

TOUCHDOWNS, TACKLES, AND TAX REVENUE

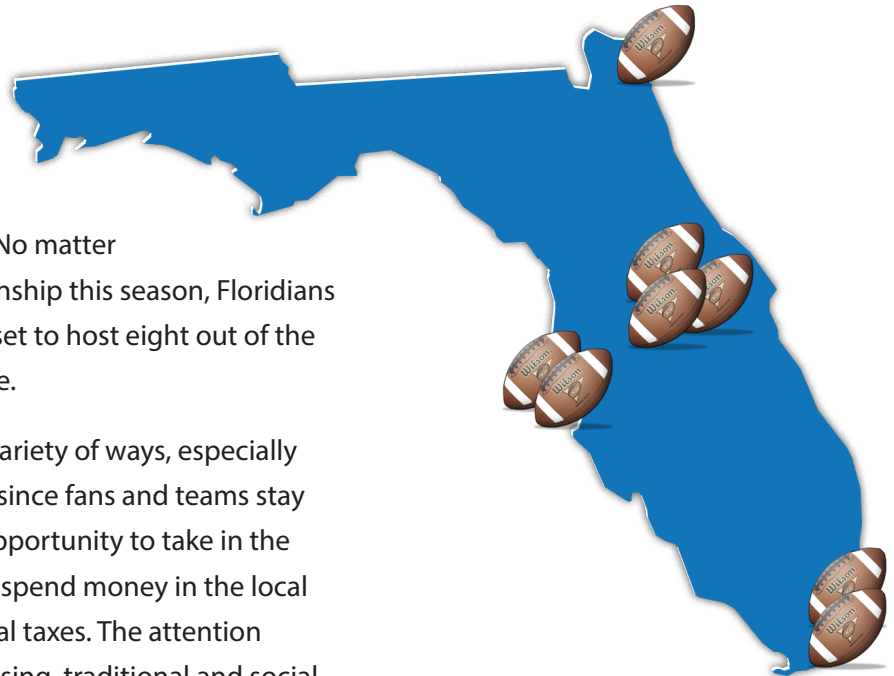
With college football on the verge of the first ever playoff to determine the Division I Football Bowl Subdivision (FBS) National Champion, one aspect of the traditional postseason remains firmly in place: the bowl games. No matter which school wins the National Championship this season, Floridians may be the true champions, as Florida is set to host eight out of the 38 bowl games, more than any other state.

College bowl games benefit Florida in a variety of ways, especially those that host two out-of-state schools, since fans and teams stay in Florida hotels, and fans will have the opportunity to take in the state's world-renowned theme parks and spend money in the local economies, all while paying state and local taxes. The attention given to the host regions through advertising, traditional and social media exposure, and the broadcast of the games (in some cases, worldwide) can provide a significant boost to the state's tourism marketing efforts. In addition to their economic impact, the bowl games' organizing committees also give back to Florida communities through charitable initiatives.

This season, seven out of the eight bowl games to be played in Florida will feature two out-of-state teams, and only one Florida school (UCF) will play in the eighth, bringing 15 schools and their fans to the Sunshine State potentially for the first time.

BOWLS HAVE BEEN PLAYED IN FLORIDA FOR 80 CONSECUTIVE YEARS

Florida, California, Louisiana, and Texas were the first states to host bowl games. The goal of hosting bowl games was to promote the host states' tourism and business amenities. In fact, the predecessor of the Orange Bowl, the Festival of Palms Bowl, was organized with the goal of revitalizing Miami economy after the Great Depression.



TOP 5 2015 BOWL GAME HOST STATES

| | |
|------------|---|
| Florida | 8 |
| Texas | 6 |
| California | 4 |
| Louisiana | 3 |
| Alabama | 3 |

SNAPSHOT: THE 2014-15 FLORIDA BOWL GAMES*

This is the inaugural year for the Miami Beach Bowl.



Several events throughout Miami were promoted to attendees, including the Beach Bowl Battle of the Bands, and the Miami Beach Bowl Fan Fest.

Date: December 22, 2014

Location: Marlins Stadium, Miami

Match-up: BYU vs. Memphis

This is also the first year for the Boca Raton Bowl. Three conferences



are affiliated with the Bowl: the Mid-Atlantic Conference, Conference USA, and the American Athletic Conference. The MAC is the host conference, and will play an opponent from each conference in 2014 and 2015 respectively.

Date: December 23, 2014

Location: FAU Stadium, Boca Raton

Match-up: Marshall vs. Northern Illinois

Formerly the Beef 'O' Brady's Bowl, this year



marks the inaugural Bitcoin St. Petersburg Bowl. Bitcoin, a digital currency, will be accepted for the first time for ticket and concession sales at the game as part of the bowl sponsorship.

Date: December 26, 2014

Location: Tropicana Field, St. Petersburg

Match-up: NC State vs. UCF

Formerly the Champs Sports Bowl, over its 24 years of existence



this bowl has had eight different names, including the Sunshine Classic, the Carquest Bowl, MicronPC Bowl, and the Visit Florida Tangerine Bowl.

Date: December 29, 2014

Location: Citrus Bowl, Orlando

Match-up: Clemson vs. Oklahoma

The Capital One Orange Bowl is one of the oldest bowls in the nation, and has successfully hosted a game for 80 years



straight. Like other bowls, the Orange Bowl also promotes several game-related activities for fans, such as the Fan Fest and the MetroPCS Orange Bowl Basketball Classic

Date: December 31, 2014

Location: Sun Life Stadium, Miami

Match-up: Mississippi State vs. GA Tech

The Outback



Bowl has had the same name for longer than any other bowl in the nation. The game is the culmination of several Tampa Bay events throughout the week, including the Clearwater Beach Day, the Metlife/Mercedes-Benz Gridiron Gala, and the Battle of the Bands at Busch Gardens

Date: January 1, 2015

Location: Raymond James Stadium, Tampa

Match-up: Auburn vs. Wisconsin

Formerly the Capital One Bowl, The Citrus Bowl is also one of Florida's oldest, operating since 1947. This game and the Russell Athletic Bowl, in addition to the Florida Blue Classic and the Florida Citrus Parade are part of the "Orlando Bowl Week".



Date: January 1, 2015

Location: Citrus Bowl, Orlando

Match-up: Minnesota vs. Missouri

Formerly the Gator Bowl, this bowl game has existed since 1946, making it the sixth oldest college bowl. It was also the first bowl game televised nationally.



Date: January 2, 2015

Location: Jacksonville Stadium

Match-up: Iowa vs. Tennessee

To date, Florida has successfully hosted bowl games for 80 uninterrupted years. In fact, the Orange Bowl, along with Louisiana's Sugar Bowl and Texas's Sun Bowl, are the second-oldest bowl games in the nation. In the recently ended Bowl Championship Series (BCS) era, Florida was home to 4 out of 15 FBS National Championships.

In the new College Football Playoff era, Florida has upped its Bowl game, as it has successfully secured two new bowls: the Miami Beach Bowl and the Boca Raton Bowl, and was also selected to host the 2017 College Football Playoff National Championship game at Raymond James Stadium in Tampa. Florida will also host the 2015-16 semifinals in December 2015 at the Capital One Orange Bowl, as part of a three-year rotational agreement between the Rose Bowl, Sugar Bowl, Orange Bowl, Cotton Bowl, Peach Bowl, and Fiesta Bowl.

BOWL GAMES POSITIVELY IMPACT LOCAL AND STATE ECONOMIES

Hosting bowl games is not only a matter of prestige. Bowl games that bring in out-of-state dollars create a significant impact in the local economies that host them. The industries that benefit the most are accommodation and food services; arts, entertainment, and recreation; and retail trade.

The 2011-12 Capital One Bowl and Champs Sports Bowl and their related activities, held in Orlando, brought in an estimated \$5.61 million in spending on accommodations, and \$3.74 million in restaurant expenses, and fans were able to spend time at the state's most famous attractions, including Disney and Universal Studios Parks. All told, the 2011-12 Orlando Bowl Week was estimated to result in an economic impact of \$70.9 million. The maximum potential impact, however, was estimated to be \$88.6 million, assuming both games were sell-outs hosting four out-of-state teams.¹

The overall Orange Bowl Economic Impact in 2012-13, the year it hosted its last BCS National Championship, was estimated to be \$298.1 million, including \$127 million in direct spending, and \$4.9 million in tax revenue.² On Florida's gulf coast, the Outback Bowl is estimated to generate an annual economic impact of \$40 million for the Tampa Bay region.³

In addition to economic impact, bowl games help their communities through charitable initiatives. The Orange Bowl Committee, for instance, runs the "Kicks for Kids!" initiative, which collects new and gently used athletic shoes and donates them to South Florida's underserved children. The Florida Citrus Sports organization has helped thousands of at-risk youth from Central Florida through its MVPs programs, and many other bowl game committees offer scholarships and other education-related efforts to Floridians.

CONCLUSION

While the sports world is celebrating touchdowns, tackles, and trophies, all Floridians can be celebrating the positive economic impact that hosting the most bowl games in the nation has on their state.

¹ Florida Citrus Sports. "Orlando Bowl Week Economic Impact Study." Prepared by Enigma Research Corporation.

² South Florida Business Journal. "Orange Bowl, BCS Championship scored high in Economic Impact." November 1, 2013. <http://www.bizjournals.com/southflorida/news/2013/11/01/orange-bowl-bcs-championship-scored.html?page=all>

³ Outback Bowl. General Sponsor Overview. http://www.outbackbowl.com/images/sponsors/general_sponsor_overview.pdf

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