LAS VEGAS STADIUM
WORK SESSION

BUILDING PROGRAM:
• Stadium type (Open-Air vs. Closed Roof)
• Seating capacity
• Ancillary spaces

EVENTS:
• Events currently held at Sam Boyd Stadium
• Ability to attract incremental visitors to Las Vegas
• What events would you bring to a new stadium in Las Vegas

SCHEDULE:
• Seasonality of events
• How do your events fit into an annual calendar or events

LOCAL MARKET CONSIDERATIONS:
• How does the new stadium fit into the facility landscape of Las Vegas
LAS VEGAS STADIUM
BUILDING PROGRAM ELEMENTS

CAPACITY:
- Requirements
- Ideal Capacity

ROOF:
- Scenarios:
  - Open-Air
  - Open-Air with Shading System
  - Closed Roof – Domed
  - Closed Roof – Retractable
- Roof preference
- Impact on potential events

FIELD SURFACE
- Natural grass vs. Artificial turf
- Necessary dimensions for various events (i.e. Soccer, Rugby, etc.)
- Impact on potential events

PREMIUM SEATING:
- Inventory levels needed for events
  - Club Seats
  - Loge Boxes
  - Luxury Suites

TECHNOLOGY:
- Specific requirements for events

OTHER CONSIDERATIONS:
- Site location
- Parking
- Infrastructure
LAS VEGAS STADIUM
POTENTIAL EVENTS

EVENTS IDENTIFIED IN MARK ROSENTRAUB STUDY:
• 1. PAC-12 Football Conference Championship Game (December)
• 2. NFL Exhibition game (August)
• 3. New College Football Bowl Game (December)
• 4. Neutral Site College Football Game (Fall)
• 5. Second Neutral Site College Football Game (Fall)
• 6. International Soccer Festival (Summer)
• 7. Electronic Music Festival (2 to 3 days, Summer)
• 8. Country Music Festival (either with ACM weekend or another time) 2-3 days
• 9. UFC International Fight Week (Summer)
• 10. Tour Concert (Summer)
• 11. Tour Concert (second, Summer)
• 12. Winter Kick Soccer Festival (February)
• 13. Rock Music Festival (Summer)
• 14. X Games (Summer)
• 15. NFL Pro Bowl (January)
• 16. MWC Football Championship Game (December)
• 17. NFR Closing Event (December)
• 18. Wrestlemania
• 19. Republican or Democratic National Convention
• 20. NCAA Final Four Basketball Championships
• 21. Comic-Con
• 22. Boxing
• 23. MLS All-Star Game
• 24. Corporate Events

Mark Rosentraub study anticipated that 15 NEW MEGA- EVENTS will take place at a new mega-events center/stadium in Las Vegas on an annual basis.
LAS VEGAS STADIUM

POTENTIAL EVENTS

POTENTIAL EVENTS AT A NEW STADIUM IDENTIFIED BY CSL:

- UNLV Football
- Major League Soccer (MLS)
- International Soccer
  - Friendlies
  - MLS vs. International Clubs
  - Guinness International Champions Cup
  - Gold Cup
- Major Concerts
- Festivals
- Rugby
  - Rugby VII’s tournament
  - Rugby XV’s neutral site matches
  - International test matches
  - Rugby VII’s World Cup 2018
  - Rugby VII’s regional / Olympic qualifiers
- Signature Events
  - Mountain West Conference Football Championship
  - Pac-12 Conference Football Championship
  - Miss Universe Pageant
  - Las Vegas Marathon
  - NASCAR Champion’s Week
  - Academy of Country Music Awards
  - Armed Forces Classic
  - Champions Classic
- Major Non-Recurring Events
  - NCAA Final Four
  - NFL Pro Bowl
  - NFL Preseason
  - Republican/Democratic National Convention
  - X Games
  - SEMA Show
- Las Vegas Bowl
- New Collegiate Bowl Game
- Neutral Site Collegiate Football Games
- Ultimate Fighting Championship (UFC)
  - UFC International Fight Week
- Boxing
- Motorsports
  - Monster Jam
  - Supercross
## HYPOTHETICAL EVENT CALENDAR FOR CLOSED ROOF SCENARIO

### CLOSED ROOF STADIUM EVENT SUMMARY:
- **Total Events** – 41
- **UNLV Football** – 6
- **MLS** – 17
- **International Soccer** – 1
- **Rugby** – 3
- **Signature** – 1
- **Major Non-Recurring** – 2
- **Las Vegas Bowl** – 1
- **New Bowl Game** – 1
- **Neutral Site NCAA Football** – 2
- **UFC** – 1
- **Boxing** – 1
- **Motorsports** – 3

### Closed Roof Stadium

<table>
<thead>
<tr>
<th>Week</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>1</td>
<td>Rugby VII’s Tournament</td>
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<td>Supercross Finals</td>
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<td>Occupancy</td>
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<table>
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<th>Week</th>
<th>July</th>
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<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>1</td>
<td>UFC Fight Week</td>
<td>UNLV Football-1</td>
<td>UNLV Football-2</td>
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<td>Signature Event Pac 12/MW Championship</td>
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<td>UNLV Football-3</td>
<td>UNLV Football-4</td>
<td>UNLV Football-5</td>
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<td>Monkey Energy Cup</td>
<td>UNLV Football-6</td>
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<td>Las Vegas Bowl</td>
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<td>Occupancy</td>
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6
## LAS VEGAS/UNLV MULTI-PURPOSE STADIUM

### HYPOTHETICAL EVENT CALENDAR FOR OPEN-AIR SCENARIO

#### Open-Air Stadium

<table>
<thead>
<tr>
<th>Week 1:</th>
<th>Week 2:</th>
<th>Week 3:</th>
<th>Week 4:</th>
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<td><strong>January</strong></td>
<td><strong>February</strong></td>
<td><strong>March</strong></td>
<td><strong>April</strong></td>
</tr>
<tr>
<td>Rugby VII’s Tournament</td>
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<tr>
<td>Occupancy: 83.6%</td>
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<tr>
<td><strong>July</strong></td>
<td><strong>August</strong></td>
<td><strong>September</strong></td>
<td><strong>October</strong></td>
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<tr>
<td>UFC Fight Week</td>
<td>UNLV Football-1</td>
<td>UNLV Football-4</td>
<td>UNLV Football-5</td>
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<td>Occupancy: 95.8%</td>
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<tr>
<td><strong>November</strong></td>
<td><strong>December</strong></td>
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<tr>
<td>UNLV Football-2</td>
<td>UNLV Football-3</td>
<td>UNLV Football-5</td>
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<tr>
<td>Occupancy:</td>
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</tbody>
</table>

#### OPEN-AIR STADIUM EVENT SUMMARY:
- Total Events – 38
  - UNLV Football – 6
  - MLS – 17
  - International Soccer – 2
  - Rugby – 4
  - Signature – 1
  - Major Non-Recurring – 0
  - Las Vegas Bowl – 1
  - New Bowl Game – 0
  - Neutral Site NCAA Football – 2
  - UFC – 1
  - Boxing – 0
  - Motorsports – 3