ADRs During Super Bowl Week (Feb 2022)	[Line 9 x (Line 10 + 1)]
12.	\$1,910,211	Visitor Spending on Lodging in Inglewood due to Super Bowl	[Line 5 x Line 11]
13.	14%	Transient Occupancy Tax in Inglewood, CA ⁶	
14.	\$267,429	Direct Tax Revenue from Visitor Lodging in Inglewood due to Super Bowl	[Line 12 x Line 13]

B. Visitor Daytime Spending in Inglewood (Those Staying in Inglewood)

15.	\$105	Average Daytime Spending Per Person Per Day ⁷	
16.	4	Average of Four Day Stay	
17.	\$420	Daytime Spending Per Person	[Line 15 x Line 16]
18.	\$2,518,880	Visitor Daytime Spending due to Super Bowl (Those Staying in Inglewood)	[Line 8 x Line 17]
19.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
20.	10%	Sales & Use Tax Rate in Inglewood ⁹	
21.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
22.	\$75,566	Direct Tax Revenue that Stays in City of Inglewood, from Visitor Daytime Spending due to Super Bowl (Visitors Staying in Inglewood)	[Lines 18 x 19 x 20 x 21]

C. Visitor Daytime Spending in Inglewood (Those Staying Outside of Inglewood)

23.	100,000	Total Expected Out-of-Town Visitors to LA County due to Super Bowl	
24.	94,003	Out-of-Town Visitors Staying Outside of Inglewood but in LA County	[Line 23 - Line 8]
25.	\$105	Average Daytime Spending Per Person Per Day (One Day in Inglewood Only) ⁷	
26.	\$9,870,280	Visitor Daytime Spending due to Super Bowl (Those Staying Outside of Inglewood)	[Line 24 x Line 25]
27.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
28.	10%	Sales & Use Tax Rate in Inglewood ⁹	
29.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
30.	\$296,108	Direct Tax Revenue that Stays in City of Inglewood, from Visitor Daytime Spending due to Super Bowl (Visitors Staying Outside of Inglewood)	[Lines 26 x 27 x 28 x 29]

D. Daytime Spending in Inglewood by LA County Residents Living Outside of Inglewood

31.	750,000	Total Fans Attending Super Bowl Activities ¹¹	
32.	650,000	Fans Attending from LA County	[Line 31 - Line 23]
33.	10,039,107	LA County Population ¹²	
34.	108,151	City of Inglewood Population ¹³	
35.	9,930,956	LA County Population Not Living in Inglewood	[Line 33 - Line 34]
36.	98.92%	Percentage of LA County Population Not Living in Inglewood	[Line 35 / Line 33]
37.	642,998	Fans Attending from LA County Not Living in Inglewood	[Line 32 x Line 36]
38.	20%	Potential Share of Super Bowl Activities Taking Place in/around Inglewood	
39.	128,600	Fans from LA County Not Living in Inglewood Who Will Attend Super Bowl Activities in/around Inglewood	[Line 37 x Line 38]
40.	\$70	Resident Fans Average Daytime Spending Per Person Per Day (One Day in Inglewood Only) ⁷	
41.	\$9,001,966	Daytime Spending in Inglewood by LA County Fans Living Outside of Inglewood due to Super Bowl	[Line 39 x Line 40]
42.	75%	Estimated Share of Daytime Spending Subject to Sales & Use Tax ⁸	
43.	10%	Sales & Use Tax Rate in Inglewood ⁹	
44.	40%	Estimated Amount of Sales & Use Tax that Stays in City of Inglewood ¹⁰	
45.	\$270,059	Direct Tax Revenue that Stays in City of Inglewood, from Daytime Spending in Inglewood by LA County Fans Living Outside of Inglewood due to Super Bowl	[Lines 41 x 42 x 43 x 44]

E. Total

46.	\$23,301,337	Visitor Spending in Inglewood due to Super Bowl	[Lines 12 + 18 + 26 + 41]
47.	\$909,163	Direct Tax Revenue that Stays in City of Inglewood due to Super Bowl	[Lines 14 + 22 + 30 + 45]

EXHIBIT 10

DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN CITY OF INGLEWOOD GENERATED BY SUPER BOWL LVI VISITORS AND RESIDENT FANS IN FEBRUARY 2022 LOWER-END MODEL

Notes/Sources: Model is intended to measure spending that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for Super Bowl or other NFL-related events.

¹ STR data as of July 31, 2018.

² YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2.

³ Data from the 2020 Super Bowl in Miami indicated 3.32 as the average number of nights stayed by spectators and accompanying party (average party size of 3.03). *See:* "Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020 (<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁴ Assuming no major event, ADR in LAX Area/Inglewood/Culver City (Inglewood) is forecasted based on ADR in Inglewood in 2019 (\$144.14) and a compound annual growth rate from 2011 through 2019 of 2.7 percent in LA County (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). *See:* YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2. Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

⁵ 36 percent is calculated as the increase to ADR in LA County from 2018 NBA All-Star contracted rooms (\$304.44) over forecasted ADR in LA County in 2018 assuming no major event (\$223.40). All else equal, Super Bowls can lead to substantial increases in ADRs. The projected increase to ADR from the Super Bowl may end up being conservative. *See:* Information from LASEC regarding NBA All-Star Game 2018, Totals and Peak, Hotel Data (\$304.44). Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14 for information used to project 2018 ADR assuming no major event.

⁶ Guide to Transient Occupancy Tax, City of Inglewood - Finance Department, p. 3.

⁷ Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending. *See:* Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board. Super Bowl studies have shown that Super Bowl visitors spend significantly more money than average tourists. For example, studies of the 2017 and 2018 Super Bowls in Houston and Minneapolis, respectively, found that Super Bowl visitors spent \$502 per day on average in Greater Houston while typical Texas Tourism spending was \$130 per day (which equates to an increase of 286%), and Super Bowl visitors spent \$608 per day in the Minneapolis/St. Paul (MSP) metro area compared with typical MSP tourism spending of \$124 per person per day (which equates to an increase of 390%). *See:* "The Economic Impact of Super Bowl LI on Greater Houston," Rockport Analytics, May 2017. "The Economic Impact of Super Bowl LII on Minneapolis & Minnesota," Rockport Analytics, May 2018. It would be reasonable and conservative to apply the lower end increase described above (286%, or a 3.86 multiplier) to \$105 (average daytime spending per person per day by 2018 LA overnight tourists) to estimate average out-of-town Super Bowl visitor daytime spending, but this model takes an even more conservative approach and does not apply any increase, i.e. it uses \$105 daytime spending per person per day. This very conservative approach accounts for the possibility that Super Bowl visitors spend some time and money outside of Inglewood. \$105 is also used for one day of daytime spending in Inglewood by Super Bowl overnight visitors staying outside of Inglewood. Finally, an estimate for average daytime spending by average LA "day trip" tourists in 2018 (\$70) is used for daytime spending by LA County, Non-Inglewood residents during one day in Inglewood for Super Bowl related events; no increase is applied even though one may be warranted due to additional spending during major events like the Super Bowl. A recent study of the 2020 Super Bowl in Miami found that average spending per party-day by spectators was \$1,781. This roughly works out to \$457 daytime spending per person per day after factoring in average party size (3.03), applying the LA County contracted ADR during Super Bowl LVI (\$397), and assuming parties evenly split the daily lodging cost. The \$105 daytime spending per person per day estimate used in our model is significantly less than the \$457 daytime spending per person per day calculated from the 2020 Miami Super Bowl described above. *See:* "Miami Super Bowl Provided Economic Stimulus to South Florida," August 26, 2020 (<https://www.prnewswire.com/news-releases/miami-super-bowl-provided-economic-stimulus-to-south-florida-301119241.html>).

⁸ A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). According to economic impact studies of two recent Super Bowls, entertainment accounts for approximately 13% to 29% of total spending less lodging. Therefore, it is assumed that 25% of daytime spending is not subject to sales/use tax.

⁹ California City & County Sales & Use Tax Rates (Effective October 1, 2020) (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).

¹⁰ The sales/use tax rate in Inglewood is 10%. Approximately 6% goes to the State of California. This leaves 4 percent for City of Inglewood, or 40 percent of the total (4 percent [City of Inglewood] ÷ 10 percent [total] = 40 percent of the tax stays in City of Inglewood). *See, for example:* "All About California Sales Tax," Smart Asset website, March 18, 2021 (<https://smartasset.com/taxes/california-sales-tax>).

¹¹ Recent Super Bowl reports and articles noted that total fans (residents and out-of-town) amounted to approximately 1 million, 1.3 million, 500,000, and 200,000. The average of these four figures (750,000) is used. *See:* "A Million Super Bowl Visitors or 125K? Depends Whom You Count," *Star Tribune*, January 24, 2018. "Here's How Many People Attended Super Bowl Events in Atlanta," 11alive.com, February 11, 2019. "Super Bowl LIV: South Florida Sees 200,000 Visitors, \$500M Economic Impact," *The Apopka Voice*, February 2, 2020.

¹² <https://www.census.gov/quickfacts/losangelescountycalifornia>.

¹³ <https://www.census.gov/quickfacts/inglewoodcitycalifornia>.

EXHIBIT 11

**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND
TAX REVENUE THAT STAYS IN CITY OF INGLEWOOD
DUE TO SUPER BOWL LVI IN FEBRUARY 2022**

Description	Economic Impact			Tax Revenue that Stays in Inglewood		
	Direct Output (Visitor Spending)	Indirect and Induced Output	Total Output	Direct	Estimated Secondary *	Total
	(Dollars)					
(1)	(2)	(3)	(2) + (3) (4)	(5)	(6)	(5) + (6) (7)
1. Higher-End Model	\$51,610,539	\$128,553	\$51,739,092	\$1,841,458	\$3,857	\$1,845,314
2. Lower-End Model	23,301,337	57,136	23,358,473	909,163	1,714	910,877
3. Average	\$37,455,938	\$92,845	\$37,548,783	\$1,375,311	\$2,785	\$1,378,096

Notes: According to IMPLAN, output represents the value of industry production.

In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

* It is assumed that 75 percent of secondary (indirect and induced) spending/output is subject to sales and use taxes (10% in Inglewood), which is the same rate used for daytime spending. It is also assumed that approximately 40% of sales and use tax revenue stays in Inglewood. The remaining 60% goes to the State of California, and those amounts are not included in these calculations. See Exhibits 9-10 for additional details.

Sources: Exhibits 9-10 and IMPLAN Software.

EXHIBIT 12

**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND OTHER GAINS IN INGLEWOOD
DUE TO SUPER BOWL LVI IN FEBRUARY 2022**

Description	Variables			Economic Impact and Other Gains			
	Out-of-Town Visitors	Daytime Spending Per Person Per Day	Avg. Hotel Room Rate per Night	Total Output ¹	Total Labor Income ²	Total Value Added ³	Associated Gain in Annual Jobs ⁴
	(Count)			(Dollars)			(Count)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1. Higher-End Model	150,000	\$190	\$264.64	\$51,739,092	\$28,545,721	\$32,910,007	804
2. Lower-End Model	100,000	105	212.34	23,358,473	12,796,810	14,887,653	357
3. Average	125,000	\$148	\$238.49	\$37,548,783	\$20,671,265	\$23,898,830	581

Notes: ¹ According to IMPLAN, output represents the value of industry production.

In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

² IMPLAN defines this as all forms of employment income, including employee compensation (wages and benefits) and proprietor income.

³ IMPLAN defines this as the aggregation of employee compensation, proprietor income, other property income (e.g. corporate profits, rent, interest), and taxes on production and imports net of subsidy (excludes payroll taxes and corporate income tax; includes sales taxes, excise taxes, fees, fines, licenses, and property tax).

⁴ IMPLAN defines this as annual average full-time/part-time/seasonal jobs.

This includes both wage and salary workers and proprietors.

Another way to interpret this is additional jobs (full/part/seasonal) that will last one year, stemming from hosting the Super Bowl in 2022.

Sources: Exhibits 9-11 and IMPLAN Software.