PRESENTERS

Dr. Robert Lang  
*Exporting Consumption: The Economic Justification for a UNLV Stadium*
Executive Director, The Lincy Institute
UNLV Director, Brookings Mountain West
Professor of Urban Affairs
Non-Resident Senior Fellow, Brookings Institution

Dr. Mark Rosentraub  
*The Economic Value of a Covered Stadium for Las Vegas, The Hospitality Industry, Nevada & UNLV*
Bruce & Joan Bickner Endowed Professor of Sport Management
School of Kinesiology, University of Michigan

PRESENTER AND MODERATOR

Richard Browne  
*UNLV Now Mega Events Center Due Diligence Report*
Partner
Sterling Project Development Group

Feel free to refer to your DAB binder which contains copies of the work previously performed by Mark Rosentraub and Richard Browne, including the economic impact report.

Copies of each presentation are located following the presenter and panelist’s bios.

PANELISTS

Gerry Bomotti  
Sr. Vice President for Finance and Business, UNLV

Richard Browne  
Partner, Sterling Project Development Group

Pat Christenson  
President, Las Vegas Events

Rob Dondero  
Executive Vice President, R&R Partners

Mark Fine  
Founder & CEO, Mark L. Fine & Associates

Robert Lang  
Executive Director, The Lincy Institute
UNLV Director, Brookings Mountain West
Professor of Urban Affairs
Non-Resident Senior Fellow, Brookings Institution

Rossi Ralenkotter  
President & CEO, Las Vegas Convention and Visitors Authority

Mark Rosentraub  
Bruce & Joan Bickner Endowed Professor of Sport Management
School of Kinesiology, University of Michigan
Mr. Bomotti is responsible for supporting the university’s teaching, research, and public service mission by providing quality financial, business, and administrative services to the University community and ensuring transparency in planning and budgeting. The mission of the Finance and Business Division is to provide the financial services that are essential for UNLV to achieve its teaching, research, and service goals. The division is committed to safeguarding and leveraging the university's resources and assets.

Mr. Bomotti has enjoyed a successful career within the higher education system. He has held positions at the University of Alaska where one of his many responsibilities was to support the statewide restructuring project which resulted from the collapse of world oil prices and their direct affect on the economy of the state. At the University of Arkansas, Fayetteville, Mr. Bomotti served as the Vice Chancellor for Finance and Administration and served as the primary liaison with the city on institutional/city issues and projects. As the Vice President for Administrative Services at Colorado State University, he led the campus recovery efforts following the flood of July 1997, which resulted in total institutional recoveries from insurance, FEMA and other resources at approximately $140 million.

Mr. Bomotti is a recipient of the prestigious J. William Fulbright Medal of Honor.
Richard Browne
Partner
Sterling Project Development Group

Richard Brown has enjoyed equally successful careers over the past 25 years as a builder, commercial building owner and project consultant. From 1983 to 2001, Mr. Browne primarily worked as an owner/operator of various real estate projects in Chicago and New York. Most notably, Mr. Browne was the Managing General Partner of 40 Rector Street, a 500,000 square foot commercial office building located in downtown Manhattan. Major tenants in the building included the City of New York, Xerox, AXA Equitable Life, NYU Medical Center and The American Stock Exchange. Mr. Browne was responsible for all aspects of leasing, financing, management, construction and operation at the property. Mr. Browne then sold the property to an outside investor in 2001.

In addition, Mr. Browne has served as an Owner’s Representative/Project Coordinator in the management and/or supervision of over $3 billion worth of construction and development projects throughout the United States. Notable clients include The New York Mets, The Minnesota Twins, Starwood Capital Group, Oak Tree Capital, Perella Weinberg, Jamestown Group, Great American Insurance, RBC Dain Rauscher, Cargill Investor Services, Thomson Financial and many others.

From 2005 through 2010, Mr. Browne served as Owner’s Representative to Queens Ballpark Company, L.L.C., which spearheaded the financing, development and construction of Citi Field, the home of The New York Mets. The $800 million ballpark, which was completed on schedule and under budget, is regarded as one of the premier sports and entertainment facilities in the country. In 2011, Mr. Browne partnered with Sterling Equities to form Sterling Project Development Group, a national construction and development advisory firm that is currently providing project management and advisory services to 25 clients in 10 states.

He is a licensed real estate broker in New York and has been a member of the Real Estate Board of New York as well as the Board’s Downtown Rental Conditions Committee.
Pat Christenson
President
Las Vegas Events

Pat has been instrumental in the development of special events in Las Vegas for more than a quarter century.

Pat began his career in venue management in 1980 as event coordinator for the UNLV Athletic Department. In 1983, he was promoted to assistant director of the newly built 18,500 seat Thomas & Mack Center. At the same time UNLV took over management of the fiscally troubled 30,000 seat Las Vegas Silver Bowl. Pat was charged with developing programming to fill the venues. He also was charged with developing an operation to support the programming.

From 1983-1992, these two venues were arguably the two most successful in the country. Christenson booked every event that toured the country averaging 175 events per year in both venues.

In 1995, Christenson developed the UNLV Sports Marketing Department. This department brought under one roof all aspects of both venues and all athletic inventory, including season and scholarships sales, promotion, sponsorship and merchandising.

In 2001, Christenson accepted a position as president of Las Vegas Events. In this capacity, he directs an operation whose mission is to produce, present and support events that contribute to the economic growth of Las Vegas and southern Nevada.

In 2007, Christenson served as the Chairman of the Arena Task Force consulting on the design, operation and marketing of a new arena being proposed in Las Vegas.

Pat has been the president of Las Vegas Events since 2001.
Rob Dondero  
Executive Vice President

Of all of the brands in the world that enjoy global awareness, Rob has the great fortune to oversee probably the coolest one by any measure. From advertising and marketing to events and promotional partnerships, his oversight of the Las Vegas Convention and Visitors Authority account for R&R Partners takes him on an exhilarating ride every day. He manages a fully integrated team that’s charged with filling 144,000 hotel rooms 365 days per year. There just isn’t another destination in the world that demands this level of market performance, but for Rob, it’s just another day at the office.

Over the past 25 years, Rob has managed some of the most celebrated tourism campaigns in history, while his expertise in the sector has become internationally known. A master at recognizing and breathing life into smart marketing partnerships for clients, his portfolio includes UFC, Ford, Bud Light, Major League Baseball, the NHL and more. This experience also makes him a leader in R&R’s business development efforts.

He has also developed, negotiated and promoted such special events as the Sports Illustrated Swimsuit Issue Launch Party; NBA All-Star Game; Latin GRAMMY Awards; Billboard Music Awards; Academy of Country Music Awards; Las Vegas Bowl; NASCAR Champions Week; Miss Universe/Miss America/Miss USA; and the internationally renowned gourmet and wine event, Vegas Uncork’d. All have resulted in millions of dollars in added value and earned media for the Las Vegas destination. A great example of the results that Rob delivers was the launch of the Professional Bull Riders’ Championship Tour, which propelled bull riding into the mainstream of professional sports, established a fiercely loyal fan base and increased sponsorship revenues by 700 percent with such blue-chip brands as Ford, Wrangler, Bud Light and Coca-Cola.
Mark L. Fine
Founder and CEO
Mark L. Fine and Associates

Mark L. Fine is one of Southern Nevada’s preeminent real estate developers. His more than 30-year legacy includes an impressive list of the Las Vegas Valley’s most successful developments including Green Valley, Las Vegas’ first large scale master-planned community, Summerlin, and numerous commercial, industrial and retail projects.

In 1968, after graduating from the University of Arizona with a Bachelor of Arts degree in business administration with an emphasis in real estate, Fine started his career in New York City working on Wall Street in the real estate finance business before moving to Las Vegas in 1973. As president of American Nevada Corporation, he formerly served on the Southern Nevada Strategic Planning Authority and the Andre Agassi Foundation Board of Directors.

Fine is a dedicated advocate for quality education. In addition to his work as chairman of the UNLV Foundation Board of Trustees and former chairman of the UNLV Research Foundation Board of Directors, Fine is the founding director of the Clark County Business School Partnership Advisory Board, and has been active in the Clark County School District for more than 30 years. In recognition of his long-term dedication to the Clark County School District, an elementary school was named in Fine’s honor.

Fine has been a member of the Las Vegas Urban Land Institute for more than 30 years, trustee emeritus and former executive committee member of the Nevada Development Authority, and a former member of the Nevada Tax Commission. The Nevada Business Journal named Fine one of Nevada’s Top 50 Leaders and the Las Vegas Chamber of Commerce awarded him the Community Achievement Award in Real Estate and Land Development. He also was selected by In Business Las Vegas as one of Southern Nevada’s Most Influential Businessmen.
Robert Lang, Ph.D.
Executive Director, The Lincy Institute
UNLV Director, Brookings Mountain West
Professor of Urban Affairs
Non-Resident Senior Fellow, Brookings Institution

Robert Lang is a nationally recognized authority on urban growth, economic development and population dynamics, including the interplay between politics and growth in the American West. Lang is often called on by national business leaders and media to provide an understanding of the economic recovery in the west (including Nevada), what elements led to the region’s economic decline, and what it will take to bring it back. His research has been featured in numerous media outlets, including USA Today, New York Times, Washington Post, Wall Street Journal, NPR, CNN, MSNBC and FOX News.

Lang’s research specialties include suburban studies, real estate, demographic and spatial analysis, economic development, and metropolitan policy. He has authored over 150 academic and professional publications and has developed many new urban planning concepts such as "Boomburbs," "Edgeless Cities," and "Megapolitan Areas." His new book, Megapolitan America (2011), details the rise of megapolitan areas and how they will change how American plans. He is also a contributor to the new book America’s New Swing Region (2012), which examines the profound economic, political, and social changes that continue to reshape the Mountain West.

Lang is a professor in the Greenspun College of Urban Affairs and serves as the executive director of The Lincy Institute and director of Brookings Mountain West at UNLV. He is also a non-resident Senior Fellow at the Brookings Institution and a Fellow of the Urban Land Institute, both in Washington, D.C. Lang earned a Ph.D. in urban sociology from Rutgers University.
As President/CEO of the Las Vegas Convention and Visitors Authority (LVCVA), Rossi Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world’s most desirable destination for leisure and business travel. Under Mr. Ralenkotter’s leadership, the LVCVA successfully launched “Vegas Stories,” the most successful branding campaign in tourism history. The campaign is best known for its oft-repeated tagline, “What happens here, stays here.™” It was selected the No. 1 campaign by the voting public and was inducted into the Madison Avenue Advertising Walk of Fame in 2011. The LVCVA owns and operates the Las Vegas Convention Center and Cashman Center. With Mr. Ralenkotter’s oversight, Las Vegas remains the world’s trade show capital, hosting 53 of the largest 250 trade shows.

Mr. Ralenkotter began his career at the LVCVA 40 years ago as a research analyst. Prior to becoming President/CEO in 2004, he was the Authority’s Executive Vice President and Senior Vice President of Marketing. Before joining the LVCVA, Mr. Ralenkotter worked for a local telephone company and served in the United States Air Force. He has been a resident of Southern Nevada for more than 60 years.

As President/CEO of the LVCVA, Mr. Ralenkotter has embarked on a new three-year vision plan to lead the destination through unprecedented economic times. The plan includes global sales and marketing strategies designed to aggressively market Las Vegas while also ensuring efficiency and flexibility.

Mr. Ralenkotter is a member of the American Society of Travel Agents, Destination Marketing Association International, the American Society of Association Executives, and the Hotel Sales Marketing Association. He also is Chair of the Board of Directors for the U.S. Travel Association. Mr. Ralenkotter recently completed his term as Chair to the Travel and Tourism Advisory Board for the U.S. Department of Commerce and will remain on the Board.

Mr. Ralenkotter was named “Employer of the Year” by the Employee Service Management Association in 2006, one of the “25 Most Influential People in the Meetings Industry” by Meeting News in 2005, and in 2004, he was selected “Co-Brand Marketer of the Year” by Brandweek magazine. Mr. Ralenkotter was named one of the Outstanding Young Men of America, listed in Who’s Who of America. Additionally, he served as a delegate to the White House Conference on Tourism.

Mr. Ralenkotter earned a Bachelor of Science degree in Marketing from Arizona State University in 1969 and a Master’s degree in Business Administration from University of Nevada, Las Vegas, in 1971. He was honored with UNLV’s Distinguished Nevadan Award in 2009 and UNLV Alumni of the Year in 2008. He served as a First Lieutenant in the United States Air Force with the 468th Medical Service Flight. He is a member of the Las Vegas Ad Club, which inducted him into the Las Vegas Advertising Hall of Fame for lifetime marketing achievements. He also received Lifetime Achievement honors from the American Marketing Association and the Travel and Tourism Research Association.
Mark S. Rosentraub, Ph.D.
Bruce and Joan Bickner Endowed Professor of Sport Management
School of Kinesiology, University of Michigan (Ann Arbor 48109)

Dr. Rosentraub has been studying and writing about the economics of sports teams, events, and facilities and the linkage between sports, amenities, and urban and economic development for more than 30 years. He has written or co-authored four different books and more than 100 academic articles and book chapters on different aspects of sports, tourism, amenities, and local economic development.

*Sports Finance and Management: Real Estate, Entertainment and the Remaking of the Business* (CRC Press/Taylor & Francis, 2011, co-authored with Jason Winfree) is his latest book. In this volume Professors Winfree and Rosentraub explore the dramatic changes in the sports business landscape and the implications and opportunities for cities, teams, and the sports business professionals. Dr. Rosentraub’s *Major League Winners: Using Sports and Cultural Centers as Tools for Economic Development* was published in 2010 and explains the theory behind the efforts of several communities to use these amenities in the competition to attract and retain human capital for economic development. The case study communities have been able to turn public investments in sports and cultural facilities into strategic investments. *Major League Losers: The Real Cost of Sports and Who’s Paying For It* appeared in 1997 (revised edition, 1999) and *The Economics of Sports: An International Perspective* with two other colleagues was published in 2004. Dr. Rosentraub is national expert on measuring the real economic benefit from sports facilities and related real estate development for local and regional economies.

Dr. Rosentraub’s professional work has not been limited to academic studies and publications. Professor Rosentraub has helped numerous cities across North America frame redevelopment strategies involving sports and culture. He worked with the San Diego Padres and the City of San Diego in designing the Ballpark District that resulted in more than $2 billion of new real estate development. Professor Rosentraub also worked with the City of Los Angeles in its work that led to the building of Staples Center and LA LIVE. Staples Center and LA LIVE became the backbone for the resurgence of downtown Los Angeles.

Dr. Rosentraub has advised two different mayors of Indianapolis across more than a decade on downtown redevelopment strategies linked to sport facilities and team. He has or is working with the Baltimore Orioles, Detroit Pistons, Detroit Red Wings (a new arena for downtown Detroit and associated real estate development), Green Bay Packers (new real estate development surrounding Lambeau Field), the Indianapolis Colts (Lucas Oil Stadium), the New York Mets (Willets Point/Citi Field Real Estate Development), San Francisco Giants, the city of Edmonton (in their efforts to build a new arena with the Edmonton Oilers and redesign their downtown area), the City of Hamilton, Ontario (on participatory sport strategies, the use of sport facilities for downtown redevelopment, and the attraction of an NHL franchise).

Each of these projects has involved the use of sport facilities and teams to revitalize urban centers and deal with the decentralization of economic activity in metropolitan areas.
Most recently Dr. Rosentraub has also been working with the University of Nevada Las Vegas on their plans for a mega-event stadium on their campus together with the building of a mixed-use University Village and has projected the economic value of that venue for the Las Vegas economy.

Dr. Rosentraub continues to work with The Children’s Museum of Indianapolis focusing on their economic value to the Central Indiana economy and on plans for new activities and events.

In 2003 the Cuyahoga County Commissioners appointed Dr. Rosentraub to the board of the Gateway Economic Redevelopment Corporation. “Gateway” is the public agency responsible for Progressive Field, home to the Cleveland Indians baseball team, and Quicken Loans Arena, home to the Cleveland Cavaliers basketball team. This is one of the largest public/private partnerships for sports in the US. Dr. Rosentraub helped rewrite the leases for both teams that avoided substantial financial problems for Cleveland and Cuyahoga County saving taxpayers more than $4 million each year.

Dr. Rosentraub has been on the faculty of Indiana University and served as campus dean of the School of Public and Environmental Affairs’ programs in Indianapolis. He also served as dean and professor at the Levin College of Urban Affairs at Cleveland State University from 2001 through 2009 (dean through 2007).

In 2009 Dr. Rosentraub became the University of Michigan’s first holder of the Bruce and Joan Bickner Endowed Chair in Sport Management in the School of Kinesiology where he focuses his research on amenities, sports, economic development, and urban design.

Dr. Rosentraub has been a Lady Davis Fellow at the Hebrew University of Jerusalem and a visiting scholar at Humboldt University and the Free University in Berlin, Germany. He has given guest lectures at numerous universities across the United States, Canada, Germany, Jordan, and Israel. In August 2012 he is a distinguished visiting scholar at the School of Business of Griffith University in Brisbane, Australia and at La Trobe University in Melbourne, Australia.