



**DATE:** September 27, 2023  
**FROM:** LV Stadium Events Company, LLC (“StadCo”)  
**RE:** Allegiant Stadium Community Benefits Plan Annual Update

Allegiant Stadium is fully committed to carrying out the intent of the Community Benefits Plan (“CBP”) with a goal to exceed expectations through the promotion of the greatest possible participation by all segments of the local community in the economic opportunities available in connection with the operation of the facility.<sup>1</sup>

### **Allegiant Stadium Partners**

Allegiant Stadium (the “Stadium”), as referenced in this update, is comprised of LV Stadium Events Company, LLC, ASM Global, and/or Silver & Black Hospitality:

#### **LV Stadium Events Company, LLC**

LV Stadium Events Company, LLC (“StadCo”), an affiliate of the Las Vegas Raiders, oversees stadium development and operations. Pursuant to SB 1, approved during Nevada’s 30th Special Legislative Session in 2016, and pursuant to the terms certain key legal agreements, including a Development Agreement and a Stadium Lease Agreement, StadCo acts as the primary decision-maker in the operation of the stadium.<sup>2</sup>

#### **ASM Global**

ASM Global serves as StadCo’s stadium manager and provides: general management and operation services; event operations; maintenance, engineering and custodial services; security and crowd control; capital management and planning; financial and operational reporting; vendor negotiation and procurement; landscape and maintenance; and marketing and event booking. ASM Global also provides community service and outreach efforts under “Allegiant Stadium Community” programming.

#### **Silver & Black Hospitality**

Silver & Black Hospitality (powered by Levy Restaurants) serves as StadCo’s primary stadium concessionaire. Silver & Black Hospitality creates and curates the food and beverage experience across the stadium’s concessions, clubs, bars, suites, and premium spaces, including the incorporation of local restaurants and related vendors.

SB 1 requires StadCo to develop a Community Benefits Plan (CBP) to ensure the greatest possible participation by all segments of the local community in the economic opportunities available in connection with the operation of the stadium. CBP is “a multi-faceted program to achieve participation in the [Stadium] Project by the local community, including people of color, women, minority and women-owned businesses, veterans, and other targeted members of the community.”<sup>3</sup> The CBP contemplates specific categories of community benefits: (1) Local small and women and minority business enterprise (“WMBE”) participation; (2) Community Engagement; (3) Workforce Diversity; and (4) Technical assistance and internship programs.<sup>4</sup>

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<sup>1</sup> SB 1 (30th Special Session, Nev. 2016), Sec. 29.5(1).

<sup>2</sup> SB 1 (30th Special Session, Nev. 2016), Sec. 29.3(a)-(d).

<sup>3</sup> Community Benefits Plan, at Sec. 3.

<sup>4</sup> Id.

The CBP provides that StadCo is to submit reports to the Community Benefits Oversight Committee (“CBOC”) describing StadCo’s commercially reasonable efforts to implement the programs contemplated by the CBP.<sup>5</sup>

StadCo is submitting this report in accordance with the legislative and CBP provisions cited above. This report describes the recent activities, initiatives, and programs StadCo and its partners have engaged in as part of continued efforts to implement the CBP and to advance its goals and objectives.

### **Supplier Diversity: Local Small and WMBE Participation (CBP Sec. 3.1)**

- ASM Global staff participated as panelists in **Western Regional Minority Supplier Development Council’s Business Opportunity Day: Camp Cosmic Connections** event, on April 13<sup>th</sup>, 2023, at the Culinary Training Academy in North Las Vegas. The community team presented information to several dozen certified diverse businesses concerning how to participate in stadium-related opportunities, and shared best practices for business engagement with the stadium.
- Allegiant Stadium hosted the **Gridiron Pitch III** event on May 10-11, 2023, at the stadium. This annual multi-day event was established to promote opportunities and increase exposure for small, local and diverse enterprises seeking to do business with the Stadium. The program was expanded from prior years through a partnership with the NFL and **more than 200 small, local, and diverse business** owners were onsite to network, participate in capacity building, and showcase their business capabilities to more than 50 procurement staff, external purchasing representatives, and media.
- Silver & Black Hospitality continues to pursue the integration of local, women and minority owned businesses into the food & beverage programming at the stadium.
- For the 2023-2024 season, Silver & Black Hospitality oversees the operation of **28 vendor concession locations, 50% of which are run by businesses that meet the criteria of being a woman or minority owned business**. Silver & Black Hospitality is working to validate women or minority owned business (WMBE) status and certification through organizations such as The Women’s Business Council and the National Minority Supplier Development Council, for all current and future partners. Certification can be completed at either a local or regional level through either council. Additionally, Silver & Black will be encouraging participation in local Chambers of Commerce for Stadium partners.
- For the 2023-2024 NFL season, all inventory has been allocated for food & beverage locations. The application process for local businesses will begin January 1<sup>st</sup> for the opportunity to be part of the landscape at the stadium moving into the 2024-2025 NFL season. Vendors and local businesses that are interested in being part of the action can apply through <https://www.levyrestaurants.com/contact-us-allegiant-stadium/>.

### **Community Engagement (CBP Sec. 3.2)**

- **Allegiant Stadium Volunteer Initiatives:**
  - **Three Square Food Bank Meal Packing Days:** Approximately **240 volunteer hours** over 3 events to serve at-risk communities fighting food insecurity.
  - **Salvation Army Community Meal Service:** Approximately **20 volunteer hours** dedicated to serving those in need.

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<sup>5</sup> Community Benefits Plan, at Sec. 2.3.

- **Candlelighters Childhood Cancer Foundation:** Approximately **20 volunteer hours** dedicated to serving children through the foundation’s winter goodie bag assembly.
- **Nellis Air Force Base Adopt -A- Family Gifting:** 383 military family members benefited.
- **American Red Cross Battle of the Badges Blood Drive:** Allegiant Stadium hosted an annual public blood donation drive on February 8, 2023, in partnership with the American Red Cross. From this event 166 units were donated, potentially saving nearly 500 lives. Allegiant Stadium looks to be an annual location for this life-saving event.
- **Blazing Trails Student Panel:** In collaboration with the Las Vegas Raiders, Allegiant Stadium hosted the Blazing Trails Student Panel event in the Credit One Club on February 27, 2023. Students from various schools heard from and interacted with panelists including Raiders players and team President, Sandra Douglass Morgan. Panelists discussed their trailblazing career paths, and how they have made a difference in their respective careers as African Americans, and shared motivational advice and perspectives with local Nevada students.
- **Nevada Reading Week (February 27– March 3, 2023):** Allegiant Stadium team members, Raiders team members and players once again contributed to advancing literacy skills and raising awareness concerning the importance of literacy, by visiting and reading to local students as part of Nevada’s annual Reading Week initiative. Players and team members visited CC Ronnow Elementary School and Robert Lunt Elementary School in East Las Vegas, Frank Lamping Elementary School in Henderson, and H.P. Fitzgerald Elementary School in North Las Vegas, celebrating the importance of literacy to a combined total of over **300 Nevada students**.
- **Allegiant Stadium Events:**  
 Tickets to the following events were donated to a diverse range of local groups, organizations, nonprofits, and entities:
  - Gold Cup Soccer – July 12<sup>th</sup> 2023.
  - Karol G concert– August 10<sup>th</sup> 2023.
  - BLACKPINK concert – August 18<sup>th</sup> 2023.
  - Beyoncé concert – August 27<sup>th</sup>, 2023.
- **Partnership with the Candlelighters Childhood Cancer Foundation:** Allegiant Stadium representatives attended the Candlelighters Everyday Extraordinary Breakfast event on March 1, 2023, to support a stronger relationship for future collaboration with Candlelighters. As a result, Candlelighters’ annual Halloween Bash is set to take place at the stadium on October 26, 2023. Volunteer staff and donors will come together to provide a special experience for **over 600 Candlelighters children** and their families.
- **Partnerships with local stakeholders:** Silver & Black Hospitality continues to integrate and grow its presence within the Las Vegas community through partnerships and collaboration with various Non-Profit Organizations, including but not limited to school groups, military groups, and a number of private clubs. To date, the management team at Silver & Black Hospitality has performed **over 75 hours of volunteer community service**. Looking ahead to the 2023-2024 NFL Season, we are committed to collectively **surpassing 300 volunteer hours** with several non-profit and charitable organizations including Dress for Success, Three Square, Opportunity Village, and the Las Vegas Rescue Mission.

- **Three Square Food Bank:** Silver & Black Hospitality has committed to joining the fight against hunger and food insecurity in our community as we continue to partner with Three Square Food Bank through an extensive food donation program including food recovery and monthly donations. Since Quarter Four of 2022, donations to the food bank have **exceeded 75,000 pounds of food**.
- **Annual Nonprofit Open House:** Silver & Black Hospitality has reached out to **over 100 local non-profit organizations** interested in fundraising through workforce participation at Allegiant Stadium events. Over **46 non-profit groups attend** its Annual Non-Profit Open House to learn how they can participate in fundraising at Raiders games, UNLV games, and major concerts. Depending on event type and configuration, Silver & Black Hospitality currently offers 14-16 locations at Allegiant Stadium dedicated to non-profit organizations.
- Members of the public interested in fundraising at Allegiant Stadium with Silver & Black Hospitality should visit: <https://www.allegiantstadium.com/silver-black-hospitality/fundraising-at-allegiant-stadium>.

### **Workforce/Business Diversity (CBP Sec. 3.3)**

- **Allegiant Stadium Employment Outreach:**
  - Allegiant Stadium was represented at the following hiring events:
    - First Quarter 2023 – UNLV Student Athletes, CSN, UNLV, LV Convention Center, UNLV Veterans, Choice Career Fairs – interfacing **with 2100+ potential job applicants**.
    - Second Quarter 2023 – Blind Connect Career Fair, Allegiant Stadium Hiring Event (2 days), Las Vegas Ballpark, Choice Career Fair – interfacing with **600+ potential applicants**.
    - Third Quarter 2023 – Choice Fair (Sept & Oct) – interfacing with **300+ applicants**.
    - Upcoming Fourth Quarter 2023- Las Vegas Champions of Diversity Career Fair.
- **Allegiant Stadium Workforce Participation Target: Event Hours Worked by Diverse Employees (CBP Sec. 3.3.1(I)):** During operations, StadCo and the Stadium partners shall set a workforce participation target of at least a combined total of 55% work hours on event days being performed by diverse workers. This workforce participation target has been exceeded in each of the last four quarters:
  - Q4 – 2022 – 73.9%
  - Q1 – 2023 – 74.9%
  - Q2 – 2023 – 74.5%
  - Q3 – 2023 – 73.0%
- **Job Fairs:** Silver & Black Hospitality hosted **3 job fairs at the stadium** on May 22<sup>nd</sup>, May 23<sup>rd</sup>, and June 20<sup>th</sup>. Over **500 in-person interviews** were conducted over the course of three events and over **300 new teammates** were welcomed to the Silver & Black Hospitality family.
- **Workforce and Business Diversity (October 2022 – September 2023):**
  - 73% of hours worked by Silver & Black Hospitality employees came from individuals that self-identify with a minority background.
  - 70% of females at Silver & Black Hospitality self-identify with a minority background.
  - 52% of hours worked by Silver & Black Hospitality employees came from individuals that self-identify as female.

- **Members of the public interested in viewing current job opportunities should visit:** [https://careers.compassgroupcareers.com/?page\\_size=20&page\\_number=1&keyword=allegiant&sort\\_by=score&sort\\_order=DESC](https://careers.compassgroupcareers.com/?page_size=20&page_number=1&keyword=allegiant&sort_by=score&sort_order=DESC).

**Career Development: Mentoring/Technical Assistance/Internships (CBP Sec. 3.4)**

- **CCSD Elementary School Career Day(s):** Representatives from Allegiant Stadium Community and Event Operations departments spoke to students at Stella M. Parson Elementary School, on March 8, 2023, for their Career Day event. More than 80% of Parson Elementary School students are from Hispanic, African American, or Asian families, and more than 21% are English learners.<sup>6</sup> Topics included job descriptions, day-to-day roles and responsibilities, as well as general information on the Stadium and event day operations.

On April 25, 2023, Allegiant Stadium team members visit students at Red Rock Elementary School, to share information about careers in human resources, event operations, community relations and marketing. More than 83% of Red Rock Elementary School students are from Hispanic, African American, or Asian families and more than 24% are English learners.<sup>7</sup>

- **SEEK Program:** Allegiant Stadium launched its first career exploration program and tour. Students had the opportunity to hear from department heads in Engineering, Sustainability, and Tech Operations/Broadcasting. Participating schools included: Del Sol Academy of the Performing Arts, Desert Pines High School in East Las Vegas, and Valley High School in Las Vegas.
- **Raiders Den:** Allegiant Stadium hosted its inaugural high school entrepreneur summer camp. Students from various high schools applied to come on-site to learn from industry experts how to develop entrepreneurship and how to succeed in establishing their own business. Over the course of the camp, students were given a specific stadium operation improvement topic to center their business around which included: Stadium Wayfinding, Influencer Marketing, Sustainability, and Guest Experience Improvement. The program began on July 10, 2023, and concluded with a public finale competition at the stadium on July 26, 2023.
- **Keys to the Future:** Silver & Black Hospitality currently has three members of the Keys to the Future program, a program invested in cross-training high-potential individuals to various facets of the food & beverage industry to ensure growth, interest, and future success.
- **Manager-in-Training Program:** Silver & Black Hospitality supports and promotes the Levy Manager-In-Training Program, an exclusive investment to build our talent bench and develop entry-level managers through cross functional experiences, networking with multiple Levy leaders, and completing an in-depth leadership curriculum.
- **Power Walks:** A best practice at Silver & Black Hospitality, Power Walks are a unique opportunity for aspiring hospitality students to experience the stadium food and beverage industries.
- **Career Symposiums:** Silver & Black Hospitality managers participate in an ongoing initiative to provide introductions to careers in the Sports & Entertainment industry, life at Levy and Allegiant Stadium, and share our individual recipes for success.

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<sup>6</sup> Clark County School District Annual Accountability Report 2022-2023 accessible online at (<https://aarsi.ccsd.net/accountability/school-accountability-reports/>).

<sup>7</sup> Clark County School District Annual Accountability Report 2022-2023 accessible online at (<https://aarsi.ccsd.net/accountability/school-accountability-reports/>).

- **UNLV Partnership:** Silver & Black Hospitality continues to partner with UNLV through various career fairs and career mixers to demonstrate and offer unique opportunities within the food and beverage landscape.

Silver & Black Hospitality has participated in the UNLV guest speaker program in addition to the UNLV mentorship program, a program focused on providing one on one insights, career growth advice, and a look into a day in sports & entertainment.

Finally, the Silver & Black Hospitality team participated in UNLV's Hospitality Hall Table where students were given the opportunity to learn exclusively about Silver & Black Hospitality and various other jobs in sports & entertainment.

### **Looking Ahead:**

StadCo understands the critical importance of community participation, and remains committed, both through its own efforts and through the efforts of its partners, to provide opportunities to participate in and benefit from the operations of Allegiant Stadium to a broad and diverse membership of the local community.

Allegiant Stadium will continue our commitment to meeting and, wherever possible, exceeding the goals, objectives, and participation targets outlined in the Community Benefit Plan.

The impact of Allegiant Stadium extends beyond economics. We will continue to build upon and enhance our partnerships in the local community by providing unique ways to experience the stadium; expanding outreach to underserved, at-risk and minority communities and stakeholders; supporting local youth and charitable organizations and raising awareness when there are contract opportunities for local, WMBE, small and diverse businesses.