Form to be COMPLETED by request letter signatory for the below mentioned Major Events Trust Fund or Events Trust Fund

ATTENDANCE CERTIFICATION

A request was processed to establish an Event Trust Fund for the event:	**ESPN X-Games - Austin (2015)**
You submitted a Request letter for an event:	April 16, 2015
The Texas Comptroller of Public Accounts (CPA) mailed a fund approval letter to you on:	May 13, 2015
This affidavit is to be returned to the CPA no later than forth-five (45) days after the end of this event:	July 22, 2015
The attendance metric* identified by the CPA to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact: * If requestor has questions or concerns about how this metric was developed, please contact the CPA within 10-days of fund approval letter	23,084 Out of State Ticketed fans (as defined in request and supplied economic study) at COTA on June 5th (7,579), 6th (9,394), 7th (6,111).

The TOTAL attendance at the PRIMARY EVENT was: approximately 138,187

The estimated attendees NOT residents of this state for this PRIMARY EVENT was: 45,795

Source(s) and Methodology feel free to attach support information:

This initial data is subject to change with ongoing survey efforts and receipt of data collected during the event, which is not yet available. See also the attached Support Document.

- I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.
- I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.
- I understand my obligation to provide information about event expectations and performance that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348.

Requestor: Circuit Events Local Organization Committee

Signature: _____

Printed Name: Wayne S. Hollingsworth, Director

Date: July 17, 2015

Send to:
Texas Comptroller of Public Accounts, Economic Development and Analysis Department, P.O. Box 13528, Austin, TX 78711-3528

2015 ESPN X Games Austin
Attendance Certification Support Document

For the second consecutive year, Circuit of The Americas (COTA) and ESPN hosted the world's premier extreme sports competition, the Summer X Games! The 2015 X Games Austin (the "**event**") brought 138,000 fans to Austin, Texas from around the world to Central Texas for four (4) days of extreme sports competition and music. The post event data for the chosen attendance metric for each day of the event, Thursday-Sunday, is 3,216, 3,052, 5,618 and 3,017 unique out of state fans, respectively, for a four (4) day total of 14,903 at the event. These daily ticketed fan attendance numbers ranged between 97% and 40% of the events daily out of state ticketed attendance goal, meeting 56% over the four event days. However, the chosen metric does not include all out of state attendance in Austin, Texas due to the event which measures the true and complete economic impact. The "total" daily, Thursday – Sunday, out of state attendance for the event is 10,015, 11,980, 12,520 and 11,280 for a total of 45,795 which is 77% of the event's out of state attendance goal. While total attendance was down by 13% from last year, it's important to note total out of state attendance at the primary event was only down by 5% at 45,795 when compared to 48,137 over the four day event in 2014. Attendance exceeded in several groups such as athletes, gamers, judges, ticketed guests and sponsors when compared to last year's event. The addition of the Harley Davidson Flat Track Racing event at the Circuit on Thursday night enhanced the overall guest attendance by including a new competition event.

X Games Austin presents a unique and valuable opportunity for COTA to display the versatility of its facility and showcase the City of Austin to an audience separate from the motoring fans. COTA and ESPN brought the excitement to Austin in the most literal way imaginable with motorcycles flying through the air in front of the Texas State Capitol building during the Moto X Step Up competition on Thursday night. The event was free to the public and thousands of people gathered to enjoy the night's spectacle. The evening was specifically designed to maximize the exposure Texas receives to ESPN's worldwide broadcast audience by using one of our most famous landmarks as the backdrop for the kickoff event.

The X Games Austin event as a whole received extensive coverage with content distributed across multiple TV and digital platforms. Broadcast coverage included over 20 hours of live competition coverage and an additional 6.5 hours of live action on ESPN and ABC networks. The event was televised on ESPN networks in more than 215 countries and territories to more than 439 million homes worldwide.

Big concerts have become a major element of the X Games so COTA and ESPN built an enormous temporary concert stage –the Super Stage – to allow more fans to have access to the shows. The Super Stage was built along the track's back straight, taking advantage of a natural amphitheater in the terrain giving fans a more comfortable environment for the concerts. The Super Stage allowed COTA & ESPN to bring in some of the biggest names in music; Nicki Minaj and Metallica.

COTA and ESPN leveraged the popular event to help the flooding victims in Central Texas by donating a portion of every X Games ticket sold to the American Red Cross of Central Texas. COTA continued to invest in the local community, giving 3-day tickets to Wimberley High School students who had given up their senior trip in order to help Central Texas Flood victims. In addition to donating to the local

community, COTA hired local bands and businesses to participate in this year's festival. Local bands like Bright Light Social Hour attended and entertained guests on the Sound Factory Stage!

The list of top-tier partners supporting X Games Austin has grown since last year's event. Bud Light and Toyota joined the list alongside returning sponsors like America's Navy, GoPro, Harley-Davidson and Monster Energy. Additional sponsors included 7UP, DuPont™ Kevlar®, FRAM ®, Oakley, Skype and Fruit of the Loom. Sponsors improved the fan experience in multiple facets, including a flyover by America's Navy, live on-board competition footage in HD thanks to GoPro, and the addition of the new motorcycle flat-track racing presented by Harley-Davidson. Local food trucks and businesses like Torchy's Tacos were able to receive recognition by locals and others who came to experience the X Games. Guests were also treated to multiple on-site attractions, including test drives of Toyota vehicles, gravity-defying slackline performances, go kart racing and performances from Twiggy the world famous Water-Skiing Squirrel. A great time was had by all.

Major Events Trust Fund
Post-Event Preliminary Attendance Analysis
of the

2015 X Games

Austin, Texas

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On behalf of

Circuit Events Local Organizing Committee
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`July 15,2015

Purpose

This report presents a preliminary post-event attendance analysis for the 2015 X Games Austin to compare the estimated attendance figures presented in the Economic Impact Study (EIS) for this event to currently available data on attendance at the event based on figures provided by Anna Panossian, Finance Director of Events, Circuit of The Americas. The post-event figures are believed to reasonably reflect the attendance at X Games to the extent this data is currently available. Subsequent survey data from participants at X Games may change this analysis and it is possible additional data on attendees may become available, but as of July 3, 2015, this report presents what is known about attendance at X Games in a form directly comparable to the estimates originally provided for this event under the major event Trust Fund (original report in Appendix A).

The starting point for this analysis is Table 1 of the EIS, reproduced here with the appropriate attendance totals. Note that although Table 1 is couched in terms of attendance at the 2014 X Games, the figures used in this table were the basis for the 2015 event METF application:

Table 1

EIS Attendance Breakdown at 2014 X Games Austin

	ESPN Staff	Athletes	Judges	Athlete Managers & Guests	Sponsors & Industry/ ESPN Guests	Media	Ticketed Fans*	OOS Fans in Austin not @ Events (no shows)	Total Persons in Austin for Event
4-Jun	1,795	269	62	1,682	2,117	634	19,000	1,325	26,883
5-Jun	1,987	297	248	1,862	2,343	702	31,138	1,709	40,285
6-Jun	2,004	300	250	1,878	2,364	708	48,029	212	55,745
7-Jun	1,969	295	246	1,845	2,323	696	34,693	1,551	43,617

TOTAL FOUR DAY ATTENDANCE 166,530

*Estimated for June 4 which was a non-ticketed event

For completeness, this table totals the daily attendance figures. Note the four day attendance during the four prime days of the event of 166,530 in the above Table 1 accounts for 99.5 percent of the total attendance estimated in the EIS for those four days. Only the estimated number of persons from outside Texas who are in Austin for the X Games but never actually attend <u>any</u> X Games events are not counted in the above Table 1. In the original EIS, these persons accounted for less than one half of one percent of the total persons who are either attending the X Games or who otherwise meet the criteria to have their expenditures

considered as contributing to the taxes eligible to be considered for the METF since they would be, by definition, from outside the state but visiting Texas because the state is hosting the event.

In order to make expenditure estimates for the event under the METF, only the number of out-of-state attendees were used in the METF submission calculations. So underlying Table 1 was an explicit estimate of the number out-of-state attendees at X Games 2015. This underlying estimate is made explicit in Table 1A using the same format as the above Table 1:

Table 1A

EIS Attendance Breakdown at 2014 X Games Austin- Out of State Persons

	ESPN Staff	Athletes	Judges	Athlete Managers & Guests	Sponsors & Industry/ ESPN Guests	Media	Ticketed Fans at Events	No Show OOS Fans in Austin for X Games	TOTAL OOS Persons in Austin for Event
4-Jun	1,795	255	61	2226	2,011	304	3,313	1,325	11,290
5-Jun	1,987	283	243	2246	2,226	337	7,579	1,709	16,608
6-Jun	2,004	285	245	2207	2,246	340	9,394	212	16,932
7-Jun	1,969	280	241	2001	2,207	334	6,111	1,551	14,694

On July 1, 2015 Anna Panossian, Finance Director of Events, Circuit of The Americas provided the most current data on attendance at X Games over the four days covered in Tables 1 and 1A above. As is usually the case, such real-world data does not come neatly packaged in exactly the same categories as in previous years. This means that the 2015 attendance data is not categorized exactly as that used in the original EIS estimate, but this current data is available in in sufficient detail to prepare tables very similar to Table 1 in the EIS (and the associated Table 1A above) in order the gage how the actual out-of-state attendance data for X Games compares to that estimated in the EIS.

With the exception of the people in Austin for X Games from outside the state who choose to not attend X Games on a particular day, Table 1B below categorizes the post-event attendance data for X Games 2015 according to groups similar to those in Table 1 of the EIS:

Table 1B

Attendance Breakdown at 2015 X Games Austin- COTA Post Event Data

	ESPN Staff	Athletes & Gamers	Judges	ESPN Guest Tickets & Festival	Sponsors & Industry (ESPN & COTA)	Media	Ticketed Fans at Events	Total Attendees
4-Jun	1,109	2,515	578	2,483	1,967	170	32,000	40,822
5-Jun	1,109	2,595	578	2,810	4,249	395	16,209	27,945
6-Jun	1,109	2,595	578	2,810	4,449	395	29,753	41,689
7-Jun	1,109	2,595	578	2,810	4,249	395	15,995	27,731

Note that COTA event personnel are included in Table 1B, but of the 3,132 COTA event workers (broadly defined, only a few of the 3,132 are actual COTA employees), only 18 are counted as from outside Texas.

In addition, COTA provided the raw data file from an internet survey of 1,327 persons attending X Games 2015. This survey indicated that persons from outside Texas attending the 2015 X Games Austin at least once during the four days of the event stayed an average of 3.2 nights in the area while attending the event. From this average and the peak out of state ticketed attendance of 5,618 on Saturday, if there were zero no-shows on the peak day (Saturday), out-of-state persons spent a total of 17,976 person-nights in Austin for X Games 2015 over the course of the event. If there were no-shows on Saturday, this total number of person-nights would be greater than 17,976

Allocating those person nights over the course of the event according to the percentages assumed in the EIS and subtracting from that the number of out of state persons in Austin for the X Games with tickets yields a figure for out-of-state persons in Austin for X Games each day who choose not to attend the event that particular day (no-shows).

Based on the post-event attendance data supplied by Anna Pannosian and the survey of persons at the 2015 X Games, Table 1C presents the out-of-state attendance at X Games 2015 based on post-event data currently known:

Table 1C

Out-of-State Attendance Breakdown at 2015 X Games Austin- COTA Post Event Data

	ESPN Staff	Athletes & Gamers	Judges	ESPN Guest Tickets & Festival	Sponsors & Industry (ESPN & COTA)	Media	Ticketed Fans at Events	No Show OOS Fans in Austin for X Games	Total OOS Attendees
4-Jun	869	2,469	570	1,877	342	82	3,216	590	10,015
5-Jun	869	2,549	570	2,066	659	189	3,052	2,026	11,980
6-Jun	869	2,549	570	2,066	659	189	5,618	-	12,520
7-Jun	869	2,549	570	2,066	659	189	3,017	1,360	11,280

The most appropriate way to determine if the preliminary attendance figures on X Games 2015 indicate whether or not the event met its underlying METF estimate is by comparing the totals from Tables 1, 1A, 1B and 1C rather than focusing on a single sub-group of out of state event attendees. This comparison is presented in the summary Table below:

Summary Comparison EIS Estimate and Post-Event Attendance Data

	EIS Total Attendance	EIS OOS Attendance	Post-Event Total Attendance	Post-Event OOS Total Attendance	Post-Event EIS OOS Attendance as % EIS Estimated OOS Attendance
4-Jun	26,883	11,290	40,822	10,015	88.7%
5-Jun	40,285	16,608	27,945	11,980	72.1%
6-Jun	55,745	16,932	41,689	12,520	73.9%
7-Jun	43,617	14,694	27,731	11,280	76.8%
4 day total	166,530	59,525	138,187	45,795	76.9%

Based on currently available post-event attendance data, it appears that for the four main days of the event X Games Austin 2015 hit from 72.1 percent to 88.7 percent of its METF out-of-state attendance goal. Over the four event days, the event met 76.9 percent of its out-of-state attendance goal.

These preliminary figures, however, do not include crucial expenditure data which will become available after surveys are tabulated in more depth. Accordingly, a more complete tabulation of this data may indicate that the overall economic impact of the X Games Austin may be greater or less than the preliminary 76.9 percent indicated in the summary attendance table.