

City of Fort Lauderdale

Discover Orange Bowl & Discover BCS National Championship Considerations

DECEMBER 2, 2012-JANUARY 20, 2012

DISCOVER ORANGE BOWL - JANUARY 1, 2013

DISCOVER BCS NATIONAL CHAMPIONSHIP - JANUARY 7, 2013

EXECUTIVE SUMMARY

The Orange Bowl Committee was created in 1935 with the mission of generating tourism for South Florida through an annual football game and supporting events. Special events hosted by the Orange Bowl attract tourism and economic impact to the City of Fort Lauderdale on an annual basis.

Official Orange Bowl festivities begin on December 2, 2012 and continue through January 20, 2013. The upcoming year will mark an occasion of two historic BCS football games as the eyes of the College football world will be focused on South Florida. The 2013 Discover Orange Bowl game will be played on Tuesday, January 1, 2013 and the Discover BCS National Championship game will be played on Monday, January 7, 2013. It is estimated that over 300,000 college football fans, spectators and participants will take part in both football games and the ancillary Orange Bowl Festival events.

The Orange Bowl is seeking approval for a special event ordinance providing for a temporary exemption from section 47-22 of the Code. If approved, the Orange Bowl will produce and install signage on A1A and on additional wallscapes on public and private property to include a parking garage located in the City of Fort Lauderdale.

The Discover Orange Bowl and Discover BCS National Championship provide an excellent opportunity to focus attention on Greater Fort Lauderdale's sporting venues, a desired amenity to many businesses and residents. The Orange Bowl games and ancillary events provide an excellent opportunity to focus attention on South Florida and provide a fun and welcoming atmosphere.

The City of Fort Lauderdale will be the host venue for the Discover Orange Bowl media center and the Discover BCS National Championship media center, ESPN's headquarters, and two of the teams and their bands will also stay at City of Fort Lauderdale properties. Discover, the title sponsor, will also be hosting their clients and staff in the City of Fort Lauderdale. Additional sport facilities will also be utilized for two teams to practice leading up to the games.

The 2012-2013 Orange Bowl games and surrounding events will serve as a major economic catalyst that will benefit the populace as a whole in the City of Fort Lauderdale as well as the surrounding communities and charities. It is estimated the last time the Orange Bowl double hosted the two games in 2008-09, the bowl games and ancillary events generated nearly \$200 million in economic impact, and added tremendous media value for South Florida during one

of the worst economic downturns South Florida has experienced. In 2008-2009, it was estimated that over 210,984,000 impressions were generated in media exposure and game coverage.

It is for all of these reasons that in order to take advantage of the full economic development potential of the Discover Orange Bowl, Discover BCS National Championship, and ancillary events, the Orange Bowl is seeking approval for a special event ordinance and temporary exemption from section 47-22 of the Code.

Bolstering the Economy

The Orange Bowl works to ensure that South Florida remains in the position of being one of just four communities nationwide with a spot in college football's prestigious Bowl Championship Series. Each year, the Orange Bowl's bowl game(s) and affiliated events attract tens of thousands of visitors to South Florida who fuel the local economy with millions of dollars. 2013 will kick-off in South Florida with two historic games, the Discover Orange Bowl and the Discover BCS National Championship Game. These two games will have a positive economic outlook for the City as supported by economic impact studies conducted in 2008.

The City of Fort Lauderdale's economic well-being is substantially dependent upon tourism, which is greatly enhanced by attracting visitors to special events such as the Discover Orange Bowl, the Discover BCS National Championship Game and ancillary events.

The two Orange Bowl games and ancillary events will attract visitors, players, performers, revelers, and the media to the City of Fort Lauderdale for an extended period of time (the average length of stay for visitors in 2008-2009 was 4.49 days). This will have a positive economic impact in terms of wages, and the value of goods and services sold in tax receipts and expenditures. Not to mention, visitor expenditures will re-circulate in the local economy and the additional economic activities of visitors' dollars generate will be subject to the "multiplier effect" as local firms and workers in the region spend dollars.

According to the Sports Management Research Institute, it is estimated the last time the Orange Bowl double hosted in 2008-09, our bowl games and Festival events generated nearly \$200 million in economic impact and added media value for South Florida during one of the worst economic downturns South Florida has experienced. This figure is over and above the direct support the Orange Bowl provides in a variety of areas on an annual basis.

This translates into jobs and benefits for local hospitality and service industries and vendors, in line with the Orange Bowl's mission of serving the South Florida community. The Orange Bowl also has a commitment to benefit minority businesses. By doing business with local minority and women-owned business, the Orange Bowl maximizes the opportunity for minority owned businesses to participate in the process.

Media and Marketing Benefits for the City of Fort Lauderdale

The official Orange Bowl Festival festivities begin on December 2, 2012 and continue through January 20, 2013. Following team selections, the Orange Bowl Committee will embark on a national and regional marketing effort in addition to their year-round community campaign. The

Orange Bowl's national marketing campaign will focus heavily on the regional South Florida markets and national team markets, which will draw thousands of avid college football fans to the South Florida region.

The City of Fort Lauderdale benefits greatly from the Discover Orange Bowl, Discover BCS National Championship and ancillary Orange Bowl events. The Orange Bowl's various marketing efforts will create an influx of visitors to the City of Fort Lauderdale as it focuses on promoting the South Florida Community.

The 79th Discover Orange Bowl, Discover BCS National Championship, and ancillary Orange Bowl events will be hosted in South Florida and advertised nationwide by ESPN family of networks (ESPN, ESPNU, ESPN2 and ABC), and additional regional & national media outlets. The ESPN broadcast will reach over 48 million viewers. In addition to television, radio broadcasts will be provided by ESPN Radio and XM Satellite Radio, totaling a combined 10 million listeners. There will be many times throughout the year when the City of Fort Lauderdale will be mentioned by various national and regional media outlets during college football broadcasts and roundtables. The national broadcasts leading up to the games and of the actual games are a great cross-marketing platform for the South Florida Community.

The large volume of game related fans and tourists that visit the area spend much of their time in Fort Lauderdale by booking their hotel stays and enjoying the entertainment and all that the City of Fort Lauderdale has to offer. Each of the four participating schools bring a contingency of their fans, boosters and alumni to the area. This influx of tourists also equates to increased traffic, exposure and revenues for City of Fort Lauderdale hotels, restaurants and entertainment venues. This also allows all potential visitors to get a glimpse at all that Fort Lauderdale has to offer, with a focus on Fort Lauderdale Beach and downtown Fort Lauderdale as all guests are made aware, prior to their arrival, of entertainment, hotels, restaurants, cultural attractions, leisure and sporting attractions located in and around the City of Fort Lauderdale. As the host for these events and official parties, fans will be prompted to visit, lodge and enjoy Fort Lauderdale hotels and attractions through various vehicles such as: The Orange Bowl's Travel Network, two Orange Bowl Travel Guides, www.orangebowl.org (the official website of the Orange Bowl), and various marketing collateral pieces (direct mailings, pamphlets, ticket brochures, etc.). In totality, the Orange Bowl's Travel Network will attract fans and visitors to South Florida hotel properties adding to a total of more than 2,500 room nights, many of which are located in the City of Fort Lauderdale.

In addition, various Orange Bowl Festival events will also allow members of the public, fans, players, coaching staff and university officials to attend official Orange Bowl events located in the City of Fort Lauderdale. Two of the visiting teams and their contingencies will be staying at Fort Lauderdale hotel properties along with their pep squads and team bands. The Orange Bowl's Official Media Hotel is also a City of Fort Lauderdale property.

The Orange Bowl Committee is comprised of a membership of approximately 350 committee members, 67 staff members, 800 members of media for the Discover Orange Bowl, 1200 media for the BCS National Championship, and over 2,000 volunteers are the core participants for all the Orange Bowl Festival events. In addition, there will be approximately 1,200 team participants

including student-athletes, coaches, trainers, NCAA officials and referees. Two teams will also practice in City of Fort Lauderdale sport facilities and practice fields.

About the Orange Bowl Committee

The Orange Bowl is a non-profit, sports organization that promotes and serves the South Florida community. While the Orange Bowl's primary mission for 78 years has been to bring tourism to South Florida through an annual football game and events, the Orange Bowl Committee has been one of South Florida's leading civic organizations, driving tourism and economic development, while supporting youth and community athletic facilities. The Orange Bowl has also maintained a legacy of charitable contributions and community outreach inspiring thousands of student athletes every year fostering youth confidence, celebrating student achievement and engaging our community.

Orange Bowl's Commitment to the Community

The annual Orange Bowl game allows the Committee to continue its legacy of charitable work in the South Florida community. Keeping with the tradition started four years ago when the Orange Bowl first double-hosted, the Committee once again looks to enhance the South Florida community with a legacy gift similar to that of Orange Bowl Field at Moore Park. Celebrating its 75th anniversary while double hosting in 2009, the Orange Bowl spearheaded a \$5.65 million revitalization project of Moore Park, home of the Palm Festival in 1933 and '34 which served as a predecessor to the Orange Bowl. This year, the Orange Bowl will lead another legacy gift project as the Committee renovates and revitalizes two parks, one in Miami-Dade County and Carter Park in the City of Fort Lauderdale.

In addition to its legacy gift tradition, the Orange Bowl recognizes those individuals who share its passion for community outreach. The annual O.B.I.E. Awards hosted in the City of Fort Lauderdale, serves as a celebration of everything the Committee does in the community as well as the academic and athletic success of student athletes in Miami-Dade, Broward and Palm Beach counties.

Beyond its tourism and promotional benefits, the Orange Bowl Committee generates diverse youth sports competition and strong community outreach each year by funding an array of grants, community programs and scholarships that benefit thousands of South Florida youth.

In 2011-12, the Orange Bowl Committee invested approximately \$650,000 as well as hundreds of volunteer and staff hours to serve more than 16,000 young football players and cheerleaders who participate in the Orange Bowl Youth Football Alliance. Since the beginning of this program 13 years ago, the Orange Bowl Committee has invested approximately \$5 million in its youth sports programs in South Florida.

The Committee also contributes to economic development by providing nearly \$70,000 annually in support of locally-based festival and events, including those that provide participatory opportunities to youth from all over the world, such as the Junior Orange Bowl (which is not affiliated with the Orange Bowl Committee), the Orange Bowl Sailing Regatta Series, the Orange Bowl Lacrosse Classic, and the Orange Bowl International Tennis Championship.