

**Commissioner Tagliabue and Lamar Hunt Press Conference**  
**Owners Meeting – Kansas City**  
**November 16, 2005**

**PT:** We announced that our membership today approved a Super Bowl to be played here in Kansas City within a 10-year timeframe on the understanding that the Chiefs and the public authorities partnering with the Chiefs would be able to go forward and have a climate-controlled Arrowhead Stadium with a roof. The decision was clearly in recognition of the tremendous support that the Kansas City Chiefs have from their fans in this area and also the role of Lamar Hunt in creating the NFL today and the history of professional football. The resolution leaves to a future date the precise year of the Super Bowl. There was some suggestion that the appropriate target time might be Super Bowl XLIX (49) or LI (51), which would recognize in effect the 50th anniversary of Mr. Hunt's role in creating the NFL through the merger of the American Football League and the National Football League. At this point I'm very pleased to turn it over to Lamar Hunt.

**LH:** Thanks, Paul. This is obviously a very happy day and in some respects a surprising day because this is an issue that we as an organization – the Kansas City Chiefs – had talked about for a number of years; the concept of bidding for and requesting a Super Bowl. I want to thank my son Clark, who is over here to the left, and also the President and General Manager of the Chiefs, Carl Peterson, and the Vice Chairman of the Chiefs, Jack Steadman, who has been one of the principal laboring forces in a lot of the stadium discussions that led to this day. When we first thought of the idea of bidding for a Super Bowl, we felt that obviously climate control was very important. The thing that we've heard over and over was that the public and many members of the media would like to revisit the idea of the rolling roof, which was originally designed for the stadium. Added to that, now that we're in the 21st century, we had to be a little bit more definitive and get into the weather-protection aspect because the original rolling roof did not have weather protection – it had rain protection, but it didn't have the temperature protection that would now be part of this process. We conceived the idea to request a game during a 10-year window as Paul mentioned, that was amended a little bit this morning and it was actually part of the vote to focus on the 49th or 51st games with the idea that Super Bowl 50, or "L" as I guess it will be known, would be reserved for some other site and we were very open-minded to that. The actual designation of the year would be at the election of the league or at the designation of the league and it would clearly encompass the delivery of the things such as the completed structure with the roof in place. So, happy day for us and happy day for Kansas City and I think it will lead to some great things as far as the actual total renovation of the sports complex, specifically Arrowhead Stadium.

**Q:** How confident are you that the county will approve the rolling roof?

**LH:** That's a good question and it's obviously very pertinent. The lease negotiations are ongoing between the Chiefs organization and Jackson County. They are also ongoing between the Royals and Jackson County. We're primarily, of course, interested in the

Chiefs side of it. We're working towards an early December completion of those lease negotiations and then the announcements would come as to what would be done as far as placing this on a referendum ballot. We think it's an exceptional opportunity for mid-America, for Kansas City, for Jackson County and this community to have this award of a game -- and it is a firm award based on our producing the various ingredients. The \$500 million dollar question you asked is an important part of it because the roof is not a cheap thing to build.

**Q: Do you need the Royals' help get this done or can you do it without them?**

**LH:** We believe that it can be done without the Royals and we certainly do not speak for them. They were not part of our equation.

**Q: Would you move the roof over the Royals if they do not contribute? Would you let them have it?**

**LH:** It would have to be designed such that that could happen and structurally it can happen, but those would be questions that would be answered as we move along.

**Q: Does Kansas City meet the league's hotel room requirement for a Super Bowl host city?**

**PT:** Working with the Chiefs and other local organizations we did a survey of the facilities available in Kansas City and the surrounding areas and made a presentation on that to the membership this morning. The core of it was that as the community goes forward into the next decade with the construction that's underway -- on hotel facilities, public facilities and other additions to the community that might be contemplated -- that certainly this area would meet all of our needs to have a good Super Bowl and have it as a great fan experience.

**Q: Is there some magic number of rooms a city must have to host the game?**

**PT:** If there is a magic number, you will have ask somebody else.

**Q: Would the renovated stadium with a roof make you eligible for other Super Bowls?**

**LH:** I guess we will always be eligible, but we look on it, really I think, as a "one-off." That is the right description because our request was for one game in a 10-year window. The league has a history -- we've had three cold-weather sites, counting the one coming up this year, being two in Detroit and one in Minneapolis and that's in the first 40 years -- so I would not expect nor did we request that we be part of a rotation. Randy, coming back to your question, Frank Supovitz, who looks after that now for the league, his charge is the Super Bowl and I believe he made two different site visits to Kansas City and looked at everything you could think of from party sites to hotel rooms to press headquarters, a potential place for the NFL Experience, and the one ingredient there -- and I

don't want to speak for Frank – but the one ingredient there would probably be an expansion of square footage for the convention center. I think there is some expansion already underway, or funded anyway. That would be an important part of the process.

**Q: Does the new arena help?**

**LH:** Definitely it's a positive and the fact that the new arena is being built shows that there is progress going on here and certainly that facility would probably be used during the Super Bowl week or time period, maybe for concerts or whatever -- I can't speak for a facility that's not yet built, but it's all part of the progress.

**PT:** The other thing that I would say is very important is the fact that this stadium will be a state-of-the-art facility for many events, including regular-season NFL games, postseason games that the Chiefs might host, collegiate championship games such as those that have been hosted in Arrowhead Stadium. As Lamar said, it may be a one-off Super Bowl, but it's a multi-purpose, 21st century stadium that will serve for many, many events including Chiefs games.

**LH:** I might toss in there that we would hope to have the NCAA's Final Four Tournament as a potential event for the facility. Obviously, our proposal was very light on golf course play and tee-times during the week of the game, but seriously that has been addressed before with cold-weather sites in other past games, including the one coming up this year.

**Q: What would be the economic impact of the Super Bowl here?**

**LH:** Randy, I don't remember what those numbers are, but they seem to grow every year and it's already several hundred million dollars at the level it is – the game is today -- and we're talking about a game that is going to be nine to 11 years out. I'm just picking game 49 and 51 as games that have been suggested this morning. But those numbers grow each year along with the impact of the game and the number of countries the game is telecast in.

**Q: Can you talk about the impact of Mr. Tisch's death on the NFL?**

**PT:** It's not just Mr. Tisch's death, but the fact that he and Mr. Mara have died in such close proximity -- that is wrenching for everyone. Bob was a relative newcomer to the league compared to Wellington Mara, but he had been a tremendous NFL fan. I got to know him in the early '80s through Pete Rozelle and then his decade and a half of partnership with the Mara family and his participation in the league. He made a tremendous contribution. He brought to the Mara family and the Giants a set of complimentary skills and a wonderful, engaging, warm and caring personality. You could see the reaction of the players – Tiki Barber, Michael Strahan, Jeremy Shockey and others – they had an incredible affection for Wellington Mara, who was there every day, but they also had a very deep affection for Mr. Tisch and I think it was a measure of his contribution to the team and to our game. As I said earlier in the statement that I put out,

Mr. Tisch also had a huge impact in the city of New York for many decades as a business leader and a leader in sport. His “Take the Field” program, which he conceived with a few other friends and then was so instrumental in developing private and public financing to rebuild athletic fields and gymnasiums in the public school system in New York City, is just one piece of an incredible legacy of philanthropy.

Bob was perceived as the business side of the operation and Mr. Mara as the football side of the operation, but they each in their own way – Bob’s love and passion for the game was as strong as Wellington’s and Wellington’s concern about spending money wisely was as present every week as Bob’s. That is probably what made them good partners. I was able to spend time last week with Steve Tisch and Joan Tisch and spent time on the phone with John Tisch and I said this morning to the membership that the one real positive side of this is that while the losses of Wellington Mara and Bob Tisch are irreplaceable, John Mara and Steve and John and Lori Tisch – those two next generations – are going to be another great NFL story when we look back on it 10, 20, 30 years from now.