Super Bowl LVI  
February 13, 2022
Economic Impact
Report by Microeconomics Economic Research and Consulting

• Major reopening event
• As much as $477.5 million in total economic upside to the region ($52 million to Inglewood)
• Global exposure
• Super Bowl LVI Business Connect program

“Los Angeles is a world-class tourism epicenter, and the growth and modernization, ability to scale, and of course, the City’s diversity and appeal to visitors from all over the world were motivators in pursuing the Super Bowl. The financial and long-term gains reflect the type of economic benefits we envisioned when we set off on the journey, and we look forward to helping make that lasting impact a reality for L.A,” said Casey Wasserman, Chairman, Los Angeles Super Bowl Host Committee.

“In short, everyone wins when Los Angeles is a host city.”
LAWA
Org Chart

Executive Committee

Steering Committee
Mike C., Chief R., Samantha B., Becca Doten

Project Manager
Grant

Operations
Viji Prasad

Security
Chief Rhambo

Commercial
Denise Sample

MarComms
Dan Dawson

Transport
Dave Reich

IT
Iyeisha Griffith
Super Bowl Week

Team Arrivals

Mon, Feb 7  ⚽  Opening Night Event

Wed – Sun  ⚽  Fan arrivals

SUPER BOWL Sunday, February 13, 2022, 3:30pm Kick-off

Sun, Feb 13 – Mon, Feb 14  ⚽  Fan departures
Team Arrivals
Marketing & PR/Commercial

- Fan education
- Webpage
- Chatbot
- NFL graphic location selections
- Audio Announcements Launch
- Volunteers
- Wayfinding/QR codes/landing pages
Terminal and Landside Operations

- Shuttles/Buses/Car service
- Private vehicles
- Permitting
- Greeters/Starters
- Passenger wayfinding
- Parking and holding lots
- Construction configurations
- Transportation to the stadium
- Guest Services

LAX Economy Parking
parking.flylax.com
Landside Operations
Fan Transportation System

- Unified Command
- Parking and bussing solutions
- Rideshare
- Lot E
General Aviation

• Expect ~1,100 additional private/general aviation aircraft
• Aircraft parking
• Proprietary reservation system sanctioned by FAA
• Stakeholder Engagement
Questions?

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