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**SAINT JOHNS PLACE**  
AT WORLD GOLF VILLAGE

**Moderator**



**Abe Madkour**  
*Executive Editor,*  
*Street & Smith's*  
*Sports Business*  
*Journal*

present **"The Economic Impact of  
Major Sporting Events on Local  
Communities and Urban Areas"**

Event partner



Tuesday, October 26, 11:30 a.m. to 1:30 p.m.  
Adam's Mark Hotel Jacksonville

Northeast Florida is becoming the host city to more sporting events — from major football games such as the University of Florida vs. the University of Georgia, the Gator Bowl, the ACC Championship Game and Super Bowl XXXIX to the The Players Championship and NCAA basketball.

Here's an opportunity for business and opinion leaders to learn more about the real, and perceived, impact such events have on a community. From changes to our infrastructure to increased sales taxes, from spikes in retail sales to the value of publicity, executives versed in the business of sports will join economists to discuss their own experiences and expectations.

No other market the size of Jacksonville has ever tried to leverage the business of sports to this extent. Find out how it's been done and what the future may hold.

*Don't miss this exciting event!*  
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**Panelists**



**Rick Catlett**  
*President,*  
*Gator Bowl*  
*Association*



**Kathleen Davis**  
*Executive Director,*  
*Sports Management*  
*Research Institute*



**Michael Kelly**  
*President and COO,*  
*Jacksonville Super Bowl*  
*Host Committee*



**Paul Mason**  
*Professor of Economics,*  
*Chairman of the*  
*Department of Economics*  
*and Geography,*  
*University of North Florida*



**Donna Orender**  
*Senior Vice President,*  
*Strategic Development,*  
*PGA Tour*



**Dr. Bruce Seaman**  
*Associate Professor of*  
*Economics, Senior Associate*  
*Policy Research Center,*  
*Georgia State University*



**Gary Stokan**  
*President,*  
*Atlanta Sports*  
*Council*