



SPORT REPORT



Greater New Orleans Sports Foundation

GNOSF AND ZEPHYRS BID TO BRING SEC BASEBALL TOURNAMENT TO LOUISIANA



In a coordinated effort to attract college baseball's most powerful conference tournament to Louisiana, the Greater New Orleans Sports Foundation and the New Orleans Zephyrs recently submitted a multi-year proposal to host the Southeastern Conference Baseball Tournament from 2017 through 2021 at Zephyr Field in Metairie.

Held in Hoover Alabama since 1998, the tournament draws teams and fans from 12 of the conference's 14 schools. The six day long double elimination tournament draws an annual attendance of well over 100,000 fans.

"We feel there are many advantages to hosting the SEC Baseball Tournament in South Louisiana" said Sports Foundation President/CEO Jay Cicero. "The passion and attendance for college baseball games in our region is unrivaled anywhere in America, as is our experience in hosting major sporting events. The Sports Foundation and Zephyrs worked extensively to formulate a competitive bid, working hand and hand with Jefferson Parish and the State Legislature to maximize its potential".

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SPORTS FOUNDATION AND NATIONAL WORLD WAR II MUSEUM TO HOST AIR POWER EVENT AT LAKEFRONT AIRPORT

Joining forces with the National World War II Museum and the Commemorative Air Force, the Greater New Orleans Sports Foundation is collaborating to host the annual World War II Air Power event on the shores of Lake Pontchartrain at Lakefront Airport. The event celebrates and educates American military aviation as well as New Orleans' significant historic role in the war.

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THE NATIONAL WWII MUSEUM

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MISSION STATEMENT

Organized in August of 1988, the Greater New Orleans Sports Foundation (GNOSF) is a non-profit organization whose mission is to attract and manage sporting events that have a positive economic impact on Louisiana and the Greater New Orleans area.

GNO SF SPORT REPORT

WWII MUSEUM AND GNO SF TO PARTNER STARTING IN 2016 (CONTINUED FROM PAGE 1)



"Combining the resources and experience of the Sports Foundation with an outstanding organization like the World War II Museum will create a historic festival atmosphere, attracting tourists and regional patrons alike," said GNO SF Board President David Sherman. "It is truly an honor for our two organizations to partner together." The Sports Foundation staff is currently developing plans to add a sporting element to the weekend's activities, as well as a health and fitness centric Kid Zone.

The 2016 Air Power Expo is set to take place November 3-6 at Lakefront Airport.



Many aircraft featured during the AirPower Expo remain on static display throughout the event, allowing attendees to tour the planes, meet the crews and take photos. Individuals can also purchase ride flights on certain WWII aircraft that have the ability to take passengers.

BOARD PROFILE: ASHTON RYAN, JR.

Since graduating from Tulane University, Ashton Ryan has enjoyed a prominent career in local banking and currently serves as the President, CEO and Chairman of the Board of First NBC Bank. Ryan brings impressive board membership experience to the GNO SF, having served on many community boards, past and present, including GNO, Inc, East Jefferson Hospital, the Jefferson and New Orleans Business Councils, the UNO Foundation, Urban League, Junior Achievement, and Catholic Charities, to name a few.



SEC BASEBALL TOURNEY (CONTINUED FROM PAGE 1)

Along with an estimated annual economic impact of \$10 million, tournament coverage from the SEC Network and ESPN will provide positive media exposure for Louisiana. Other cities believed to have submitted bids include Memphis, Nashville, Jacksonville, Orlando, and Hoover. The SEC is expected to announce sites following the Conference's Spring Meetings in late May.

ESTIMATED ECONOMIC IMPACT OF THE SEC TOURNAMENT

Annual Economic Impact: \$10M | Additional State Tax Generated: \$500K



EXECUTIVE COMMITTEE

Chairman: David R. Sherman

Secretary: David B. Payton

Immediate Past Chair: Philip B. Sherman

Audit Committee Chair: Louis J. Lupin

Vice Chairman: Kevin M. Bennett

Treasurer: Paul R. Valteau, Jr.

Finance Committee Chair: David J. Guzan, Jr.

GNOSF AND PELICANS EYE FUTURE NBA ALL-STAR GAME



Continuing discussions and gathering pertinent information regarding changes to hosting a future NBA All-Star Game, Greater New Orleans Sports Foundation Senior Vice President Jeff Rossi recently met with NBA personnel to discuss potential years and the viability of a future bid.

Having hosted the All-Star Game in 2008 and 2014, the GNOSF and New Orleans Pelicans have seen the importance of attracting the event back to our region. According

to UNO's study, the 2014 event produced an economic impact of \$106.1 million, with \$60.4 million in direct spending and \$45.7 million in secondary spending. As a result of such a large swell of out-of-town attendees, roughly \$4.9 million in tax revenue was generated for Louisiana.

"The economic impact to Louisiana from 2014 event was tremendous" said Rossi. "The All-Star Game and all of its surrounding activities provide the state, city and region with an influx of over 1,800 credentialed media members, providing positive media coverage of everything from Anthony Davis to po-boys."

ECONOMIC IMPACT OF THE 2014 NBA ALL-STAR GAME

Total Economic Impact: \$106.1M | Additional State Tax Generated: \$4.9M



MAJOR SPORTING EVENTS BRING MAJOR POSITIVE MEDIA TO LA.

SUPER BOWL XLVII:

CBS SPORTS: +184M WORLDWIDE VIEWERS

WRESTLEMANIA 30:

PAY PER VIEW: +1M VIEWERS

WWE NETWORK: +60M VIEWERS

CABLE TV: +5.4M VIEWERS

NCAA FINAL FOUR - MARCH MADNESS:

CBS, TNT, TBS, TruTV: +80M VIEWERS

NBA ALL-STAR GAME:

TNT: 13.1M VIEWERS

DIGITAL: +25M VIDEO VIEWS

BY THE NUMBERS:

ECONOMIC IMPACT OF THE 2012 NEW ORLEANS MEN'S FINAL FOUR



2,164

Full and Part Time Jobs Created



\$7,300,000

Additional State Sales Tax Generated



\$168,600,000

Total Economic Impact Generated

Source: University of New Orleans

AT LARGE MEMBERS:

Arnold B. Baker
Thomas J. Capella

Lawrence E. Chehardy
Don Davidson
Malcolm P. Ehrhardt

Patricia D. Green
Diane Hollis
Dr. Gordon "Nick" Mueller

Joseph P. Raspanti
Amy Reimer
Ashton J. Ryan, Jr.

Dr. Polly Thomas
Doug Thornton
Warner Williams

A Look Back

2014 WRESTLEMANIA

In 2014, World Wrestling Entertainment (WWE) invaded New Orleans to celebrate WrestleMania 30. The highly successful event was bid upon and managed by the Greater New Orleans Sports Foundation, SMG, the Morial Convention Center, New Orleans Tourism and Marketing Corporation, the New Orleans CVB and the City of New Orleans. It was the first time the event was held in Louisiana, and attracted 75,167 fans to the Mercedes-Benz Superdome, including visitors from all 50 states and 36 countries. Seventy-nine percent of fans that attended WrestleMania 30 came from outside the region.



ECONOMIC IMPACT OF WRESTLEMANIA 30 IN 2014

Economic Impact: \$142.2M | Additional State Tax Generated: \$6.2M