

## **Glendale Statement about Economic Impact of Mega Events**

The city of Glendale is honored the NFL and the NCAA have chosen our city to host the 2023 Superbowl and 2024 Final Four, respectively.

We are also thrilled to have NASCAR Championship in neighboring Avondale.

Drawing in these events does not happen without the help and support of strategic partners including Valley cities, several state agencies, and significant support from the private sector.

Hosting these mega events is an economic boon not only for Glendale and the West Valley but the entire state of Arizona because they infuse our state with out of area tourism spending.

According to the Arizona Office of Tourism's most recent annual report, the amount of direct travel spending generated within Arizona increased 6.7 percent during 2017 to 22.7 billion and the amount of earnings generated by Arizonans employed by tourism jobs was up 6.6 percent to \$6.9 billion.

But even if you aren't involved in the tourism industry, every taxpayer benefits from the industry because according to the report, the tax revenue brought in by visitors to our state equals an annual tax savings of \$1,293 dollars for every Arizona household.

As Glendale's sports and entertainment district continues to grow with the addition of new hotels like the ALOFT by Marriott which will open this year, new entertainment venues like Topgolf, and the attraction of top performers like Garth Brooks, Glendale will continue to be a competitor in this space and exceed expectations for residents and visitors alike.