



Houston Super Bowl Host Committee shares what to expect in 2017 at the Partnership's Quality of Life Council

The Partnership held its first Quality of Life Council for 2015 on Tuesday, March 31 in the Partnership board room. Clint Pasche, Partnership Vice President of Communications, introduced Sharon Adams, Senior Vice President, Corporate Affairs for the 2017 Houston Super Bowl Host Committee, as the Council speaker. The Host Committee is the centralized planning entity for the Super Bowl and acts as the liaison between the NFL, City of Houston, Harris County and the local community.



A non-profit 501(c)(6) corporation, the Host Committee is dedicated to providing the best festivities and logistics for Super Bowl LI. “Our focus is the legacy it leaves behind for Houston,” said Adams. “There’s no bigger event than the Super Bowl, and it’s an honor to have it in Houston.”

The Host Committee will stage a 10-day fan festival anchored at Discovery Green as well as regional events, offering the opportunity for everyone to experience the Super Bowl even if they don’t have a ticket to the game. “From the across the region, the state, and the world, we want everyone to experience the best Houston has to offer,” said Adams.

“Houston wins in 2017”, Adams concluded. The Super Bowl is estimated to bring \$500 million in economic impact and \$3 billion in earned media impressions to the greater Houston region.