

BEYOND victorious

CLARK COUNTY IS SPORTS TOWN USA

The **Clark County** economy is diversifying at a rapid pace, quickly becoming **one of the country's leading sports markets**. See how Clark County shines bright under stadium lights.

A MAJOR TAX REVENUE BOOST

\$1.8B
GENERATED
2022

2x
EVENT VISITATION
2017-2022

\$60M+
FORMULA 1 LAS VEGAS
GRAND PRIX REVENUE
2023

A HEAVY FOCUS ON INNOVATION & WORKFORCE DEVELOPMENT

UNLV

Sports Innovation Program collaborates with local businesses to facilitate product testing and development, fostering groundbreaking ideas and solutions.

Intercollegiate and Professional Sports Management Master's Degree Program:

- Concentrations range from Sports Betting to e-Sport Management to Sports Innovation & Analytics.
- Students get exclusive access to work opportunities and behind-the-scenes at professional sporting events.

INVESTMENTS IN WORLD-CLASS ATHLETIC FACILITIES

39
ANNUAL EVENTS
WILL BE HOSTED
THROUGHOUT 2024

#1
STADIUM GLOBALLY
FOR LIVE EVENTS IN 2022

 **allegiant stadium**

17
PRIMARY FACILITIES
COMBINED SEATING OF 285,000

