



Release After the Press Conference

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Arizona Bowl Scores \$30 Million Win for Local Economy Generates \$50,000 in Grants for Public School Teachers

Tucson, AZ, February 6, 2018 – The Third Annual NOVA® Home Loans Arizona Bowl proved to be one of the most exciting games of the 2017-18 post-season, ending with New Mexico State University's 26-20 overtime win over Utah State. The December 29 game also scored a major victory for the Tucson-area economy, with a total impact of \$30 million. This figure comes from Bowl-related tourism, recreational spending, and the creation of many part-time jobs.

As a result, the NOVA® Home Loans Arizona Bowl will be donating \$50,000 to support local teachers from the Tucson Unified School District (TUSD) and Amphitheater Public Schools through their respective foundations. The presentation will be made during a press conference at 11:00 a.m. on Wednesday, February 7. (See event information below.)

The donation presentation will be made by Alan Young, Executive Director, NOVA® Home Loans Arizona Bowl and Ali Farhang, Chairman, NOVA® Home Loans Arizona Bowl, to Leah Noreng, Executive Director, Amphi Foundation, and Pam Francis, Executive Director, Educational Enrichment Foundation, TUSD.

Young says, “The priority of the NOVA® Home Loans Arizona Bowl is to give back to our community through a college football bowl game. One of the major benefactors of our events is teachers in Southern Arizona. We see the many needs that teachers have and want the success of our game to translate into support and success for teachers. Through the continued success of our Bowl game we will be able to consistently increase our contributions to teachers.”

The February 7 press conference will also offer an in-depth analysis of the NOVA® Home Loans Arizona Bowl’s economic impact. A summary is provided below.

By the Numbers: The Third Annual NOVA® Home Loans Arizona Bowl

“In many ways, economic impact is the bottom line for bowl games. The NOVA® Home Loans Arizona Bowl is truly a community effort, and we are grateful to all of the stakeholders who helped the 2017 Arizona Bowl make a key contribution to the economy of Southern Arizona.”

– Alan Young, Executive Director, NOVA® Home Loans Arizona Bowl

Strong Positive Impact on Local Lodging

Brent DeRaad, President & CEO of Visit Tucson notes, “In just three years, the NOVA® Home Loans Arizona Bowl has become a point of pride for Tucson. This year’s match-up brought in thousands of visitors who helped fill 87% of metro Tucson’s hotel rooms on game night, while generating \$1.7 million more in regional hotel revenue between Christmas and New Year’s Eve.”

Metro Tucson Lodging (Dec. 25-31, 2017)

- Occupancy: 67.6% (+12.3%)
- Average Daily Rate: \$110.80 (+13.1%)
- Revenue Per Available Room: \$75.05 (+27%)
- Hotel Room Revenue: \$8,246,931 (+26.8%)

The increases were more pronounced on game night – Friday, December 29, 2017 vs. Friday, December 30, 2016:

Metro Tucson Lodging (2017 Game Night vs. 2016 Game Night)

- Occupancy: 87.1% (+45.9%)
- Average Daily Rate: \$114.14 (+15.3%)
- Revenue Per Available Room: \$99.46 (+68.2%)
- Hotel Room Revenue: \$1,561,287 (+67.8%)

Metro Tucson enjoyed a solid overall month in December lodging performance with a 13.1% increase in lodging revenue per available room (RevPAR). The outstanding performance of the NOVA Home Loans Arizona Bowl, particularly the estimated 20,000-25,000 New Mexico State fans who traveled to Tucson to watch their team play in their first bowl game in 57 years, made an incredible difference.

For calendar year 2017, metro Tucson recorded a 13.5% RevPAR lodging increase over 2016, which easily led its 15-city comparative set of major cities in the western and southwestern United States.

Giving Heroes a Game to Remember

The Heroes Tribute Program provided free game tickets to more than 12,000 first responders, active duty service members, military veterans, and teachers. This program is funded by individuals and businesses that choose to underwrite ticket prices.

More than 28,000 Fans Followed their Favorite Teams to Tucson

According to Arizona Sports and Entertainment Commission Executive Director Nikki Balich-Cammarata, “Conservative estimates show that 28,550 football fans traveled to Tucson for the 2017 NOVA Home Loans Arizona Bowl and their spending over three days translated into the aforementioned economic impact. And, this does not include the indirect spending or ‘ripple effects’ that always follow.”

“Finally, beyond the consumer spending, there is also the invaluable media impact that comes to Tucson through exposure of the city throughout extensive traditional media and online channels.”

Press Conference Details

WHEN: Wednesday, February 7, 2018
11:00 a.m. – 12:00 p.m.

WHERE: Amphitheater Public Schools District Office
Learning and Professional Development Center – Ocotillo Room
701 West Wetmore Road

Media: Please park in the rear parking lot on the East side of the building. Enter through the gate to access the LPDC.

Meet the Key Players

About the Amphi Foundation

The Amphitheater Public Schools Foundation was established in 1983 by educators and parents, in partnership with Amphitheater Public Schools, and later incorporated as a 501(c)(3) nonprofit organization. Its mission is to promote academic excellence through the expansion of resources that enrich the education, development and well-being of students in the Amphitheater Public School District. To learn more about the Foundation and how you can support its mission, visit www.AmphiFoundation.org.

About Amphitheater Public Schools

Amphitheater Public Schools has a long history of excellence dating back to 1893. Today, the District consists of 21 campuses and nearly 14,000 students. The district offers a demanding and rigorous curriculum, including instruction in fine arts and physical education at all grade levels. Students develop the skills necessary for success in higher education, as well as in today's workplace, including creativity and innovation, critical thinking, communication, and collaboration. Learn more at www.amphi.com.

About the Educational Enrichment Foundation

The Educational Enrichment Foundation (EEF) is an independent non-profit 501c (3) organization founded by Tucson's community, education, and business leaders to directly support the students and teachers within TUSD schools. Established in 1983 with a grant from the Ford Foundation, EEF provides classroom grants to TUSD teachers and supports TUSD students through programs that include eyeglasses at no cost, shoe shopping trips, and scholarships that cover mandatory fees to join competitive sports teams or perform with fine arts groups. To read more about our organization, please visit its website, www.eeftucson.org.

About Tucson Unified School District (TUSD)

TUSD, the largest school district in the Tucson area, has been serving the community since 1867. There are 89 schools across TUSD, all committed to providing a safe and welcoming environment for all 47,000 students enrolled in the district.

About the NOVA® Home Loans Arizona Bowl

The NOVA® Home Loans Arizona Bowl (a non-profit organization) was sanctioned in March 2015 as the 41st NCAA college football game and the third bowl game staged in Arizona. The NOVA® Home Loans Arizona Bowl is dedicated to promoting community engagement and support in the Tucson area and will include teams from the Mountain West Conference and the Sun Belt Conference. For more information about the NOVA® Home Loans Arizona Bowl visit: www.NOVAArizonaBowl.com

About NOVA Home Loans

NOVA® Home Loans has served the needs of homeowners and homebuyers since 1980. NOVA has branches throughout Arizona, Colorado, Nevada and California and was recently named among the Top 50 mortgage lenders in the country. NOVA® is also licensed to originate loans in Alaska, Florida, Illinois, New Mexico, Oregon, Texas, Utah and Washington. For more information, visit www.novahomeloans.com.

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