

WORLD CUP SOCCER
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I. INTRODUCTION

- A. Mission Statement: To host the best World Cup in history and leave a legacy for the sport of soccer.
- B. We have submitted that soccer played on grass, indoors, in the world's finest and largest facility is Americana at its finest.
- C. Integrating MSU's turfgrass expertise with the Pontiac Silverdome which represents the finest in American innovation, technology, and management will leave an indelible mark on the sport of soccer in the U.S. and the world.

II. WORLD CUP – THE EVENT

- A. World's largest sporting event.
- B. Organized by FIFA.
- C. Held every four years.
- D. A huge event: 52 games/6–17 to 7–17/nine venues/24 national teams.
- E. Cumulative TV audience in 1990: 27 billion people, 1.2 billion for final game, 2.9 million actually attended the games.
- F. In 1994L: expect 30 billion cumulative TV audience, 1.5 billion for final, 3.5 million in attendance and 1.5 million foreign visitors.

III. ITALIA '90 VIDEO

- A. One month long international cultural festival interrupted by 52 soccer games.

IV. WORLD CUP – WHAT IT MEANS TO MICHIGAN

Economic Impact

- A. Estimated \$100 to \$120 million will be spent in Metropolitan Detroit (double the economic impact of '82 superbowl).
- B. 90,000 hotel roomnights. Same as five times the hotel usage of Detroit's largest annual convention (SAE).
- C. Largest piece of business booked in Convention Bureau's 96-year history.
- D. World Cup is no longer a soccer project: it is an investment in our community.
- E. Value transcends the event itself. You don't have to care about soccer to care about world cup coming to Michigan; you just have to care about Michigan.

Worldwide Image of Detroit & Michigan

- A. 2 billion will watch four (4) Detroit games. 600 million each game. Superbowl worldwide TV audience is 220 million.
- B. FIFA Draw: Worldwide audience of one billion. One minute vignette on Detroit will be aired.
- C. Detroit has received Lions share of worldwide media attention since 3/23 announcement.
- D. Raising international and domestic visitor experience in Detroit over expectations. Allows Detroit and entire region to upgrade its worldwide image by hosting a successful event.
- E. Using the World Cup initiative to show off the business community and develop new business opportunities.

V. BID PROCESS

- A. Two (2) years of discussions with U of M failed.
- B. Attention turned to East Lansing.
- C. Meetings with Dr. Paul Rieke and Dr. Trey Rogers.
- D. M.S.U. Turfgrass Staff was an integral part of bid; proving to the World Cup Organizing Committee and its governing body, FIFA, that a world class soccer field could be prepared for indoor play.