MEMPHIS SPORTS

MORE TO COME



It's not just about business It's not just about entertaining It's not just about building culture It's not just about momentum It's not just about tax generation It's not just about economic impact



Sports Tourism Executive Summary

From the days of the Memphis Chicks and the USFL Showboats to the Redbirds and the Grizzlies, Memphis has always been a sports town.

To add further value to our economy and the quality of life in our community, the City of Memphis along with our partners—Memphis Grizzlies, University of Memphis, Memphis Redbirds, and Memphis 901 FC—are proposing to create a world-class sports tourism destination.

THIS PROPOSAL CALLS FOR:

- A newly renovated FedExForum (home of the Memphis Grizzlies and UofM Men's Basketball)
- A newly renovated Simmons Bank
 Liberty Stadium (home of UofM Football, Southern Heritage
 Classic, AutoZone Liberty Bowl, and potentially professional sports)
- A newly renovated AutoZone Park (home of the Memphis Redbirds)
- A newly constructed soccer stadium for Memphis 901 FC

Sports Tourism Executive Summary

IMPORTANCE TO MEMPHIS, SHELBY COUNTY, AND STATE OF TENNESSEE:

- Keeps the Memphis Grizzlies (contract expires 2029), Memphis Redbirds, and Memphis 901 FC
- Better position University of Memphis for conference realignment
- Increases jobs, sales tax revenue, and economic activity in Tennessee

(i.e., concerts, corporate events, festivals, professional sports)

ONE-TIME IMPACT
FROM CAPITAL INVESTMENT

\$1,319,094,130

15-YEAR TOTAL IMPACT
FROM OPERATIONS & CONSTRUCTION

\$21,135,244,615

Combined Venues

METRIC	ANNUAL IMPACT FROM OPERATIONS AND TEAM/VISITOR SPENDING AFTER IMPROVEMENTS	15-YEAR IMPACT FROM OPERATIONS	ONE-TIME IMPACT FROM CAPITAL INVESTMENT	15-YEAR TOTAL IMPACT FROM OPERATIONS AND CONSTRUCTION
TOTAL JOBS SUPPORTED*	7,132	7,132	6,435	7,132
TOTAL WAGES PAID	\$456,391,404	\$6,845,871,060	\$408,938,031	\$7,254,809,091
TOTAL STATE SALES TAX	\$34,070,694	\$511,060,410	\$28,166,658	\$539,227,068
TOTAL LOCAL TAX REVENUE	\$26,160,708	\$392,410,620	\$12,162,860	\$404,573,480
TOTAL ECONOMIC IMPACT	\$1,321,076,699	\$19,816,150,485	\$1,319,094,130	\$21,135,244,615

^{*}Jobs supported during the construction period are considered transient and, in theory, disappear after the construction is complete. Therefore, they are not included in the 15-year total.

TOTAL CAPITAL INVESTMENT:

\$684 Million

FedExForum

Simmons Bank Liberty Stadium

AutoZone Park

Memphis 901 FC Stadium

PROPOSED ONE-TIME STATE INVESTMENT:

\$350 Million

TOTAL REVENUE TO STATE
FROM SALES TAX COLLECTION:

\$539 Million



PROPOSED PROJECTS



Simmons Bank Liberty Stadium





Simmons Bank Liberty Stadium

- Opened in 1965
- In Liberty Park: Liberty Park is the new name for the old Memphis Fairgrounds in which Simmons Bank Liberty Stadium resides



- University of Memphis football
- Attract professional sports
- AutoZone Liberty Bowl: The AutoZone Liberty Bowl takes place annually at Simmons Bank Liberty Stadium in Memphis. The Bowl is the seventh oldest college bowl game and is one of the most tradition-rich and patriotic bowl games in America.
- Southern Heritage Classic: Each year since 1990, this HBCU (Historically Black Colleges and Universities) football classic brings thousands of fans to Simmons Bank Liberty Stadium to see long-time rival football teams Jackson State University and Tennessee State University play one another.
- Position University of Memphis for conference realignment
- Increase in attendance and out of state visitation resulting from conference realignment
- Improvements allow for significant activation outside of football
- 365-day food, beverage and entertainment programming
- Improvements allow for concert and major field events to be programmed with out of state visitation

Simmons Bank Liberty Stadium

METRIC	OPERATIONS	VISITOR SPENDING	TEAM/GUESTS SPENDING	TOTAL
TOTAL JOBS SUPPORTED	402	877	159	1,438
TOTAL WAGES PAID	\$14,459,793	\$31,844,747	\$5,773,449	\$52,077,989
TOTAL STATE SALES TAX	\$1,451,624	\$3,925,446	\$839,575	\$6,216,645
TOTAL LOCAL TAX REVENUE	\$609,084	\$3,106,188	\$722,105	\$4,437,377
TOTAL ANNUAL ECONOMIC IMPACT	\$53,886,010	\$108,256,826	\$19,651,418	\$181,794,254



Proposed Memphis 901 FC Stadium



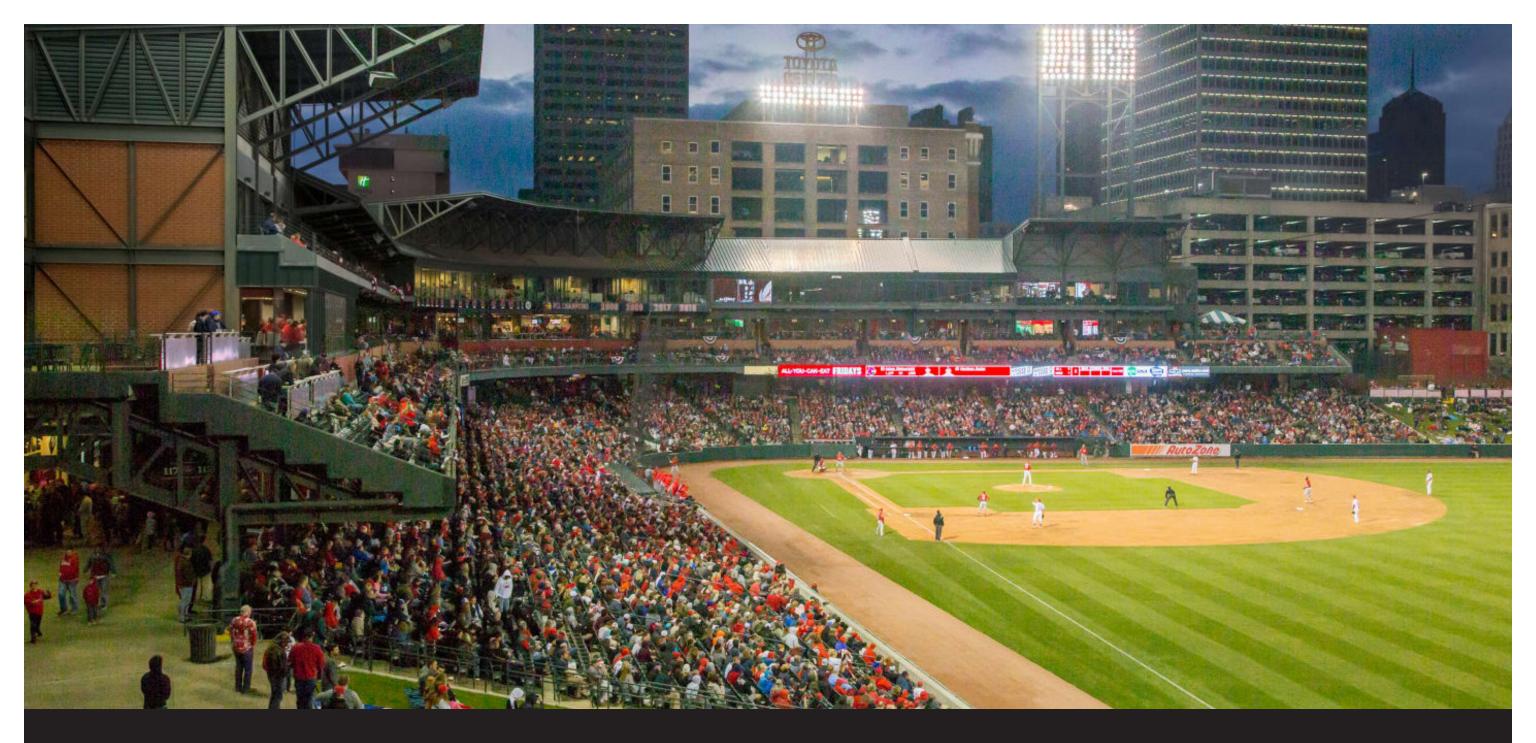


Memphis 901 FC Stadium

- Outdoor soccer stadium
- 7,500 10,000 fixed seats; 15,000 including field seating for concerts
- Relocating to new soccer venue
- Increase in local attendance
- Long-term retention of team
- Completion Spring 2025

Memphis 901 FC Stadium

METRIC	OPERATIONS	VISITOR SPENDING	TEAM/GUESTS SPENDING	TOTAL
TOTAL JOBS SUPPORTED	142	653	1	796
TOTAL WAGES PAID	\$7,181,550	\$23,711,083	\$36,311	\$30,928,944
TOTAL STATE SALES TAX	\$345,222	\$2,920,800	\$5,847	\$3,271,869
TOTAL LOCAL TAX REVENUE	\$154,895	\$2,941,974	\$6,546	\$3,103,415
TOTAL ANNUAL ECONOMIC IMPACT	\$5,385,450	\$80,528,202	\$141,064	\$86,054,716



AutoZone Park



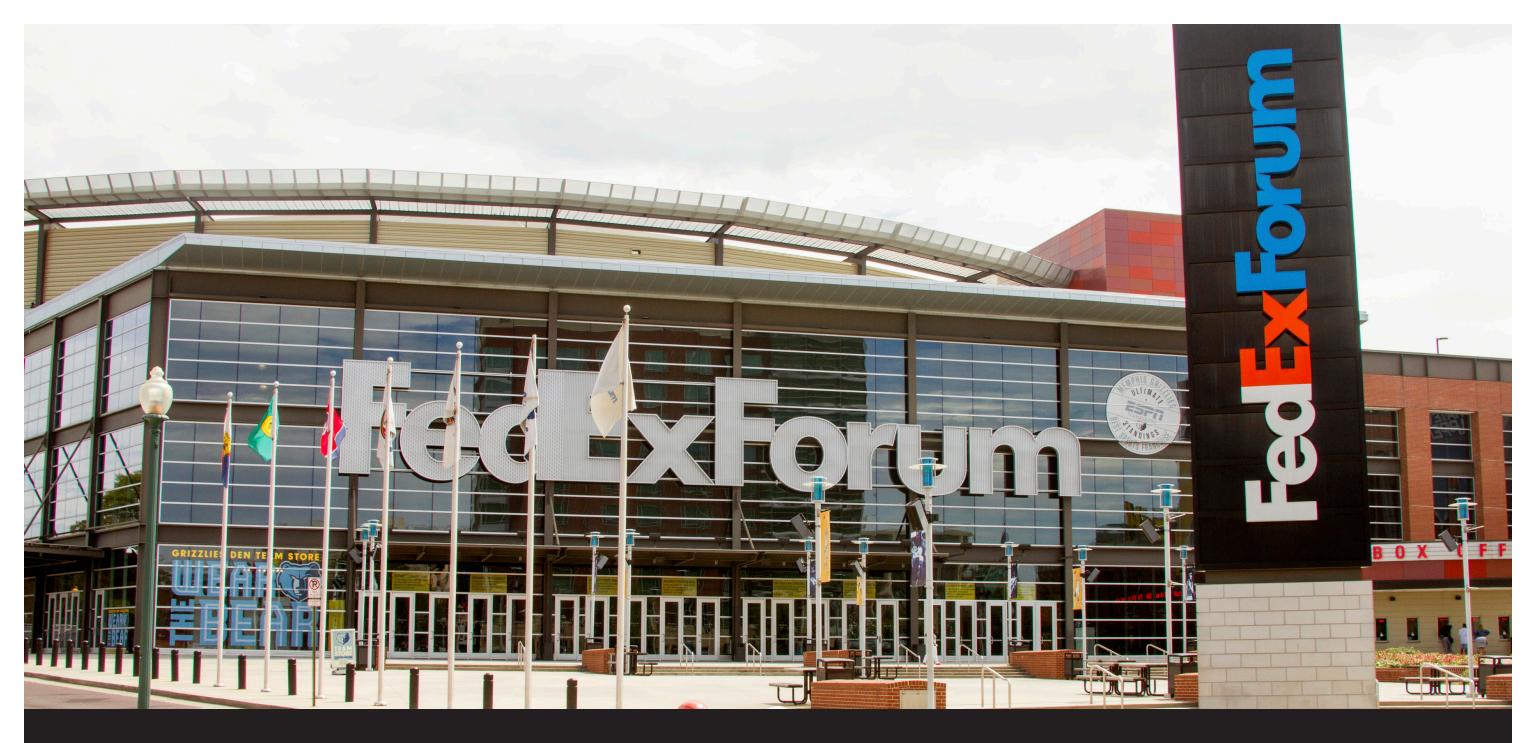


AutoZone Park

- Opened in 2000
- Home of Redbirds, AAA affiliate of the St. Louis Cardinals
- Additional investment and new long-term lease keeps team in Memphis
- MLB requiring minimum facility standards conformance for all MiLB/PDL teams
- Completion September 2025

AutoZone Park

METRIC	OPERATIONS	VISITOR SPENDING	TEAM/GUESTS SPENDING	TOTAL
TOTAL JOBS SUPPORTED	235	823	7	1,065
TOTAL WAGES PAID	\$10,165,228	\$29,883,953	\$254,177	\$40,303,358
TOTAL STATE SALES TAX	\$534,932	\$3,681,181	\$35,259	\$4,251,372
TOTAL LOCAL TAX REVENUE	\$237,431	\$3,707,861	\$40,709	\$3,986,001
TOTAL ANNUAL ECONOMIC IMPACT	\$17,349,513	\$101,492,229	\$812,528	\$119,654,270



FedExForum





FedExForum

- Opened in 2004
- Home of Memphis Grizzlies and University of Memphis basketball
- Co-anchors the Downtown Stadium District
- Predominant indoor concert venue in the mid-south
- Significant out of market visitation and room nights generated
- Top tier of small market teams in attendance and performance
- Nearing end of long-term lease agreement
- Completion September 2026

FedExForum

SUMMARY OF OPERATIONS AND VISITOR/TEAM SPENDING ANNUAL ECONOMIC IMPACT

METRIC	OPERATIONS	VISITOR SPENDING	TEAM/GUESTS SPENDING	TOTAL
TOTAL JOBS SUPPORTED	1,038	1,240	66	2,344
TOTAL WAGES PAID	\$229,953,261	\$45,025,640	\$2,396,526	\$277,375,427
TOTAL STATE SALES TAX	\$7,583,914	\$5,547,232	\$347,947	\$13,479,120
TOTAL LOCAL TAX REVENUE	\$4,109,995	\$4,786,280	\$270,513	\$9,166,788
TOTAL ANNUAL ECONOMIC IMPACT	\$518,159,473	\$152,949,734	\$8,140,851	\$679,250,058

Note: Includes all activities/events held at the FedExForum including Grizzlies and UofM Basketball as well as concerts and other entertainment.





Leftwich Tennis Center



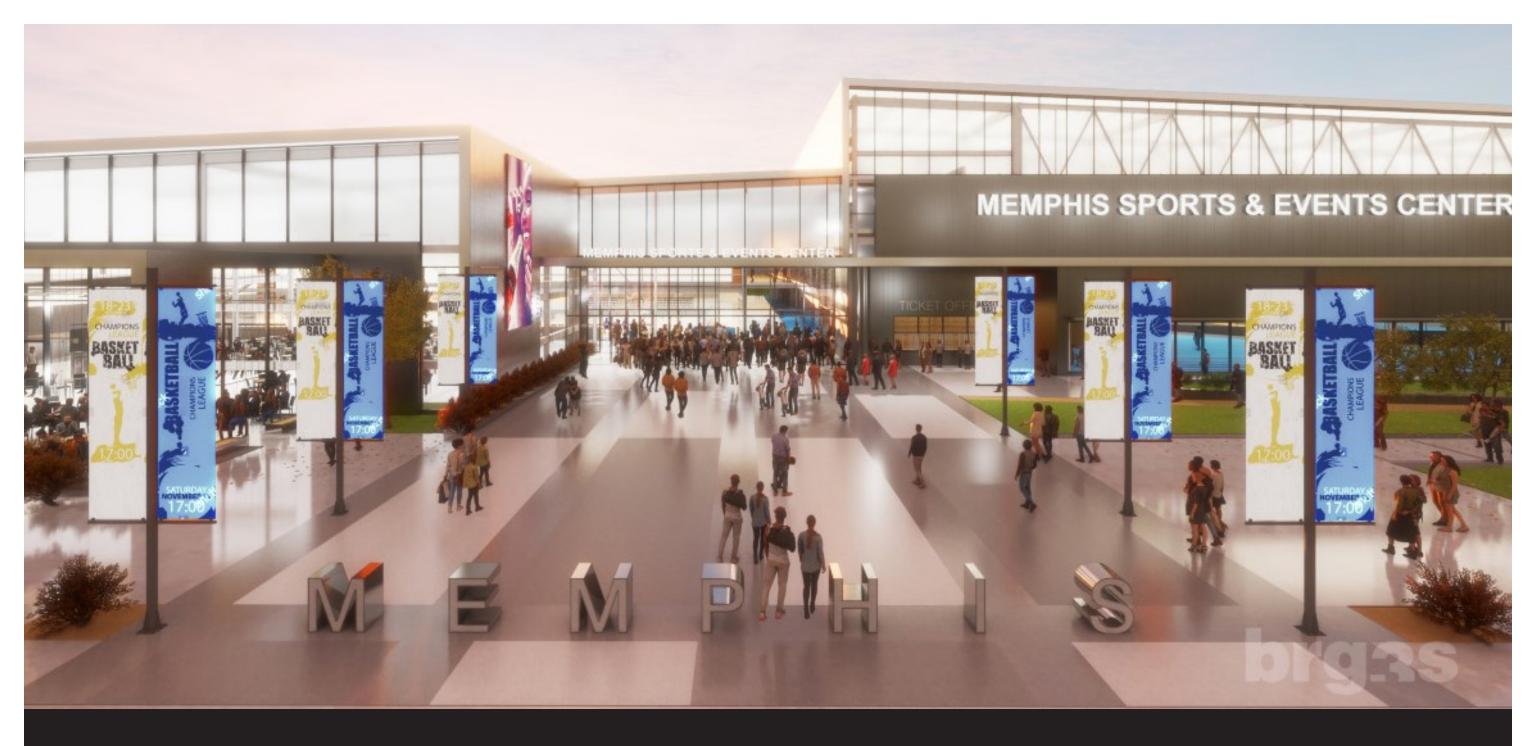


Leftwich Tennis Center

- Largest tennis facility within hundreds of miles
- 24 outdoor and 12 indoor courts
- Future home of the University of Memphis Women's and Men's Tennis
- Well positioned to bring year round visitors with United States Tennis Association regional and national tournaments
- Competitive host site for national, regional, and conference-level collegiate tournaments
- Public-private partnership between the University of Memphis, State of Tennessee, the City of Memphis, Tennis Memphis, and private donors
- Opening early 2023 On time, on budget

Leftwich Tennis Center

METRIC	OPERATIONS	VISITOR SPENDING	TEAM/GUESTS SPENDING	TOTAL
TOTAL JOBS SUPPORTED	38	10	3	51
TOTAL WAGES PAID	\$1,673,076	\$363,110	\$108,933	\$2,145,119
TOTAL STATE SALES TAX	\$74,898	\$45,261	\$11,997	\$132 , 156
TOTAL LOCAL TAX REVENUE	\$33,915	\$45,585	\$57,469	\$136,969
TOTAL ANNUAL ECONOMIC IMPACT	\$3,428,139	\$1,253,757	\$344,704	\$5,026,600



Memphis Sports & Events Center





Memphis Sports & Events Center

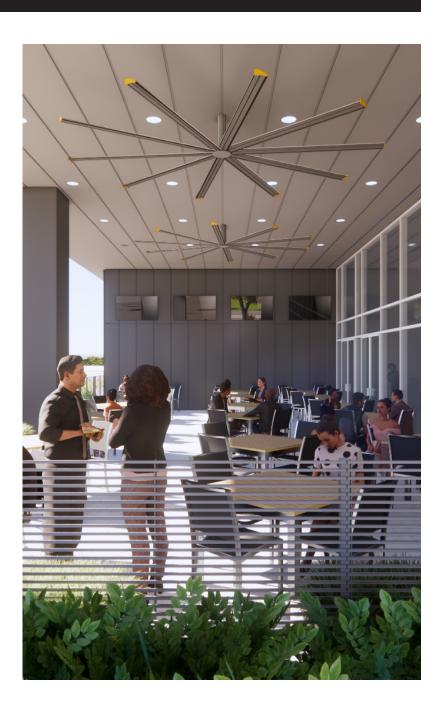
- In Liberty Park
- 227,000 square feet sports & events complex
- One of the top amateur sports tourism venues in U.S.
- Public-private partnership between the State of Tennessee and the City of Memphis
- Opening Fall 2022 On time, on budget

Memphis Sports & Events Center

SUMMARY OF OPERATIONS AND VISITOR/TEAM SPENDING ANNUAL ECONOMIC IMPACT

METRIC	OPERATIONS	TEAM/ VISITOR SPENDING	TOTAL
TOTAL JOBS SUPPORTED	100	1,338	1,438
TOTAL WAGES PAID	\$4,976,449	\$48,584,118	\$53,560,567
TOTAL STATE SALES TAX	\$733,285	\$5,986,247	\$6,719,532
TOTAL LOCAL TAX REVENUE	\$301,430	\$5,028,728	\$5,330,158
TOTAL ANNUAL ECONOMIC IMPACT	\$84,235,736	\$165,061,065	\$249,296,801

Note: For this analysis teams, players, coaches, event participants and guests, fans and family are all combined into one visitor total.



MEMPHIS SPORTS

MORE TO COME