



**SPORTS
INNOVATION
IN LAS VEGAS**

MARKET OVERVIEW

INDUSTRY

OVERVIEW

Southern Nevada has been making progress to become the Sports Capital of the World, providing a multitude of unique opportunities for sports medicine companies. Not only are there partnership opportunities with the 13 professional sports brands currently located in Southern Nevada, but the region is also home to more than 30,000 post-secondary students and amateur athletes. The region is a popular destination for elite athletes to train in their off-season, creating year-round opportunities for collaboration. The developing healthcare system in Southern Nevada has recently seen a number of major investments, and presents an opportunity for companies looking to relocate or expand in the area. This opens opportunities for businesses to get in at the ground level and help Southern Nevada build the innovative sports hub of the future.

BY THE NUMBERS

ATHLETES

280

PROFESSIONAL

354

NCAA^[1] D1

155

NJCAA^[2] D1



6

ADDITIONAL
PROFESSIONAL
SPORTS TEAMS

283,000

CURRENT TOTAL
PROFESSIONAL
SPORT SEATING
CAPACITY

3

ADDITIONAL
SPORTS
ORGANIZATIONS

3,668

ANNUAL
SPORTS
TECHNOLOGY
GRADUATES

INDUSTRY-SPECIFIC BUSINESS PERFORMANCE ¹

1.1 M

TOTAL PRIVATE EMPLOYMENT WITHIN THE LAS VEGAS AREA



Source: U.S. Bureau of Labor Statistics, Nevada Department of Employment, Training and Rehabilitation
Note: ¹As of April 2024

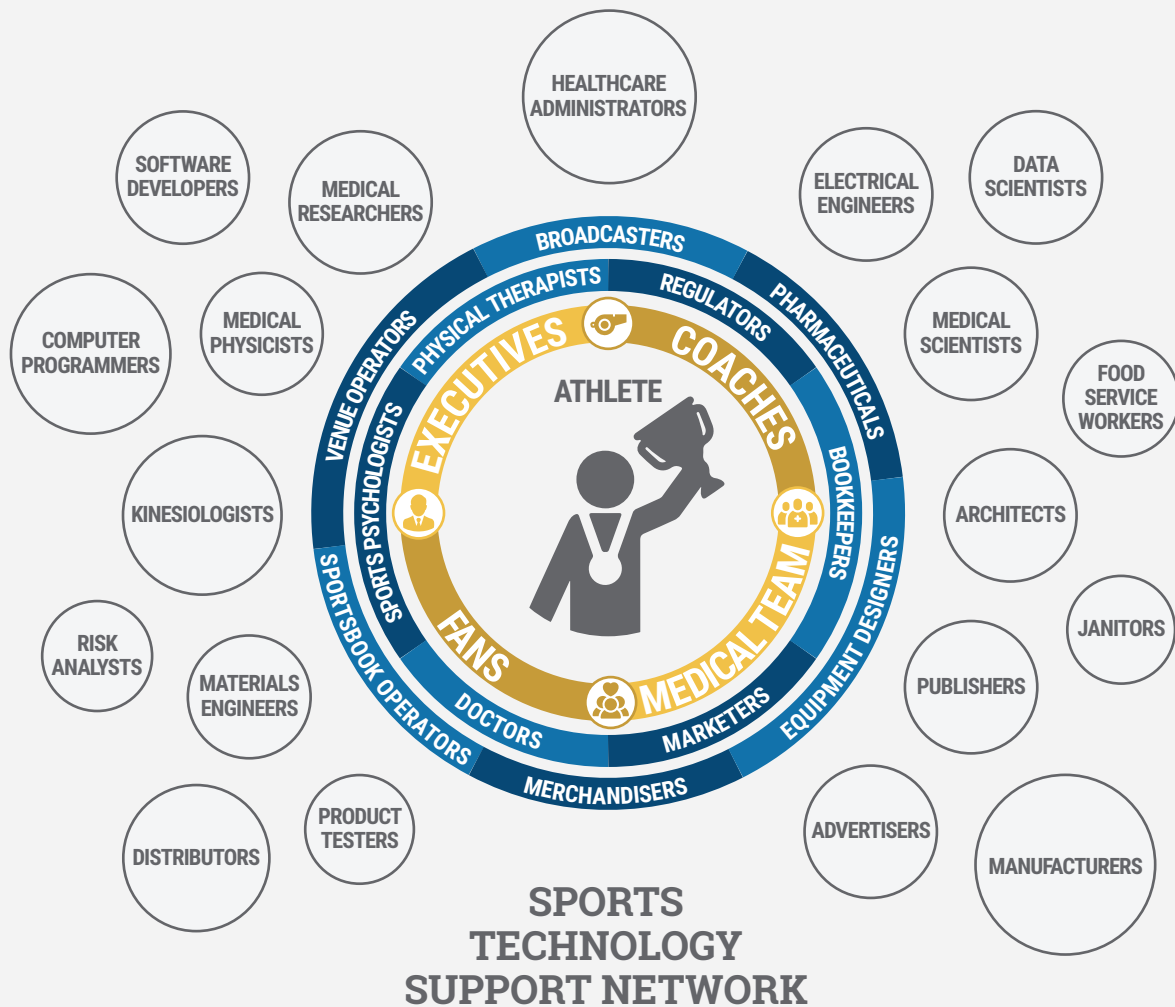


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SPORTS CAPITAL OF THE WORLD

MAJOR EVENTS

SUPER BOWL LVIII



FEBRUARY 2024

Super Bowl LVIII, hosted at Allegiant Stadium in February 2024, set multiple records. As the first Super Bowl played in Las Vegas and Nevada, it brought the total number of states to host a Super Bowl to 11. The event featured the highest average ticket price ever, with tickets averaging \$7,790 as of the Tuesday before the Chiefs-49ers matchup, surpassing the previous record of \$5,940 from the limited-capacity 2021 Super Bowl in Tampa, FL. Additionally, Super Bowl LVIII tied with the previous year for the most expensive commercial spot, costing \$7 million for a 30-second ad. Notably, it was the first Super Bowl fully powered by renewable energy, thanks to the Las Vegas Raiders' agreement with NV Energy to utilize power from a new, state-of-the-art solar installation for Allegiant Stadium.



123 M
VIEWERS



62 K
EVENT
ATTENDEES



330 K
VISITORS



\$606 M
NET VISITOR
SPENDING



\$1.0 B
TOTAL ECONOMIC IMPACT
OF VISITOR SPENDING

Source: CNN, NBC Sports, Wall Street Journal, Applied Analysis

FORMULA 1 LAS VEGAS GRAND PRIX



In November 2023, Formula 1 (F1) made a historic return to Las Vegas after 41 years, drawing over 100,000 fans to The Las Vegas Strip and significantly boosting Southern Nevada's economy. The Las Vegas Grand Prix led to visitor spending approximately 3.6 times higher than that of an average Las Vegas visitor. Significant investments included the construction of a \$500 million Formula 1 pit building and other race-related infrastructure. This event, one of only 22 races that year, contributes to a 63 percent year-over-year increase in F1's total revenue in the fourth quarter of 2023. With plans to refine ticket types and pricing based on the 2023 race's success, F1 is expected to return to Las Vegas through 2025.



60 M
VIEWERS



\$501 M
NET VISITOR SPENDING



145 K
VISITORS



\$884 M
TOTAL ECONOMIC IMPACT
OF VISITOR SPENDING



117 K
EVENT ATTENDEES



\$1.5 B
TOTAL ECONOMIC IMPACT INCLUDING
F1 OPERATIONS AND CAPITAL



315 K
FANS ON-STRIP

MARCH MADNESS FINAL FOUR (2028)



As the long-time home of the NBA Summer League and a recent host of the NCAA West Regional, Southern Nevada is well-fit to host the NCAA Finals in 2028. Every year during March Madness, Las Vegas sees a swell of visitors to the region for watch parties, sports betting and other ancillary events. In March 2024, Las Vegas saw a post-COVID record monthly count of visitors, totaling nearly 3.7 million. Given the current momentum of the region in attracting both professional sport franchises like the WNBA, NHL and NFL, and major college sporting events like the Frozen Four 2026, the NCAA Finals offer a complement to the wide range of game-specific opportunities throughout the city. As the home of the world's largest sportsbook and some of the largest viewing parties in the nation, Southern Nevada is a natural choice for a host location for the NCAA Final Four.


±16 M
ESTIMATED VIEWERS¹

±145 K
EVENT ATTENDEES¹

\$300 M
ECONOMIC IMPACT²

Source: The Arizona Republic, Common Sense Institute Arizona, KHOU 11, Louisiana State University, Sports Media Watch

Note: ¹3-Year Average, ²2024.



The summer of 2024 marked the twentieth year of NBA Summer League in Las Vegas. Every summer since 2004, NBA Summer League has taken over UNLV's Thomas and Mack Center, attracting both locals and out-of-town visitors. Over the last two decades, fan attendance has swelled, with total attendance reaching 137,000 in 2023. In July 2024, the Friday event sold out, packing the 17,500-person venue. The success of Summer League in Las Vegas and the proliferation of accessory events such as NBA Con and subsequent executive meetings highlight Las Vegas's status as an NBA town. As Summer League provides fans with their first look at NBA rookies from all 30 franchises on the court with other tenured players, it has become a hotspot for off-season celebrity attendance, NBA executives, and prospective NBA employees.


137 K
EVENT ATTENDEES

\$125 M
ECONOMIC IMPACT

456 K
VIEWERS

Source: Las Vegas Sun, Backcourt Business, NBA, Sports Business Journal



The NBA Cup, a new in-season tournament that debuted in December 2023, returns to Las Vegas in 2024 for the Semifinals and Championship, both of which will be held at T-Mobile Arena. Last year, the four-team, three-game interconference showdown averaged 17,600 attendees per game. Fans at home were also highly engaged, with the NBA Cup contributing to a 26 percent year-over-year increase in NBA November viewership. As the segment of Las Vegas visitors participating in sports tourism continues to grow, the impact of sporting events such as this will continue to rise. In addition, the increased traffic of athletes, sports professionals, and fans to the city will provide greater exposure opportunities for Las Vegas-based companies.


4.58 M
VIEWERS

\$53.1 M
ECONOMIC IMPACT

53 K
EVENT ATTENDEES

±26 K
VISITORS

Source: Sports Pro Media, Forbes, Las Vegas Review-Journal, LV Sports Biz, CNN

HOME TO MAJOR SPORTS ORGANIZATIONS

SPOTLIGHT ORGANIZATIONS



VEGAS GOLDEN KNIGHTS

- Average Attendance: 18,170
- League: National Hockey League
- Home Venue: T-Mobile Arena
- Local Year Established: 2016
- Practice Facilities: City National Arena
- Local Tenure Awards: Conference Championship 2018, Conference Championship 2023, Stanley Cup 2023



LAS VEGAS ACES

- Average Attendance: 9,550
- League: Women's National Basketball Association
- Home Venue: Michelob ULTRA Arena
- Local Year Established: 2018
- Practice Facilities: Aces Headquarters
- Local Tenure Awards: Commissioner Cup 2022, Championship 2022, Championship 2023



LAS VEGAS RAIDERS

- Average Attendance: 62,190
- League: National Football League
- Home Venue: Allegiant Stadium
- Local Year Established: 2020
- Practice Facilities: Raiders Headquarters



ULTIMATE FIGHTING CHAMPIONSHIP

- Average Attendance: 19,500
- Sport: Mixed Martial Arts
- Home Venue: T-Mobile Arena
- Local Year Established: 1993
- Practice Facilities: UFC Apex
- First Professional Sports League HQ in Las Vegas



VEGAS GOLDEN KNIGHTS WIN STANLEY CUP THANKS TO DEPTH AND CONSISTENCY



THE ASSOCIATED PRESS

[Read Article](#)



LAS VEGAS ACES 1ST REPEAT WNBA CHAMPS IN 21 YEARS, A'JA WILSON EARNS FINALS MVP



NBA.COM

[Read Article](#)

ADDITIONAL PROFESSIONAL TEAMS



- Average Attendance: 6,840
- League: Minor League Baseball
- Home Venue: Las Vegas Ballpark
- Local Year Established: 2019
- Practice Facilities: Las Vegas Ballpark



- Average Attendance: 4,720
- League: American Hockey League
- Home Venue: Lee's Family Forum
- Local Year Established: 2020
- Practice Facilities: America First Center



- Average Attendance: 5,620
- League: United Soccer League
- Home Venue: Cashman Field
- Local Year Established: 2017
- Practice Facilities: Cashman Field



- Average Attendance: 4,789
- League: Indoor Football League
- Home Venue: Lee's Family Forum
- Local Year Established: 2022
- Practice Facilities: Lee's Family Forum



- Average Attendance: 5,960
- League: National Lacrosse League
- Home Venue: Michelob ULTRA Arena
- Local Year Established: 2021
- Practice Facilities: Las Vegas Sportspark



- Average Attendance: 3,974
- League: Pro Volleyball Federation
- Home Venue: Lee's Family Forum
- Local Year Established: 2023
- Practice Facilities: Vegas Aces Volleyball

SPORTS ORGANIZATIONS



- Average Attendance: 14,500
- Sport: Bull Riding
- Home Venue: T-Mobile Arena
- Local Year Established: 1994



- Average Attendance: 100,000¹
- Sport: Stock Car Racing
- Home Venue: Las Vegas Motor Speedway
- Local Year Established: 1996
- Only Venue with Two Annual Races



- Average Attendance: 15,000
- Sport: Hot Rod Racing
- Home Venue: Las Vegas Motor Speedway
- Local Year Established: 2000



- Average Attendance: 17,500
- Sport: Rodeo
- Home Venue: Thomas & Mack Center
- Local Year Established: 1985
- Practice Facilities: CORE Arena, Plaza Hotel & Casino

Note: ¹Attendance estimate for 2024 races.

SPORTS MEDICINE

EDUCATIONAL RESOURCES

UNLV MEDICINE

The UNLV Health Sports Medicine Clinic (the Clinic) offers a wide range of targeted therapies for athletes including platelet-rich plasma injections, amniotic stem cell injections and complete musculoskeletal diagnostic ultrasounds. While the resident doctors are specialized in sports medicine, the Clinic is part of the larger UNLV Health System, allowing patients to find complementary care from healthcare professionals in other specialties. In addition, the Clinic's connection to the UNLV School of Medicine offers educational opportunities for local MD students to train in sports medicine and for highly qualified physicians of all specialties to expand their expertise through programs like the Sports Medicine Fellowship.



Touro University Nevada (Touro), the Las Vegas branch of the larger Touro University system, is a small university campus focused on medical and applied health science degrees, primarily at the graduate level. Graduating 50 baccalaureate and 440 graduate students per year, Touro is a significant element of the local workforce development pipeline for firms seeking highly trained researchers. While the primary field of study at Touro is medicine, the university also offers degrees in related fields such as medical health sciences. As a partner of JBI, an international research institute, Touro is able to offer students and local partners access to a wide array of research and information. In addition, the Engelstad Research Complex at Touro offers grants and awards for both faculty and student research, contributing to the JBI library and further collaborative opportunities with outside organizations. Touro also has several local partners, including educational institutions such as UNLV and Roseman University, in addition to The Valley Health System & the Cleveland Clinic Lou Ruvo Center for Brain Health.

KIRK KERKORIAN | UNLV SCHOOL OF MEDICINE


UNLV | SPORTS INNOVATION

The UNLV Sports Innovation Institute (the Institute) is focused on the integration of sport science and sport business. The Institute pulls on a rich history of academic research, product testing and development, and collaboration between faculty, industry executives, organizations and entrepreneurs to promote sports innovation and foster economic development. By offering grant awards to support promising research and development in areas of sports research and innovation, the Institute promotes collaborative initiatives and sports technology innovators in the Las Vegas Area. The Institute also offers internship programs, graduate degrees in Intercollegiate and Professional Sport Management, and affiliate programs to help connect and develop sports business innovators in Las Vegas.

ROSEMAN UNIVERSITY OF HEALTH SCIENCES

Founded in Las Vegas in 1999, Roseman University of Health Sciences (Roseman) offers degree programs in medicine, dental medicine, pharmacy, nursing, biomedical sciences, and pharmaceutical sciences. Graduating 290 baccalaureate and 370 graduate students annually, Roseman plans to expand these offerings upon receiving Liaison Committee on Medical Education accreditation for their Doctor of Medicine degree program. Roseman offers faculty, students, and local partners access to thousands of square feet of wet lab space, a large research library, and a variety of highly specialized laboratory equipment. In addition, Roseman hosts an annual research symposium every winter to foster collaboration with local organizations and highlight recent research findings.

HOSPITAL SYSTEMS AND DISTRICTS



The Las Vegas Medical District (the District), established in 1997, has more than tripled in size since, encompassing 674 acres just west of Downtown. In the last eight years alone, over \$400 million in private and public funds has been invested in the area, with seven more major investments planned and an estimated total economic impact of \$3.6 billion by 2030. The District is home to the Kirk Kerkorian School of Medicine at UNLV, University Medical Center, Valley Hospital Medical Center and Optum Cancer Center, in addition to a number of small providers and private practices. Cleveland Clinic Nevada is also nearby.




Intermountain Health, an official partner of the Las Vegas Raiders, has 15 clinics throughout Southern Nevada in addition to the Intermountain Health Performance Center (the Center) at the Raiders' Corporate Headquarters. The Center features a wide variety of treatment and therapeutic equipment including a treadmill tub, Normatec recovery equipment, a chiropractic table, and a doctor's office. Intermountain Health also has community-focused sports medicine and preventative care for sports injury available at the Intermountain Healthcare Sunset Physical Medicine Clinic.






SPORTS MEDICINE PROVIDERS¹

Total Sports Medicine and Orthopedics is a premier sports medicine provider in Las Vegas. The practice is certified by the National Center for Sports Safety and has provided healthcare services for many local secondary and post-secondary sports programs, in addition to the NBA Summer League and USA Basketball. Specialized areas of care offered at this practice include sports medicine, arthroscopic surgery, joint replacement, orthobiologics and fracture care.



Orthopedic & Sports Medicine Institute of Las Vegas has been serving the Las Vegas area for over 10 years and works with athletes of all ages and abilities. The founding physician, Dr. Bascharon, has worked with myriad Olympic, international, and professional teams and events, including the U.S. Figure Skating Championships, in addition to serving as a ringside physician for USA Boxing, the Mixed Martial Arts Federation and the National Muay Thai Association. The practice offers service in orthopedic care and surgery, sports performance and medical legal consulting.

¹Note: A total of 15 locations throughout Southern Nevada.

CONTINUED LEARNING



The Sports Entertainment Innovation Convention (SEI Con), to be held in Las Vegas in July 2024, brings together all aspects of the sports entertainment industry from academics to marketing, to technology to performance and medicine. The two-day conference offers sessions with over 100 speakers including executives from major sporting brands, economic development and hospitality experts and former professional athletes.



UNLV | School of MEDICINE

Two days prior to Super Bowl LVIII in Las Vegas, healthcare professionals from the National Football League, Las Vegas Raiders and Kirk Kerkorian School of Medicine came together for the NFL Health & Safety Super Bowl Medical Summit at University of Nevada, Las Vegas. The summit included discussions on injury prevention, head impact measurement and reduction, concussion review, sudden cardiac death in athletes and emergency management strategies used in sports medicine.



The Orthopaedic Summit, an annual research summit for fellows, residents, and medical students, is a three-day long conference. The conference attracts a wide range of professionals in the Orthopaedic field including Sports Medicine, Trauma, Arthroplasty, Spine and Elbow Surgeons, Athletic Trainers, and Physical Therapists. With an anticipated 1,200 participants and 320 faculty, the conference program is focused on providing experiences with innovative techniques and technologies as part of a Continuing Medical Education opportunity.



SPORTS INNOVATION

TECHNOLOGICAL INNOVATORS

sportradar

SPORTS TECHNOLOGY. REIMAGINED.

Sportradar is an international company based in Switzerland that provides data, analytics and sports reporting to other Sports Technology companies in addition to many professional sports organizations. In the United States, partners of Sportradar include the NBA, NASCAR, NFL, NHL, MLB and ESPN. The company encompasses 3,900 employees across 29 offices worldwide, and 4 has locations in the U.S., including New York, Minneapolis, Anacortes, and Las Vegas. In addition to data and analytics for clients and partners, Sportradar publishes media coverage for a vast array of sports. This coverage includes articles and recent news in addition to more technical pieces like case studies and whitepapers covering various aspects of the sports industry.

SPORTSBOOK INNOVATORS

BETFRED SPORTSBOOK

Betfred offers online casino and sports betting products throughout the United States and Spain, in addition to operating over 1,600 betting shops in the United Kingdom, where it was founded. In 2019, the company expanded to Las Vegas with the creation of its Betfred Sports Headquarters, and recently opened the physical Mohegan Sun Sportsbook. Currently operating in ten states and four countries, Betfred's top innovations lie in the quality of product and gaming atmosphere curated by the company. For online bettors, the company offers highly competitive odds, diverse betting options, and innovative promotions. Customers at physical sportsbooks can also benefit from these offerings, in addition to enjoying a comfortable atmosphere and the service of friendly and knowledgeable staff.

DRAFT KINGS

DraftKings is a sports betting and fantasy sports app that offers mobile gambling accessibility in all areas where sports betting is legal for games across 14 different professional sports organizations. In addition, DraftKings offers fantasy sports competitions, an online marketplace for Digital Player Cards, and comprehensive media coverage for key sport betting news. Founded in 2012, DraftKings is already operating in 5 different countries with over 4,000 employees, and in early 2023 opened a large 90,000 square foot office in Las Vegas to house teams in customer service, sports trading, fraud, and IT.

Sightline

Sightline Payments provides a safe mobile platform for digital payments and cashless wagering that connects players to gambling venues without the need for a traditional cash-based system. The company is headquartered in Las Vegas and provides services for both online and brick-and-mortar betting across many gambling subindustries including the sports betting, lottery, racing, and casino industries. With over 2.7 million accounts and 5.9 billion in payment processing since it was founded in 2010, Sightline Payments is a rapidly growing player in the cashless gaming industry.



BETMGM

BetMGM is a primarily online sportsbook that launched a new streamlined mobile app for sports betting in early 2024 and has an additional 29 retail sportsbook locations across 12 states. The mobile platform includes cutting-edge features like digital deposits and withdrawals and same-day parlay, a service that allows players to combine parlays. BetMGM offers access to sports betting across 10 sports and 15 leagues in addition to instructional guides on how sports betting works, betting insights for seasonal sports, and sports betting related research.

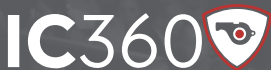
CAESARS SPORTSBOOK

With nearly 600 locations across the United States, Caesars Sportsbook offers both in-person and mobile sports betting options across a wide range of sports and leagues and is an official sponsor of the NFL. The Caesars Sportsbook products serve as a compliment to the physical Caesars casino properties, the Caesars Palace Online online casino, and the World Series of Poker. In addition to their gaming products, Caesars Sportsbook offers instructional information for newcomers to sports betting and general media and news on the sports betting industry.



The Stations Casinos sports book offerings include seven retail sport book locations throughout Las Vegas and the STN Sports app for mobile sports betting. Each of the retail sports book locations offer robust screen and bar options and state-of-the-art real-time trackers. In addition, recent upgrades to the STN Sports app now allow for a combined wallet for sports and race betting, bonuses for depositing funds in the app, and a number of new same game parlay options, with further upgrades planned to allow for desktop wagering and further integration between the mobile and retail sportsbook experiences.

OVERSIGHT INNOVATORS



Integrity Compliance 360 (IC360) is a sports wagering monitoring, gambling compliance, and regulatory company based in the Las Vegas Area. Formed through the recent merger of U.S. Integrity, a leading contest monitoring company, and Odds on Compliance, a leading regulatory compliance company, IC360 offers a range of services for clients to ensure integrity and navigate regulations in the constantly evolving sports betting industry. IC360 provides over 95 operators, 50 gaming suppliers, and 25 professional sports leagues with services from licensing and launch readiness to change management and audit, covering their compliance needs for all company stages.

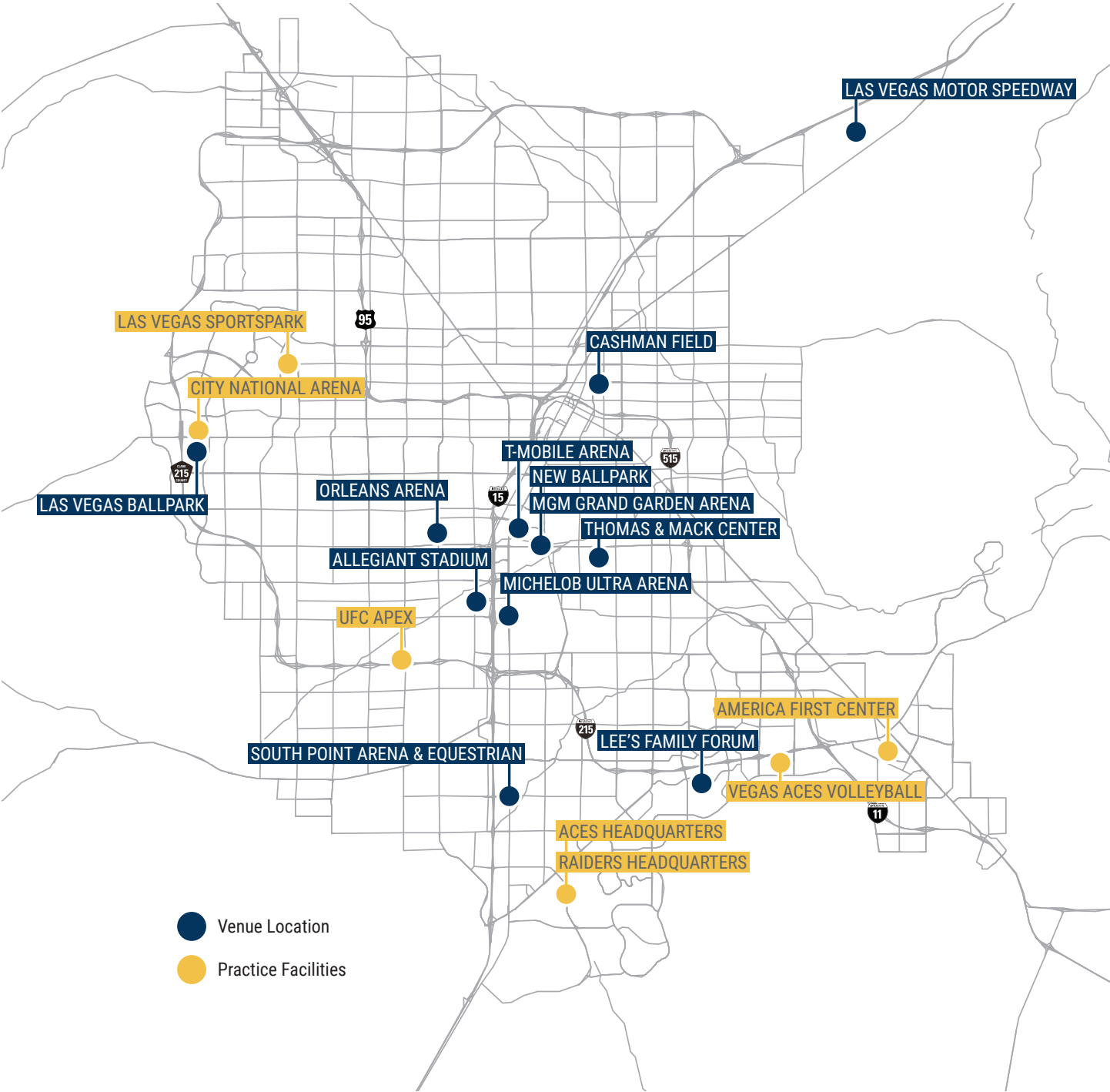


Stadium Technology Group is a Las Vegas based company that develops risk management software for gaming operators to manage race and sportsbooks. The company's core product is an innovative open-architecture race and sportsbook management software that allows for an intuitive and adaptive user experience. In addition, Stadium Technology Group offers self-service betting kiosks and a data gathering service that collects live information on event openings, interval suspensions, event closures, and results, allowing the display of real-time odds and live, in-game betting. The company currently operates in 10 states and in Puerto Rico.



Source: Circa Las Vegas

SPORTS VENUES



VENUE NAME	HOME TEAM(S)	SEATING CAPACITY	VENUE SIZE (SF)
Las Vegas Motor Speedway	NASCAR, NHRA	80,000	N/A
Allegiant Stadium	Las Vegas Raiders	65,000	1,800,000
New Ballpark	Las Vegas Athletics	33,000	TBD
T-Mobile Arena	Vegas Golden Knights, UFC	20,000	650,000
Thomas & Mack Center	National Finals Rodeo	19,500	42,000
Michelob Ultra Arena	Las Vegas Aces, Las Vegas Desert Dogs	12,000	30,000
Cashman Field	Las Vegas Lights FC	9,330	486,000
Las Vegas Ballpark	Las Vegas Aviators	8,200	140,000
Lee's Family Forum	Henderson Silver Knights, Vegas Knight Hawks, Vegas Thrill	5,570	200,000
MGM Grand Garden Arena	N/A	16,800	100,000
Orleans Arena	N/A	9,500	29,000
South Point Arena & Equestrian	N/A	4,600	180,000



UFC APEX



T-MOBILE ARENA



ALLEGIANSTADIUM



CITY NATIONAL ARENA

RAIDERS HEADQUARTERS



As one of the most recently constructed franchise practice facilities in the NFL, Raiders HQ boasts top-of-the-line training spaces and equipment for the team and coaching staff. In 2023, the Raiders received top marks across all facility-based metrics, including the quality of the weight room, training room, and locker room. Indoor facilities at Raiders HQ include a fully equipped full-size and half-size turf field, nearly 300 pieces of weight room equipment, a 4,100-square-foot training room with a wide variety of recovery and medical equipment, and multiple breakout meeting rooms for players. Outdoor training and practice facilities include a heated outdoor pool, three full-size grass fields, a sand pit, and agility training areas. The nearly \$200 million facility also includes a three-story, 135,000-square-foot office space and serves as the headquarters for over 250 staff members.

ACES HEADQUARTERS



Valued at over \$40 million, Aces Headquarters is the first complex ever built solely for the use of a WNBA team. The 64,000-square-foot facility features two full-size basketball courts, a locker room, a player lounge with a kitchen, a weight room, and a film study room. It also has a training room with cryotherapy, an infrared sauna, hot and cold plunge pools, a hydro treadmill, and a nutrition bar. On the top floor of the facility, there is also office space for Aces staff, and the entrance features a team shop where fans and the community can stop in to buy Aces gear.

ULTIMATE FIGHTING CHAMPIONSHIP (UFC) HEADQUARTERS



After relocating its global headquarters to Las Vegas in 2017, the Ultimate Fighting Championship (UFC) has continued to expand its footprint in the city, attracting increasing numbers of both athletes and fans. The initial 15-acre campus, containing the UFC headquarters building and UFC Performance Institute, offers a wide range of innovative training and recovery facilities. The 30,000-square-foot Performance Institute includes training rooms for cardio, agility, and weights, as well as more targeted and innovative offerings like a hypoxic chamber, DEXA machine, cryotherapy, heat and hydrotherapy, a full-size octagon and boxing ring, and physical therapy. In 2019, UFC built an additional 8.5-acre campus, the Apex, next door, featuring 8,000 more square feet of training space and over 18,000 square feet of media space, the largest of which has hosted fights and other events with up to 1,000 attendees.

NATIONAL THOROUGHBRED LEAGUE (NTL) HEADQUARTERS



Prior to the start of the second season of the National Thoroughbred League (NTL) in the fall of 2024, the organization announced plans to move the NTL headquarters to Las Vegas. The President of the NTL stated that the community's passion for sports and entertainment, along with the depth of talent in sports wagering and event management that Las Vegas offers, were important factors in relocating NTL headquarters. As the league continues to expand, adding four additional teams for a total of ten in the second season, these key characteristics of the Las Vegas market will be crucial in supporting that growth.

PROPOSED LAS VEGAS A'S STADIUM

STADIUM SPECIFICATIONS

- 33,000 Seats
- 9 Acre Site
- 2,500 Parking Spots
- Opening in 2028

ESTIMATED ANNUAL OPERATIONAL IMPACTS

- 95 Ticketed Events Per Year
Athletics Games | Concerts |
Community Events | Other Events
- 405,000 Incremental Visitors
- 5,340 Employees
- \$1.3 B Economic Output



Source: Design by BIG/Image by Negativ



In anticipation of the Athletics (A's) move to Las Vegas and their inaugural local season in 2028, Southern Nevada is moving forward with plans for the construction of a new state-of-the-art ballpark. Located near the heart of the world-famous Las Vegas Strip, the stadium site is within a mile of both T-Mobile Arena, the home of the Vegas Golden Knights, and Allegiant Stadium, the home of the Las Vegas Raiders. The stadium itself will sit on nine acres, with massive partially retractable sunshades enclosing the tiered seating and providing shade to the south while letting in soft natural light from the north. The design includes multiple record-breaking features, including the world's largest cable-net glass window and an 18,000-square-foot jumbotron that will be the largest screen in Major League Baseball. While Southern Nevada prepares for the A's arrival, the team is becoming increasingly involved in the community through sponsoring events and supporting local organizations like Big Brothers Big Sisters of Southern Nevada, The Just One Project, and Opportunity Village.

SKILLED WORKFORCE

TALENT PIPELINE

Southern Nevada is home to three Nevada System of Higher Education (NSHE) institutions offering 65 degree tracks and 9 certificate programs in areas related to Sports Technology such as medical physics, nutrition science, computer science, biochemistry, and engineering technology.

POST-SECONDARY STUDENTS



32,730

TOTAL
4-YEAR
PROGRAM
FULL-TIME
STUDENTS



12,150

TOTAL
DEGREES
AWARDED
ANNUALLY



6,360

BACHELOR'S
DEGREES
AWARDED
ANNUALLY



3,668

SPORTS
TECHNOLOGY
DEGREES
AWARDED
ANNUALLY



75.4%

SPORTS
TECHNOLOGY
RELATED
RETENTION
RATE

CERTIFICATE

872

ASSOCIATE'S

161

BACHELOR'S

2,233

GRADUATE

374

POST-SECONDARY PROGRAMS

FEATURED DEGREE PROGRAMS

SCHOOL	DEGREE SUBJECT	DEGREE TYPE
College of Southern Nevada	Cardiorespiratory Sciences	Bachelor's
Nevada State University	Data Science	Bachelor's
Nevada State University	Human Health Sciences	Bachelor's
University of Nevada, Las Vegas	Comprehensive Medical Imaging	Bachelor's
University of Nevada, Las Vegas	Computer Engineering	Bachelor's
University of Nevada, Las Vegas	Computer Science	Bachelor's
University of Nevada, Las Vegas	Electrical Engineering	Bachelor's
University of Nevada, Las Vegas	Entertainment Engineering and Design	Bachelor's
University of Nevada, Las Vegas	Health Physics	Bachelor's
University of Nevada, Las Vegas	Kinesiology	Bachelor's
Touro University	Medical Health Science	Master's
University of Nevada, Las Vegas	Athletic Training	Master's
University of Nevada, Las Vegas	Biomedical Engineering	Master's
University of Nevada, Las Vegas	Intercollegiate and Professional Sports Management	Master's
University of Nevada, Las Vegas	Nutrition Sciences	Master's
Roseman University	Doctor of Pharmacy	Doctorate
Roseman University	Dental Medicine	Doctorate
Roseman University	Doctor of Medicine	Doctorate
Touro University	Osteopathic Medicine	Doctorate
Touro University	Physical Therapy	Doctorate
University of Nevada, Las Vegas	Biological Sciences	Doctorate
University of Nevada, Las Vegas	Computer Science	Doctorate
University of Nevada, Las Vegas	Doctor of Medicine	Doctorate
University of Nevada, Las Vegas	Medical Physics	Doctorate
University of Nevada, Las Vegas	Physical Therapy	Doctorate
University of Nevada, Las Vegas	Psychological and Brain Sciences	Doctorate

FEATURED CERTIFICATE PROGRAMS

SCHOOL	CERTIFICATE SUBJECT	DEGREE TYPE
College of Southern Nevada	Applied Psychology	Certificate
College of Southern Nevada	Computer and Information Technology	Certificate
College of Southern Nevada	Computer Science	Certificate
College of Southern Nevada	Medical Laboratory Assistant	Certificate
University of Nevada, Las Vegas	Sports Leadership and Management	Certificate

UNLV

The University of Nevada, Las Vegas (UNLV) is a large institution with over 30,000 students, including more than 5,000 graduate and professional students. Recognized as an R1 university by the Carnegie Commission on Higher Education, UNLV excels in research and funding, supported by 1,100 full-time faculty and 180 graduate degree programs. The university comprises 15 colleges and three professional schools, featuring several sports technology-related areas of study, such as the School of Integrated Health Sciences, the College of Sciences, the College of Engineering, and the School of Medicine. Within the School of Integrated Health Sciences, UNLV offers hands-on research and training in departments like Brain Health, Physical Therapy, Kinesiology and Nutrition Sciences, and Health Physics and Diagnostic Sciences.

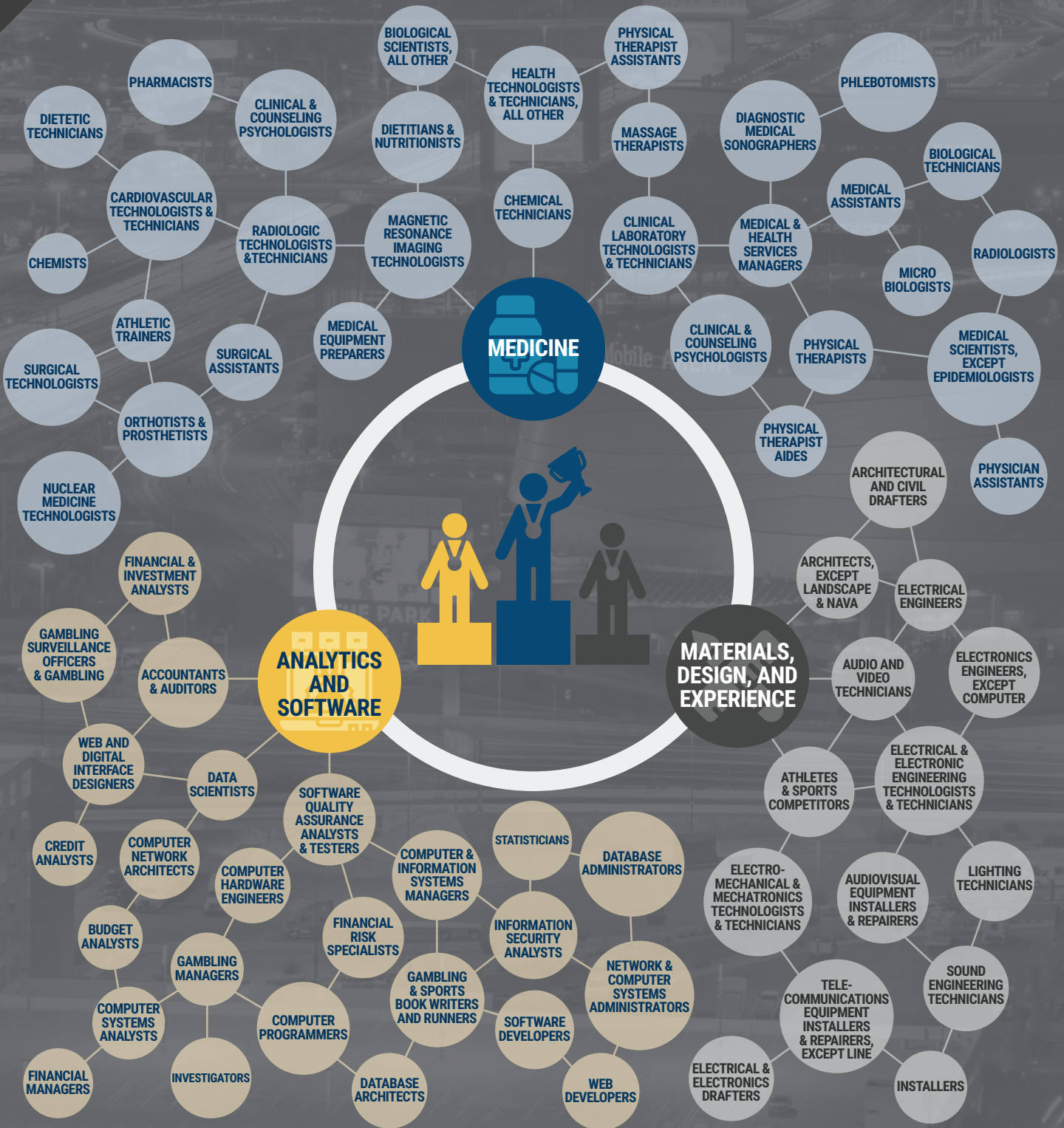
Touro University Nevada (Touro), the Las Vegas branch of the larger Touro University system, is a small university campus focused on medical and applied health science degrees, primarily at the graduate level. Graduating 50 baccalaureate and 440 graduate students per year, Touro is a significant element of the local workforce development pipeline for firms seeking highly trained researchers. While the primary field of study at Touro is medicine, the university also offers degrees in related fields such as medical health sciences. As a partner of JBI, an international research institute, Touro is able to offer students and local partners access to a wide array of research and information. In addition, the Engelstad Research Complex at Touro offers grants and awards for both faculty and student research, contributing to the JBI library and further collaborative opportunities with outside organizations. Touro also has several local partners, including educational institutions such as UNLV and Roseman University, in addition to The Valley Health System and the Cleveland Clinic Lou Ruvo Center for Brain Health.



ROSEMAN UNIVERSITY OF HEALTH SCIENCES

Founded in Las Vegas in 1999, Roseman University of Health Sciences (Roseman) offers degree programs in medicine, dental medicine, pharmacy, nursing, biomedical sciences, and pharmaceutical sciences. Graduating 290 baccalaureate and 370 graduate students annually, Roseman plans to expand these offerings upon receiving Liaison Committee on Medical Education accreditation for their Doctor of Medicine degree program. Roseman offers faculty, students, and local partners access to thousands of square feet of wet lab space, a large research library, and a variety of highly specialized laboratory equipment. In addition, Roseman hosts an annual research symposium every winter to foster collaboration with local organizations and highlight recent research findings.

SPORTS TECHNOLOGY LABOR FORCE





ACTIVE LABOR FORCE



14,440

**EMPLOYEES WITH
TRANSFERRABLE SKILLS**



2,890

**CURRENT SPORTS
TECHNOLOGY EMPLOYEES**

EMPLOYMENT SPOTLIGHTS IN RELATED OCCUPATIONS

SPORTS MEDICINE

- Sports Medicine Physicians – 3,140
- Physical Therapists – 1,930
- Athletic Trainers – 250

TECHNOLOGY

- Software Developers – 5,900
- Data Scientists – 1,070
- Web Developers – 610

LIFE SCIENCES

- Biological Technicians – 550
- Molecular and Cellular Biologists – 360
- Biochemists and Biophysicists – 150

Source: U.S. Bureau of Labor Statistics. U.S. Department of Labor, Employment and Training Administration, Lightcast.



ANTICIPATED LABOR FORCE GROWTH



15,910 (+1,470)

**EMPLOYEES WITH
TRANSFERRABLE SKILLS
(2028)**



3,180 (+290)

**CURRENT SPORTS
TECHNOLOGY EMPLOYEES
(2028)**

EMPLOYMENT GROWTH IN SPOTLIGHT RELATED OCCUPATIONS

SPORTS MEDICINE

- Sports Medicine Physicians – 3,560 in 2028 (+13.4% growth)
- Physical Therapists – 2,390 in 2028 (+23.8% growth)
- Athletic Trainers – 310 in 2028 (+24.0% growth)

TECHNOLOGY

- Software Developers – 8,560 in 2028 (+45.1% growth)
- Data Scientists – 1,500 in 2028 (+40.2% growth)
- Web Developers – 750 in 2028 (+23.0% growth)

LIFE SCIENCES

- Biological Technicians – 600 in 2028 (+9.1% growth)
- Molecular and Cellular Biologists – 400 in 2028 (+11.1% growth)
- Biochemists and Biophysicists – 170 in 2028 (+13.3% growth)

Source: U.S. Bureau of Labor Statistics. U.S. Department of Labor, Employment and Training Administration, Lightcast.

STRATEGIC LOCATION

LAS VEGAS'S BUSINESS IMPACTS

LAS VEGAS STRIP



85,300

NUMBER OF HOTEL ROOMS



8.7 M SF

TOTAL RESORT PROPERTY EXHIBIT & MEETING SPACE



2.9 M SF

LAS VEGAS CONVENTION CENTER EXHIBIT & MEETING SPACE



\$8.9 B

ANNUAL GAMING REVENUE



\$265.8 M

ANNUAL SPORTS BETTING REVENUE



37

NUMBER OF RETAIL SPORTSBOOK LOCATIONS



\$34.9 B

TOTAL PROPERTY VALUE

LAS VEGAS AREA



\$51.5 B

ANNUAL DIRECT VISITOR SPENDING



\$85.2 B

TOTAL ECONOMIC IMPACT OF ANNUAL DIRECT VISITOR SPENDING



40.8 M

ANNUAL VISITOR VOLUME



\$13.5 B

ANNUAL GAMING REVENUE



\$630.7 M

ANNUAL SPORTS BETTING REVENUE



81

NUMBER OF RETAIL SPORTSBOOK LOCATIONS

HARRY REID INTERNATIONAL AIRPORT (LAS)

Harry Reid International Airport (LAS) is the 7th busiest airport in the U.S., serving more than 57 million passengers per year.

■ With direct connections to over 160 domestic and international cities, and more than 550 inbound flights per day, business leaders can access markets across the globe at a moment's notice.

LAS AIRPORT STATISTICS

CENTRAL LOCATION – TWO MILES FROM THE LAS VEGAS STRIP

HIGH TRAVEL VOLUME

57.6 M

Air Passengers Annually

54.3 M

Domestic Passengers Annually

3.3 M

International Passengers Annually

32

Passenger Airlines Regularly Operating

WEEKLY NONSTOP INTERNATIONAL DESTINATIONS



Source: Clark County Department of Aviation

HIGH CARGO VOLUME

263.4 M

Pounds of Cargo Processed Annually

#22

Actively Operating Cargo Carriers

200 K SF

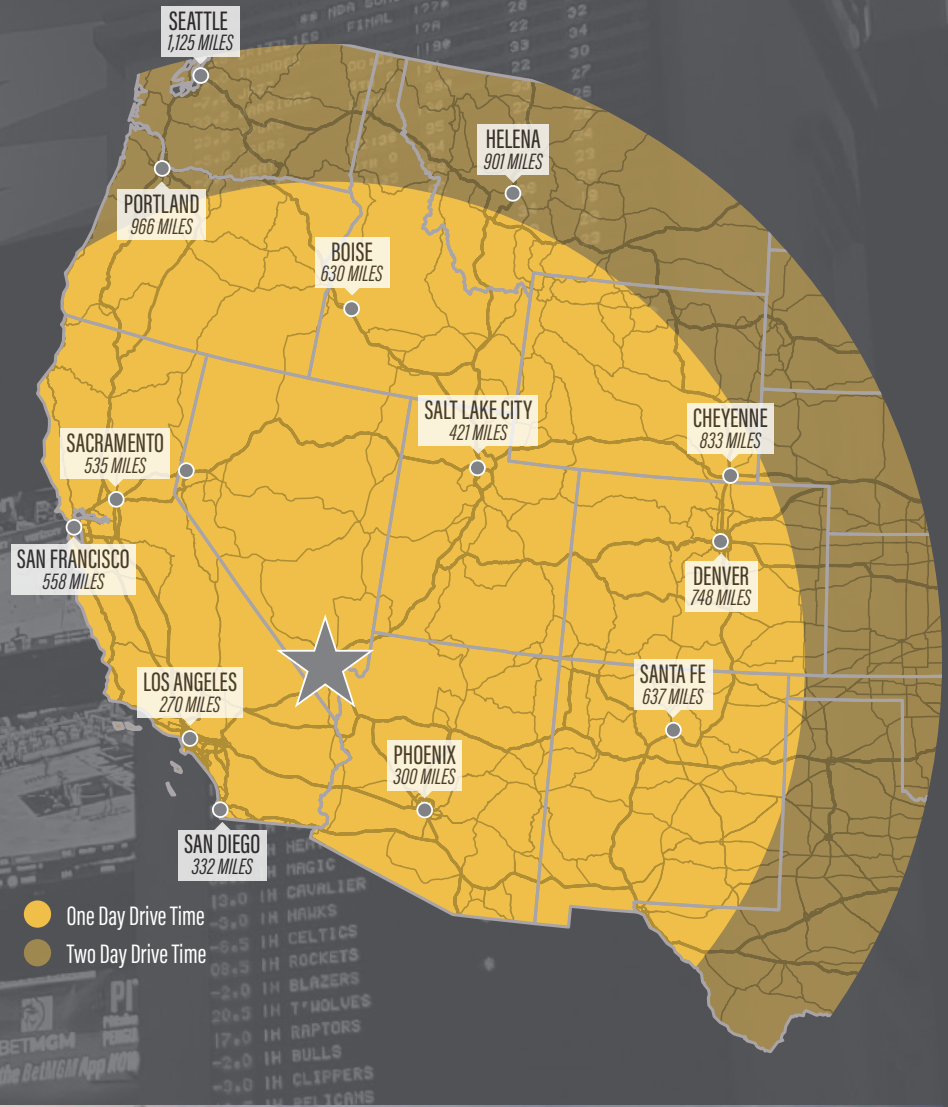
Freight and Distribution Space

Regular Service to International Markets: South Korea • Mexico • Canada • United Kingdom • Germany

Source: Clark County Department of Aviation, DirectFlights.com.

HIGHWAY ACCESS

I-15 provides a direct connection between Las Vegas and Los Angeles, with drive times averaging under four hours. Salt Lake City is a six-hour drive north along I-15. U.S. Highway 95 not only links Las Vegas to Reno, it also extends further north and south, running from Canada to Mexico. The future I-11 corridor will run from Reno through Las Vegas and will eventually connect Las Vegas more directly with the Phoenix metropolitan area.



PASSENGER RAIL

FUTURE PASSENGER RAIL ACCESS

Brightline West will soon provide a high-speed passenger rail connection between Southern California and Las Vegas. With a capacity of up to 11 million passengers annually, the fully electric system will transport passengers along the 218-mile route at speeds of up to 200 miles per hour, shortening travel time between the two destinations to just over two hours. Brightline West is expected to open in early 2028.



LOCAL CONVENTIONS



CES Consumer
Technology
Association



NAB
NATIONAL ASSOCIATION OF BROADCASTERS



Sport & Society



sei con
SPORTS
ENTERTAINMENT
INNOVATION



OSET ORTHOPAEDIC SUMMIT 2024
EVOLVING TECHNIQUES



G2E™ PRESENTED BY
CA



SBJ SPORTS
BUSINESS
JOURNAL



CONNECTED & STABLE INFRASTRUCTURE

LAS VEGAS IS A GLOBALLY CONNECTED BUSINESS LOCATION

In today's digital age, companies can't be successful without access to reliable and affordable internet and telecommunications services. Las Vegas is one of the most globally connected cities in the U.S., offering robust fiber-optic and broadband networks. Plus, 24 data centers are located in the region, including Las Vegas-based Switch.

CONNECTIVITY BY THE NUMBERS



#5

**COX STATEWIDE
INTERNET SPEED**



228.7 MBPS

**MEDIAN STATEWIDE
INTERNET SPEED**



479 MBPS

**COX USER SPEED
TEST MBPS**



42.5%

**ANNUAL GROWTH IN STATEWIDE
INTERNET SPEED (2022-2023)**



2,000 MBPS

**COX MAX ADVERTISED
DOWNLOAD MBPS**

INTERNET AND TECHNOLOGY PROVIDERS



CenturyLink™

CenturyLink, part of Lumen Technologies, offers home fiber internet, TV, and home phone services to Las Vegas residential and commercial customers. The company also offers Quantum Fiber, a fully digital platform for delivering fiber-based products and services.



Cox Communications is the leading service provider in Las Vegas for high-speed home and business internet. The company has invested more than \$11 billion in network upgrades over the past decade, including adding more than 11,000 miles of fiber in Las Vegas. Cox offers gig download speeds to all customers, with more than 95 percent of customers accessing multi-gigabit speeds.

DATA CENTERS



NOVVA

The Utah-based company recently opened a 275,000-square-foot data center in North Las Vegas, providing network installation and maintenance, data center security, and monitoring systems. The 100 MW facility was designed with a focus on sustainability and features innovative water-free cooling systems.



Founded in 2000 and headquartered in Las Vegas, Switch is the recognized world leader in data center design and development. The company operates five Tier 5® Exascale Data Centers across the U.S., including locations in Las Vegas and Reno, Nevada.

ENERGY INFRASTRUCTURE

Power reliability and affordability are important requirements for businesses of all sizes, and Nevada has proven it can power your business now and into the future.

Nevada ranked second for overall utility performance in the 2022 Electric Utility Performance review, a state-by-state data review produced by the Citizens Utility Board of Illinois. The review compares the performance of the nation's utilities according to three standards of consumer value: affordability, reliability, and environmental responsibility.



#2

RELIABILITY

Not only did Nevada rank 2nd for overall utility performance, but it also ranked second in the nation for reliability. The average duration of a power outage in Nevada is about one hour and 15 minutes, well below the national average of just over 8 hours. The average frequency of power outages in the state is less than one outage per customer, less than half the national average.



#14

AFFORDABILITY

Nevada ranked 14th in affordability. The average cost of electricity for all customers (including residential, commercial, and industrial), is \$0.086 per kilowatt-hour, well below the U.S. average of \$0.112 per kilowatt-hour. The average residential monthly electric bill is \$110, below the national average of \$125.



#20

ENVIRONMENTAL RESPONSIBILITY

Nevada also ranks high when it comes to environmental responsibility, coming in at 20th. Nevada generates 12.93 terawatt hours of renewable electricity each year, comprising nearly 30 percent of the state's total energy usage.

Source: Citizens Utility Board of Illinois

NEVADA POWER COSTS COMPARED TO NEIGHBORING STATES (CENTS/KWH)

	COMMERCIAL	INDUSTRIAL	ALL SECTORS
PACIFIC STATES	19.90	13.15	19.15
CALIFORNIA	23.91	18.85	24.73
OREGON	10.29	7.10	10.23
WASHINGTON	10.08	6.35	9.61
MOUNTAIN STATES	11.00	7.80	11.07
ARIZONA	11.74	7.93	12.14
COLORADO	11.67	8.56	11.77
IDAHO	8.82	7.19	9.12
MONTANA	12.03	7.86	10.91
NEVADA	11.79	10.25	13.01
NEW MEXICO	10.98	5.91	9.67
UTAH	8.52	6.99	9.03
WYOMING	9.79	6.91	8.34
U. S. TOTAL	12.74	8.06	12.72

Source: U.S. Energy Information Administration. **Note:** Numbers do not include taxes. Nevada's numbers do not include franchise taxes or the UEC. The REPR, TRED, and EE rates are included. The charts above represent rates charged over the period January 2023 through December 2023. This table is an average and should not be used to determine costs for a specific project or client. Totals may not equal sum of components because of independent rounding.





SOUTHWEST GAS

Southwest Gas provides natural gas to homes and businesses across Nevada. For commercial customers, the company offers nine rebate and promotion programs to support the use of efficient and safe equipment. Additionally, Southwest Gas uses various rate mechanisms to insulate customers from the fluctuating market price of natural gas, allowing for fewer disruptions to operational and financial planning for businesses in Las Vegas. Combined with the company's commitment to establishing a diverse and stable network of suppliers, these factors help grow not only individual businesses in Las Vegas, but also the economy as a whole, by allowing for more efficient daily operations and growth planning.



NV Energy provides a wide range of energy services to more than 1.5 million customers throughout Nevada. The company employs economic development experts to work directly with business owners, site selectors, and real estate brokers/developers to facilitate business location and expansion in Nevada. NV Energy offers multiple programs to help businesses keep energy costs down, including the PowerShift program that helps businesses identify energy efficiency opportunities to qualify for incentives.



NEVADA'S RENEWABLE ENERGY PORTFOLIO STANDARD

In 2022, 36.7 percent of NV Energy's power came from renewable sources, the 13th consecutive year the utility has exceeded the state's renewable energy requirement, currently at 29 percent. In Las Vegas, NV Energy achieved a higher Renewable Portfolio Standard (RPS) of 37.1 percent, putting NV Energy well on its way to meeting Nevada's RPS of 50 percent by 2030. NV Energy's portfolio consists of 53 large-scale geothermal, solar, solar plus storage, hydro, wind, biomass and supported private solar projects in service and under development.

TRUTH ON TAP: WATER INFRASTRUCTURE & CONSERVATION IN LAS VEGAS

YES, WE HAVE WATER.

Contrary to what you might hear in the national media, Las Vegas is not running out of water. In fact, Southern Nevada is the most water secure region in the desert Southwest. Here's how:



VEGAS CAPTURES AND RECYCLES NEARLY EVERY DROP OF INDOOR WATER



VEGAS IS A GLOBAL LEADER IN WATER CONSERVATION



SOUTHERN NEVADA HAS A 50-YEAR REGIONAL WATER PLAN



Learn more about how the Las Vegas region is able to continue to grow even with limited water resources

WATER WISE



WHILE THE REGION'S

POPULATION INCREASED BY 48%

(800,000 PEOPLE) SINCE 2003

OVERALL WATER USAGE DECREASED BY 31%

SOUTHERN NEVADA WATER AUTHORITY

The Southern Nevada Water Authority (SNWA) is a not-for-profit regional water agency formed to address Southern Nevada's unique water needs on a regional basis. SNWA serves 2.3 million residents and more than 40 million annual visitors. Member agencies include the Las Vegas Valley Water District, the Clark County Reclamation District, the cities of Las Vegas, Henderson, North Las Vegas, and Boulder City, and the Big Bend Water District in Laughlin.

WATERSTART

Established in 2013, WaterStart is a Nevada-based non-profit organization that connects innovative technology companies with global water agencies and major water consumers in need of innovative solutions to enhance their operations. WaterStart works with companies around the globe to conduct pilot projects that help speed the path to commercialization and broaden deployment of new technologies to help address water challenges.

VENTURE CAPITAL



TAX INCENTIVES

ECONOMIC DEVELOPMENT RATE RIDER (EDRR)

The Economic Development Rate Rider (EDRR) program provides an opportunity for businesses starting in or relocating to Southern Nevada to receive a discounted rate on electric utility services from NV Energy. Program benefits include a discounted energy rate for up to 14 MW¹ over an eight-year period, from the third year of operations in Southern Nevada to the tenth year. The maximum discount rate is 30 percent for years three to four, 20 percent for years five to eight, and 10 percent for years nine to ten.

THE PROGRAM REQUIREMENTS ARE AS FOLLOWS:

- The company must be a new commercial or industrial customer in Nevada that has not been a customer of any other electric utility in Nevada in the preceding 12 months.
- Customer demand must be greater than 300 kW.
- The customer must maintain an annual load factor of 50 percent or more.
- The customer must remain a customer of NV Energy for a minimum of 10 years.

Note: ¹Remaining MW of availability for this program as of March 2024.

[Learn more about the EDRR and whether your company may qualify.](#)

TAX ENVIRONMENT

With one of the lowest tax burdens in the nation, Nevada is consistently ranked by the likes of Forbes, Inc. and Money magazine as having one of the best overall business climates in the nation. The Tax Foundation rated Nevada as the seventh-best state for business in 2024. Nevada's tax structure is designed to be less burdensome to both businesses and their employees, making it an attractive destination for companies.



NEVADA RANKED #7

**BEST STATE BUSINESS
TAX CLIMATE 2024**

STATE TAX ADVANTAGES

- No Corporate Income Tax
- No Personal Income Tax
- No Inheritance or Gift Tax
- No Franchise Tax on Income
- Competitive Property Tax Rates
- Competitive Sales Tax Rates
- Minimal Employer Payroll Tax
- No Estate Tax
- No Admission Tax
- No Unitary Tax

NEVADA TAX ABATEMENT MINIMUM QUALIFICATIONS



\$29.43

**AVERAGE
HOURLY WAGE ¹**



\$1.0M

**CAPITAL
INVESTMENT ²**



50

**JOBS CREATED
(FULL-TIME
EQUIVALENT)**



51.0%

**REVENUE GENERATED
OUTSIDE OF NEVADA**



5 YEARS

**MAINTAIN BUSINESS
IN NEVADA**



REGISTER

**PURSUANT TO THE
LAWS OF NEVADA**

EASE OF ACCESS

Las Vegas offers big city experiences with small town connections. LVGEA is your connection to the region's power players. LVGEA's business development team can help you get plugged into Las Vegas' business ecosystem.



CONNECT WITH ELECTED OFFICIALS



GET INTRODUCED TO LOCAL REAL ESTATE EXPERTS



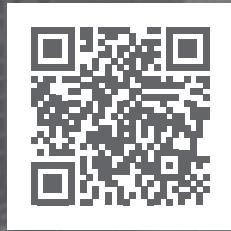
ACCESS TO THE LARGEST BUSINESS BOARD IN NEVADA



LICENSING AND PERMITTING EXPERTISE



LOW REGULATORY ENVIRONMENT



Connect with our team for your custom cost comparison.



LAS VEGAS GLOBAL ECONOMIC ALLIANCE

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