

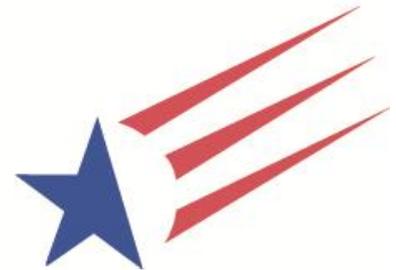
HARRIS COUNTY  
HOUSTON  
AUTHORITY



SPORTS

# About the Sports Authority:

- Formed in May of 1997, by the Texas Legislature (HB 92)
- Responsible for the construction of and debt service for:
  - Minute Maid Park
  - Reliant Stadium/NRG Stadium
  - Toyota Center/ Tundra Garage
- HB 92 established a hotel/motel tax of 2% and a car rental tax of 5%. It also required an affirmative vote of the citizens of Harris County to build each of the venues.
- Board appointed by City & County



# Houston Sports Venues

Minute Maid



Opened 2000

## \$286M Total Project

- \$268M Bonds
- \$18M Astros

## \$7.1M Annual Payments

- \$3.4M Lease
- \$2.5M Asset Renewal
- \$1.2M Naming Rights

NRG Stadium



Opened 2002

## \$519M Total Project

- \$370.3M Bonds
- \$26.8M Harris County/HCHSA
- \$14M Rodeo
- \$7.5M Aramark
- \$100.4M Texans

## \$5.5M Annual Payments

- \$4.0M Texans Lease
- \$1.5M Rodeo Lease

Toyota Center



Opened 2003

## \$252M Total Project

- \$212M Bonds
- \$20M City of Houston
- \$20M Rockets/HCHSA

## \$8.5M Annual Payments

- \$5.2M Lease
- \$1.5M Maintenance
- \$1.6M Capital Repairs
- \$200K Naming Rights

# BBVA / Compass Stadium



Opened in 2012

\$95M Total

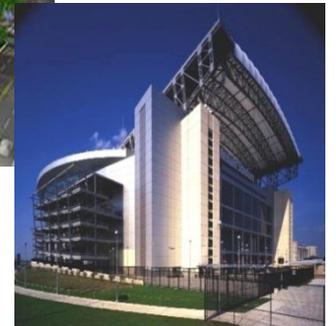
- \$60M AEG
- City & County:
  - \$15M Land
  - \$10M TIRZ
  - \$10M TIRZ

# Dallas – Cowboys Stadium

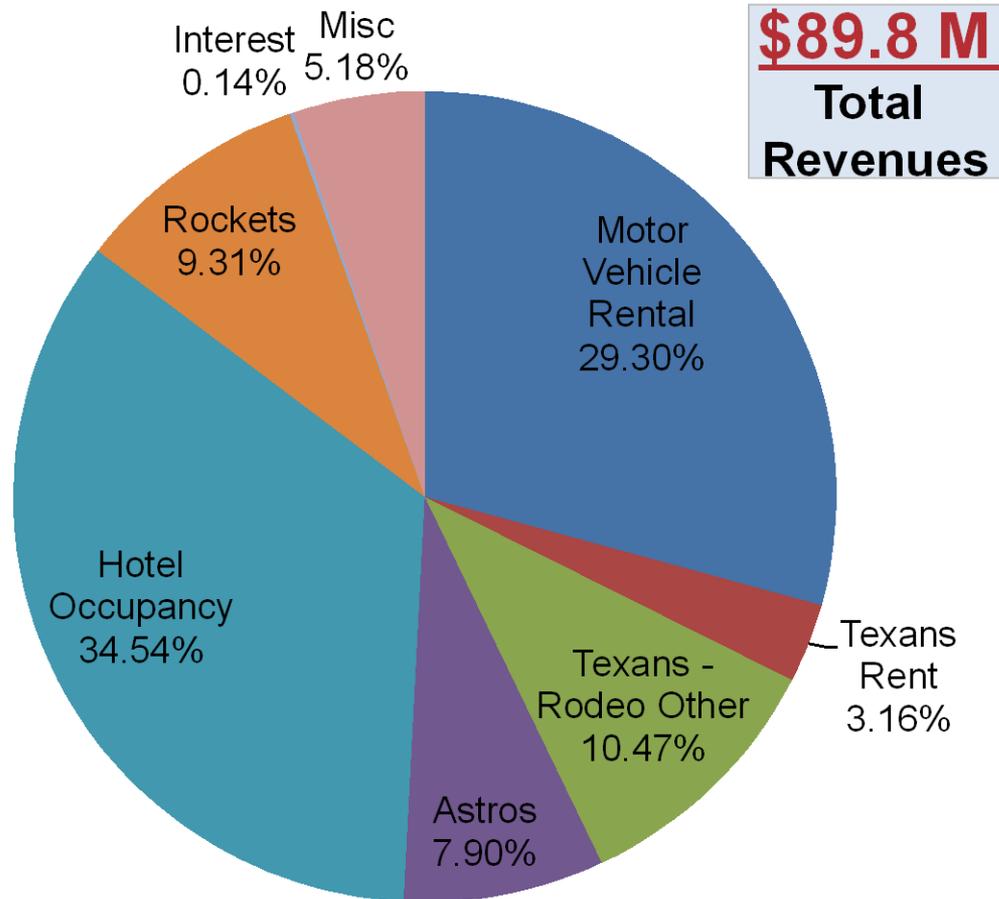


- \$1.3 billion spent to build Cowboys Stadium.

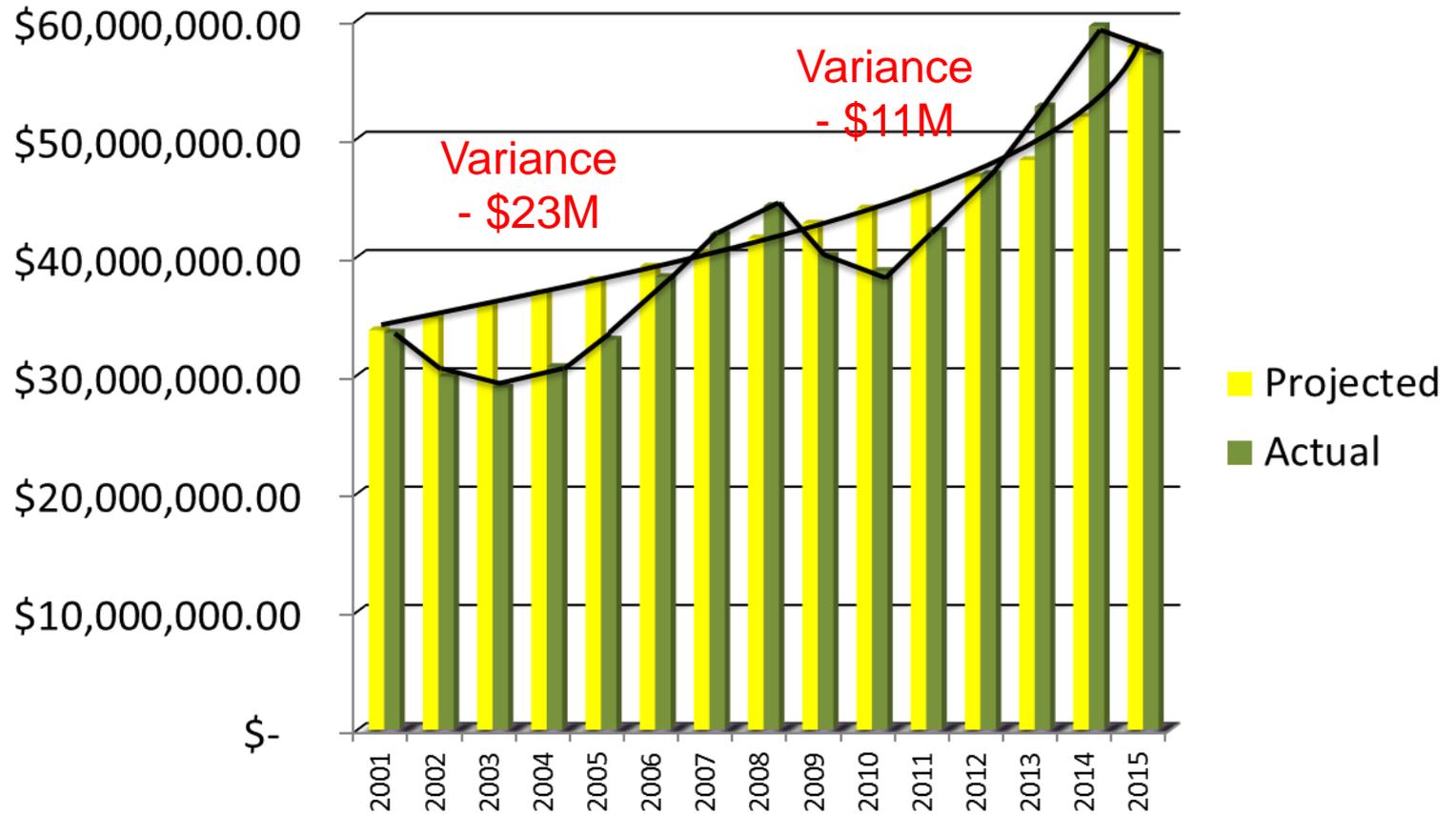
- Houston spent just over \$1 billion on all four venues.



# FY-2015 Revenues (unaudited)



# MVT/HOT Comparison



# Impact of New Stadiums to Houston

- Between the four stadiums, we have over 1,300 events each year with nearly 8.5+ million attendees.
- The construction of the stadiums have spawned economic development and new building projects, transforming downtown Houston.



# Impact of New Stadiums to Houston according to studies by Central Houston

- The development of Minute Maid Park, Toyota Center and BBVA Compass Stadium is directly responsible for approximately **\$1.08 billion of tax producing** developments in surrounding areas of the venues.
- Combined, Houston facilities/teams generate **\$1.44 billion of annual economic output.**
- The assessable value of **real estate went from \$935 million to \$3.34 billion** in 2012. [95 sq. blocks – Texas Ave (N), Main Street (W), Leeland Street (S), US 59 (E)]



# Houston Hosts Major Sporting Events

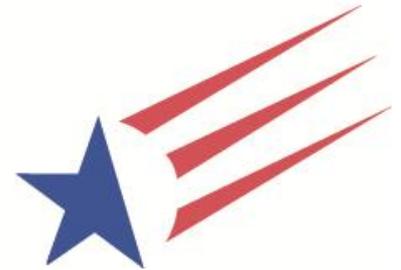


- 2003 & 2004 Tennis Masters
- 2004 & 2017 Super Bowl
- 2004 MLB All Star
- 2005 World Series
- 2005 Big Twelve Championship
- 2006 & 2013 NBA All Star
- 2008 U.S. Olympic Boxing Trials
- 2008 & 2009 NCAA Festivals
- 2008, 2010, & 2015 NCAA Men's Basketball Regionals
- 2010 MLS All Star Game
- 2011 & 2016 NCAA Men's Final Four Championships
- 2011 National Senior Games
- 2012 Olympic Marathon Trials
- 2013-2016 SWAC Football & Basketball Championships
- 2014 Half Marathon Nationals
- 2014 USA Track & Field Nationals
- 2014 Transplant Games of America
- 2015 World Weightlifting Championships
- AAU Junior Olympics (2012, 16, 21,&26)
- International Rugby
- Shell Houston Open
- Chevron Houston Marathon
- Grand Prix of Houston
- Rotary Lombardi Awards
- AdvoCare Kick-Off & Texas Bowl

# Impact of Sporting Events to Houston (2004 – 2015)

## ■ TOTAL IMPACT

- 238 sporting events
- Generating over \$12.6 Million  
(\$12,625,000)  
HOT and MVRT revenues
- Economic Impact – \$2.4 Billion  
(\$2,449,947,184)







# Highlights



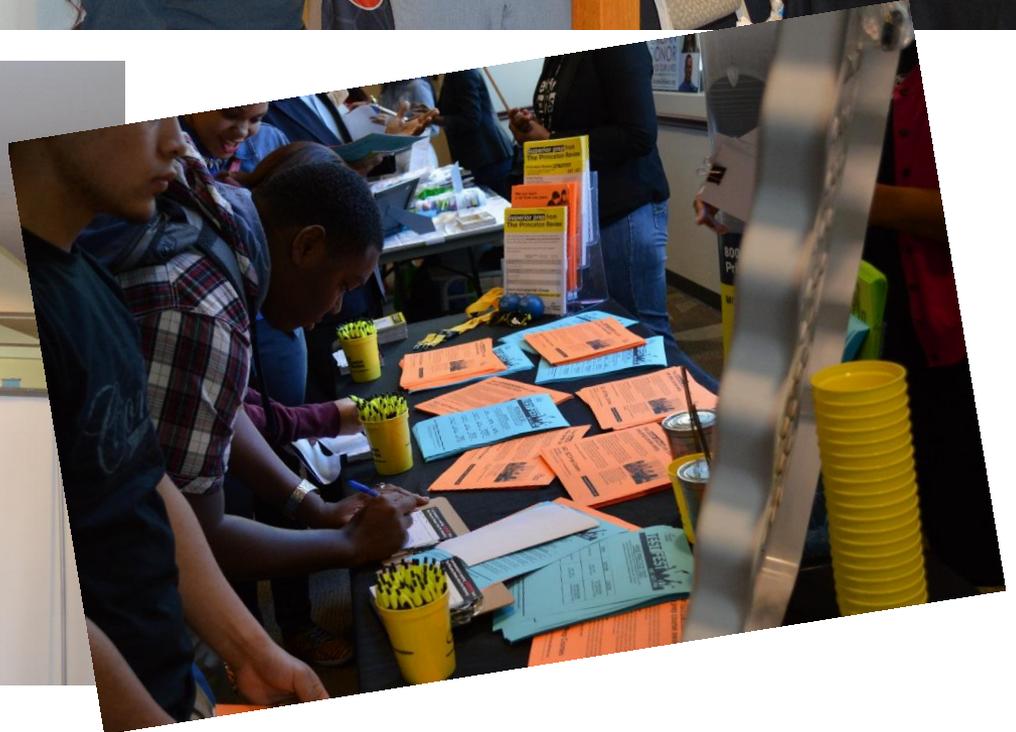
**Hosted  
SWAC Basketball Tournament  
at Toyota Center  
&  
SWAC Football Championships  
at NRG Stadium  
Over the last 3 years...**

# Highlights



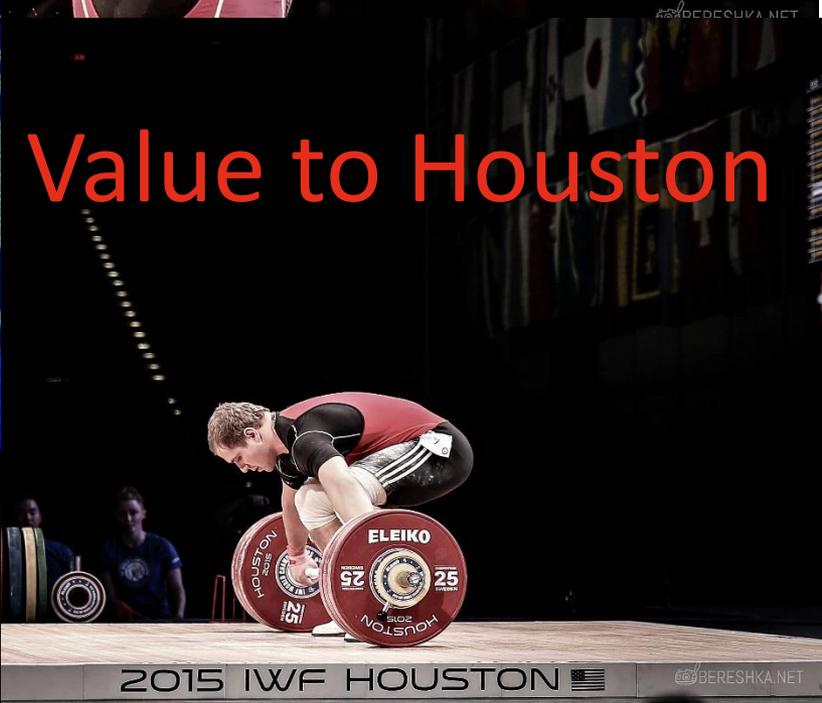
**Houston holds the attendance record for basketball and hosted the third largest crowd for football in the conference history.**

# Highlights



# Highlights





Value to Houston

# The Yellow rose of Texas



Signifying Power,  
Team Strength



ELEIKO 2015 IWF HOUSTON ELEIKO

# 2015 IWF World Championships

- **52.6 Million Viewers** – Live TV Delivering 50% of the Overall Total
- Houston Received **683 Hours of Dedicated TV** Brand Exposure – Not Counting 8, 30 Second Commercial Spots, Houston Scenes, Verbal References, or Top Ten Playlist
- Generated **\$103.2 Million in Gross Sponsorship Value** to Houston
- 1,812 Hours of Dedicated Coverage – **Aired Worldwide**
- Stage **Backdrop Branding** was Houston's Most Visible Inventory, Next was **Weights**
- 522 Hours of **Online Digital** Streaming
- 34% of Digital Audience from **China (1.6M)**, with **USA (1.2M)** and **Pan Europe (650K)** Supplying 2nd & 3rd Highest.

# Highlights



# Highlights

Women's Rugby 7's  
International  
Tournament

Qualifier for 2016  
Rio de Janeiro  
Summer Olympics

Beneficiary: Houston  
Area Women's  
Center



# Highlights

NBA All Star Game

\$100M Economic  
Impact

50,000+ Visitors

6,000 Hotel Room  
Nights



# Highlights



Olympic Trials



Beyond Events...

We support  
the  
community





# We Ask Citizens To Help

<http://www.houstonsports.org>

- Sign up to Volunteer
- Make suggestions and Communicate Ideas
- Follow us on Facebook
- Follow us on Twitter @HCHSA

