



EXECUTIVE SUMMARY OF QUALIFICATIONS

CSL International which is a business unit of Legends Global Planning has assembled the most qualified team in the industry to lead the Campus Improvement Authority Board ("CIAB) through the planning process of determining the feasibility of and financing alternatives for a Stadium Project and other required infrastructure and supporting improvements in the CIAB development area.

This executive summary provides information related to our project team, experience, proposed project approach, time line, and an examination as to why our project team is the most qualified to assist the CIAB with this important project.

1 TEAM INFORMATION



- CSL International (Project Lead) – Leading advisory and planning firm specializing in providing consulting services to the sports, entertainment and leisure industries. CSL has been involved in over 1,000 engagements since the mid-1980's, assisting our clients from the earliest stages of project planning to ensure that all decisions are informed ones. CSL is a business unit under the Legends Global Planning umbrella. Legends Global Planning also provides project management and analytical services. Legends is owned by the Dallas Cowboys, New York Yankees and Dave Checketts.



- Legends Sales & Marketing – LSM is the industry's most successful and experienced sports marketing firm. LSM provides a full range of consulting, sales, marketing, CRM solutions, sales training, and project management services and assists clients in maximizing revenues from a variety of sources. Members of this group are responsible for over \$3 billion of contractually obligated income at similar venues to the one contemplated by the CIAB. More importantly, our team is responsible for the operations of the most comparable major event venue in the country, AT&T Stadium.



- RCG Economics – RCG has extensive experience in the preparation of regional economics, demographic and real estate/land use and financial modeling analyses for a variety of private and public projects throughout Nevada. RCG Economics will provide invaluable local input and will be responsible for the oversight of funding model and strategy.



- Venue Solutions Group – VSG focuses on improving the operations of public assembly facilities through direct experience, benchmarking and the use of industry best practices.



- Ted Ferris Consulting – Ted Ferris brings considerable experience in the development, financing, design, construction and operations of major sports facilities. Ted was responsible along with CSL for the development of the University of Phoenix Stadium in Glendale.

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TEAM EXPERIENCE

Our team has been involved in over 1,000 engagements over the past 20 years. Our team has been involved in every major US large stadium project. Specific U.S. stadium developments such as:



MINNESOTA VIKINGS STADIUM
New Stadium Consultant



METLIFE STADIUM
Advisor/ Sales Execution for New Stadium



LEVI'S STADIUM
Financial/ Market Advisor for New Stadium, Sales Execution



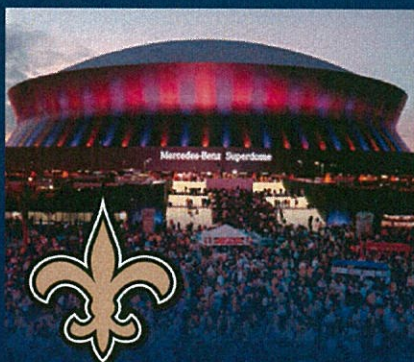
AT&T STADIUM
Advisor/ Sales Execution for New Stadium



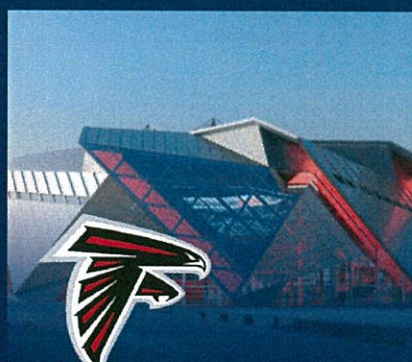
RELIANT STADIUM
New Stadium Consultant



UNIVERSITY OF PHOENIX STADIUM
Financial/ Market Advisor for New Stadium Development Options



RENOVATED MERCEDES SUPERDOME
Renovated Stadium Consultant



NEW ATLANTA FALCONS STADIUM
New Stadium Consultant/
Sales Execution



LUCAS OIL STADIUM
New Stadium Consultant

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PROPOSED APPROACH

Our project team will be led by Bill Rhoda who is the President of Legends Global Planning. Our group has developed a 360 degree approach to facility development. The 360 degree approach provides services that begin at the early stages of project planning and assist our clients through the design, financing, and construction phases, resulting in a truly holistic scope of services. Our Global Planning group provides feasibility services through CSL International, project management and analytics.

Global Planning has worked on \$30 billion of venue development.

FEASIBILITY STUDY SCOPE OF SERVICE:

We have developed the following scope of services that we feel will provide the CIAB with the research and analyses necessary to make informed decisions regarding the Stadium Project.

1
**PROJECT
ORGANIZATION**

2
**MARKET
ANALYSIS**

3
**BUILDING
PROGRAM & COST
ANALYSIS**

4
**FINANCIAL
ANALYSIS**

5
**FUNDING
ANALYSIS**

PROJECT TIME LINE:

We are prepared to put the necessary staff in place to begin work promptly on January 14, 2014. Our team will provide the CIAB with the expert consulting and advice and recommendations in its Report, in advance of and in the time necessary to complete the Report to be provided to the Director of Legislative Counsel Bureau by September 30, 2014. We would anticipate completing our analysis by July 1, 2014.

4 WHY CSL/LEGENDS TEAM

Our team will be able to efficiently work with the CIAB throughout the process to prepare the necessary due diligence. Our team is the only consulting group that has direct comparable stadium operating and marketing experience along with the ability to build consensus amongst the various groups. In addition, our project office will be local and allow us to respond to a request instantaneously and participate in local meetings anytime. We believe there are five key attributes that really set apart our group from the other consulting teams.

1

EXPERIENCE

WE ARE THE MOST EXPERIENCED PROJECT TEAM IN THE INDUSTRY FOR MAJOR STADIUM DEVELOPMENT:

- Significant experience in Las Vegas
- Worked on 80% of all new Stadium developments in the U.S
- Consulted on all major stadium developments in the U.S
- Track record of clients meeting and exceeding our projections

2

DEPTH OF TEAM

WE HAVE ASSEMBLED THE MOST COMPREHENSIVE PROJECT TEAM IN THE INDUSTRY, CAPABLE OF PROVIDING CREATIVE AND MARKET-SUPPORTABLE SOLUTIONS:

- In-depth knowledge of the Las Vegas market,
- History of conservative, market-supportable financial projections
- Knowledge of a variety of market-specific funding options
- Past facility operating experience

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PERCEPTUAL ACUITY

WE WILL PROVIDE THE STATE, CIAB AND OTHER PROJECT STAKEHOLDERS WITH THE ABILITY TO SEE CHANGE ON THE HORIZON, BEFORE ANYONE ELSE. THIS INVOLVES:

- Observing the local and regional market for abnormalities and opportunities
- Identifying the most critical components that your decision will be based on
- Envisioning how these components could result in alternative scenarios that will generate new options to consider

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QUALITATIVE JUDGEMENT

WE WILL PROVIDE THE STATE, CIAB AND OTHER PROJECT STAKEHOLDERS WITH A VARIETY OF SCENARIOS AND ADVISE AS TO WHICH IS THE MOST MARKET-SUPPORTABLE OPTION(S). THIS OCCUR AS WE:

- Forge an honest, open relationship with the State, CIAB and other project stakeholders, and fully understand all goals and objectives
- Move from the overall vision of the State, CIAB and other project stakeholders to the tangible details
- Prepare for all potential outcomes and results
- Concentrate on the important decisions the State, CIAB and other project stakeholders must make and who should make the others

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CREDIBILITY

OVER THE PAST THREE DECADES, OUR PROJECT TEAM HAS DEVELOPED CREDIBILITY IN THE INDUSTRY. THIS COMES FROM:

- Soliciting a variety of opinions and challenging our analyses to provide the most comprehensive and market-supportable recommendations
- Building support among the State, CIAB and other project stakeholders through performance, communication and transparency
- Having the courage to make the most market-supportable and financially responsible recommendations, even if they are unpopular