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**Greater Houston Partnership**

**May 7, 2008**

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**Resolution of the Board of Directors  
In Support of the 2012 Super Bowl Bid**

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The Greater Houston Partnership supports Houston's 2012 Super Bowl Bid. The Partnership recognizes the significant economic, image and cultural values that would be created by Houston hosting this event.

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Daniel J. Wolterman, Chairman

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Jeff Moseley, President and CEO

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Daniel G. Bellow, Secretary

## MEMORANDUM

**DATE:** May 7, 2008

**TO:** Board of Directors

**FROM:** Massey Villarreal  
Chairman, Economic Development Advisory Committee

**SUBJECT:** In Support of the 2012 Super Bowl Bid

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### RECOMMENDATION

The Greater Houston Partnership supports Houston's 2012 Super Bowl Bid. The Partnership recognizes the significant economic, image and cultural values that would be created by Houston hosting this event.

### BACKGROUND

Greg Ortale, President and CEO of the Greater Houston Convention and Visitors Bureau, estimates that the last time Houston hosted the Super Bowl, over 100,000 people visited the region and created an economic impact of \$300-plus million. The Texas State Comptroller also estimates that visitors spent an average of \$373 per day for 4.3 days, leaving \$165.5 million in the Houston area during the festivities.

Because the Super Bowl highlights the host city and attracts high-level corporate executives to the region, the potential long-term gains of a Houston 2012 Super Bowl are many. They include promotion of local tourism and convention industries, increased economic development activity and corporate relocations, as well as improved business retention.

### IMPLEMENTATION

The Greater Houston Partnership will communicate this position to Partnership Members and encourage them to give their support.

### RESOURCES REQUIRED

This resolution can be implemented within budgetary constraints.