

Superbowl

By: Lauren Serrato

The time has come, after eight years, the Super Bowl has returned to State Farm Stadium. Previously, Glendale hosted the big game in 2015, 2008, and 1996. During the 2015 Super Bowl, over 1 million people visited downtown Phoenix. Similar or even larger numbers are expected next month, according to Jay Parry, President & Chief Executive Officer at Arizona Super Bowl Host Committee.

“The world’s eyes will be on Arizona,” Parry said. “What we love about hosting the Super Bowl is really using that enormous event, that enormous platform to create economic impact and create real community impact here in Arizona.”

Since the last time Arizona hosted the Super Bowl, the stadium has undergone \$200 million worth of advancements. In addition to showing off the stadium upgrades, Michael Bidwell, president of the Arizona Cardinals, said he’s optimistic that this year’s economic impact from the event will surpass 2015’s monumental \$720 million.

“It has a chance to be bigger, to exceed previous numbers. This is going to be really good for Arizona,” Bidwell said, emphasizing that the Super Bowl provides immense exposure and economic benefits to local restaurants and businesses throughout the state.

West Valley cities are already reaping the benefits of hosting the Super Bowl, including Goodyear and Glendale, both of which have a large Super Bowl LVII display, creating an instant tourist attraction.

Not to be outdone, downtown Phoenix installed a new 3D billboard, decor on buildings and new palm trees scattered throughout the city.

The Phoenix Convention Center will be home of the Super Bowl Experience, beginning February 4. Additionally, Hance Park will be a free, outdoor experience that will host the official Super Bowl watch party on the day of the game.

The Footprint Center in downtown Phoenix will host [Super Bowl Opening Night](#) on February 6, kicking off the week of the big game. Players and coaches will make their first public appearance during Super Bowl week.

Parry said the planning for Super Bowl LVII started about 18 months ago. “It’s something all of our locals can really participate in,” she said. “As we look forward to the Super Bowl coming up in a few days, we just want to make it bigger and better than ever. And we want to make sure we have something for everybody here in the Valley in the state of Arizona.”

Throughout the planning process, Parry and Bidwell have honed in on the immense opportunity the Super Bowl provides to local cities and businesses, as an event of this scale serves as a “commercial.”

“The broadcast of the game goes to over 160 countries, in over 23 languages, so this is a huge commercial,” Parry said. “We want to introduce the world to why this is a great place to

come on vacation, but also to live and do business. We are a growing area and when we can introduce the world to what we have to offer in Arizona, we get really excited about that.”