



2023 NHL ALL-STAR WEEKEND

SOUTH FLORIDA, FLORIDA



A number of spectacular events will take place during this celebration of the NHL's greatest stars including the 2023 NHL All-Star Skills on Friday, February 3rd, and the 2023 Honda NHL All-Star Game on Saturday, February 4th at FLA Live Arena in Sunrise, FL home of the Florida Panthers.

The NHL All-Star Weekend is one of the NHL's premier events. Culminating with the NHL All-Star Game itself, the NHL All-Star Weekend is comprised of a series of arena events, hospitality functions, media opportunities, broadcast properties and grass roots fan activities.

An unparalleled opportunity exists for the Florida Panthers to showcase the South Florida market before an important audience of NHL sponsors, licensees, media, broadcast rights holders, franchises, special guests, season ticket members and millions of fans watching on television worldwide.





Truly Hard Seltzer NHL All-Star Beach Festival™

**Official Fan Festival of the 2023 NHL® All-Star Weekend
February 2-4 at Fort Lauderdale Beach Park**

Three days of FREE family friendly hockey interactive games and attractions, special guest appearances, trophy and memorabilia displays, and a chance to take a picture with the greatest trophy in sports, the Stanley Cup®

- Hockey Hall of Fame exhibit presented by Discover
- Collector's Showcase presented by Upper Deck
- Meet the NHL Mascots™ and watch them compete in the 8th Annual NHL Mascot Showdown™
- Meet and greet legends of the game as current NHL All-Stars and NHL Alumni sign autographs
- NHL All-Star Skills™ Zone
- Kids Zone





Fort Lauderdale Beach Signature Event – Florida Panthers FTL Beach Sweep!

- Sunday, January 29th
- Starting Point - Las Olas Boulevard & A1A
- The Florida Panthers are taking over Fort Lauderdale Beach with an organization-wide clean up of our beautiful beaches as we welcome the National Hockey League to town ahead of All-Star Game Weekend, while raising awareness of the impacts of litter on our beaches.
- Expecting 300-500+ Volunteers made up of Florida Panthers employees, Season Ticket Members and Corporate Partners (i.e. Waste Management and United Way), local residents and schools, NHL staff, community officials
- Clean Up Equipment to be provided to all volunteers
- T-Shirt Giveaway for Volunteers
- Appearances by Florida Panthers Players and Alumni (to be confirmed)



City of Fort Lauderdale Signature Event – SATURDAY SWEAT

A CULTURALLY RELEVANT WELLNESS EXPERIENCE

- Saturday, February 4th (9AM-12PM)
- SATURDAY SWEAT fitness classes, open to all and targeting black & brown millennials
- Encourages healthy lifestyles to proactively address long-term health risks
- Top fitness instructors
- Live DJ Spinning fantastic music such as R&B, Soca, and Afrobeat
- Small business and minority-owned fitness and wellness vendors
- TRY BALL HOCKEY FOR FREE on the Holiday Park roller rink
- LIVE MUSIC, Food trucks, merchandise stations, Florida Panthers fan activations featuring inflatables, video game trucks, player appearances and MORE!
- DANCE, run and walk your way to a healthier morning!
- Encourage residents of Fort Lauderdale and the surrounding areas to attend and celebrate All-Star Weekend by partaking in this cultural, community event





Events to be Hosted in Fort Lauderdale BBID Region Include:

Truly Hard Seltzer NHL All-Star Beach Festival: As the official fan festival of the 2023 Honda NHL® All-Star Weekend, Truly Hard Seltzer NHL Fan Fair™ will offer hockey fans of all ages four days of family friendly hockey interactive games and attractions, special appearances, trophy and memorabilia displays, and a chance to take a picture with the greatest trophy in sports, the Stanley Cup®!

NHL Mascot Showdown: NHL Mascots will showcase their hockey skills and athletic prowess, offering family-friendly fun for fans of all ages. Each competition will be preceded by a Mascot Parade to the beach-side rink followed by a ceremonial puck drop and mascot group photo.

Red Carpet Player Arrivals: Family-friendly event for fans to interact with the stars of All-Star Weekend as they arrive to town to take part in the festivities! Scheduled to take place in the beautiful ocean-side area of Fort Lauderdale and will showcase Fort Lauderdale Beach area to people all over the world!

Saturday Night Party: Exclusive ticketed hospitality event immediately following All-Star Game, featuring live entertainment and guests from National Hockey League and Clubs, National League Sponsors and VIP's

NHL Media Day: NHL All-Star Players take their turn for media interviews.

Additional NHL Events to take place in Fort Lauderdale: Hockey Cultural Advancement Summit, NHL All-Star Future Goals Kids Day presented by SAP, Pathways to Hockey Summit, Family & Friends Program Event, NHL Alumni Man of the Year Event

- VIP Hospitality Events for NHL league executives, Board of Governors and VIP's throughout the weekend
- Florida Panthers Season Ticket Member and Corporate Partner Events

Fort Lauderdale Beach Signature Event – Florida Panthers FTL Beach Sweep!



NHL ALL-STAR WEEKEND ECONOMIC IMPACT HISTORICS (USD)

Year	Host City	Estimated Economic Impact	Source
2020	St. Louis	\$20M	Chris Roseman, STL sports commission
2019	San Jose, Calif.	\$15M	San Jose Sports Authority
2018 ⁽¹⁾	Tampa	\$7.3M	Tampa Bay Sports
2017	LA	\$20M	Los Angeles Sports & Entertainment Commission & Anschutz Entertainment Group
2016	Nashville	\$25M	Nashville CVC
2015	Columbus	\$12M	Greater Columbus Sports Commission
2012	Ottawa	\$35M	Ottawa Tourism
2011	Raleigh	\$11.4M	Greater Raleigh Convention and Visitors Bureau (GRCVB).

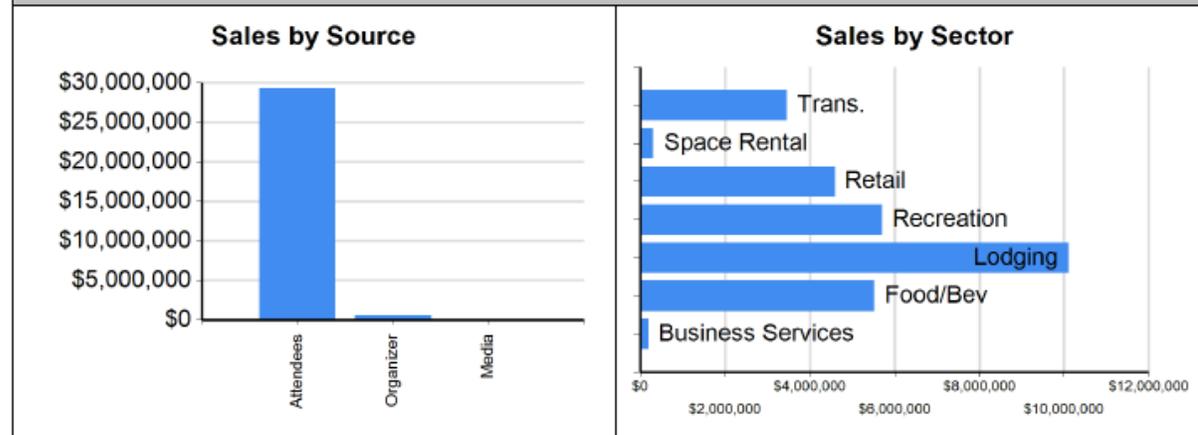
Notes: (1) Tampa area hosted NHL All Star & Gasparilla Festival on the same weekend. Economic impact for NHL portion was allocated by Tampa Bay Sports

Event Impact Summary

Destination: Greater Fort Lauderdale Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	NHL All Star Game 2023	Business Sales (Direct):	\$29,906,636
Organization:	National Hockey League	Business Sales (Total):	\$49,063,379
Event Type:	Professional	Jobs Supported (Direct):	6,868
Start Date:	1/31/2023	Jobs Supported (Total):	8,589
End Date:	2/5/2023	Local Taxes (Total):	\$1,386,538
Overnight Attendees:	18000	Net Direct Tax ROI:	\$412,014
Day Attendees:	14000	Estimated Room Demand:	38,285

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$10,106,982	\$0	\$10,106,982
Transportation	\$3,458,428	\$3,347	\$3,461,774
Food & Beverage	\$5,513,819	\$0	\$5,513,819
Retail	\$4,598,000	\$0	\$4,598,000
Recreation	\$5,704,847	\$0	\$5,704,847
Space Rental	\$0	\$320,000	\$320,000
Business Services	\$0	\$201,214	\$201,214
TOTAL	\$29,382,075	\$524,560	\$29,906,636

Event Impact Details

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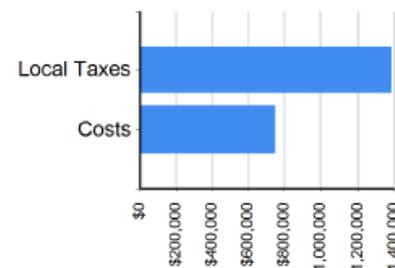
Organization: National Hockey League

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$29,906,636	\$19,156,743	\$49,063,379
Personal Income	\$10,371,925	\$5,645,077	\$16,017,001
Jobs Supported			
Persons	6,868	1,721	8,589
Annual FTEs	286	72	358
Taxes and Assessments			
<u>Federal Total</u>	<u>\$2,746,516</u>	<u>\$1,645,436</u>	<u>\$4,391,953</u>
<u>State Total</u>	<u>\$2,181,510</u>	<u>\$609,187</u>	<u>\$2,790,697</u>
sales	\$1,679,075	\$287,351	\$1,966,427
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$502,435	\$321,836	\$824,271
<u>Local Total (excl. property)</u>	<u>\$1,162,014</u>	<u>\$224,523</u>	<u>\$1,386,538</u>
sales	\$279,846	\$47,892	\$327,738
income	\$0	\$0	\$0
bed	\$606,419	-	\$606,419
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$275,749	\$176,632	\$452,381
property tax	\$542,536	\$248,627	\$791,163

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)

Direct Tax Receipts	\$1,162,014
DMO Hosting Costs	\$750,000
Direct ROI	\$412,014
Net Present Value	\$412,014
Direct ROI (%)	55%



Total local tax ROI (net property taxes)

Total Local Tax Receipts	\$1,386,538
Total ROI	\$636,538
Net Present Value	\$636,538
Total ROI (%)	85%

Estimated Room Demand Metrics

Room Nights (total)	38,285
Room Pickup (block only)	7,000
Peak Rooms	8,182
Total Visitor Days	84,228