

New Stadium Project

Construction Economic Impact

Benefits to City of Atlanta

- Increase in local GDP -
\$155,062,063
- Total personal income generated -
\$71,737,504
- Full-time equivalent jobs in Atlanta
as a result of project – **1,468**

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Event Citywide Economic Impact

Current Events – New Stadium Project allows us to remain nationally competitive for these and other events which are currently held at the Georgia Dome:

	Annual Economic Impact
SEC Championship	\$29.2 – \$31.8 million
Chick fil-A Bowl	\$24.5 – \$35.2 million
Chick fil-A Kickoff	\$25.0 – \$35.9 million
Bank of America Classic	<u>\$21.0 – \$30.1 million</u>
	<u>\$99.7 - \$133.0 million</u>

Potential Future Events – New Stadium Project enhances the opportunity to attract marquee events to Atlanta:

Super Bowl	\$125.0 – \$203.5 million
FIFA World Cup	\$100.0 – \$200.0 million
New BCS Championship	\$110.0 – \$185.0 million
Major League Soccer Franchise	\$25.0 – \$36.0 million/yr.