

Notes Live Amphitheater

Public Report

Updated April 15, 2024



DETAILS

Space Product Scale Model Impact

DETAILS

Space

Product

Scale

Model

Impact

22%

TICKETMASTER SALES

2022 to 2023 Increase

117 Million Tickets Sold

\$9.87B

LIVE MUSIC MARKET

2021 to 2026

5% +

LIVE MUSIC GROWTH

Annual Rate 2023-2030

Goldman Sachs

DETAILS

Space

Product

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Model

Impact



20,000

CAPACITY



300+

SUITES



COVERED

SEATS & PARKING

DETAILS

Space

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\$220 M

INVESTMENT IN
MCKINNEY

677

JOB

45+ SHOWS
700,000+

PARTICIPANTS

75% Outside of Collin County

DETAILS

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**PRIMARILY
INVESTOR
FUNDED**

NOT CITY OWNED

**NATIONAL
CIRCUIT
OF NEW
VENUES**

McKINNEY: SIGNATURE
COLORADO GEORGIA
OKLAHOMA TENNESSEE

**PREMIER
OPERATOR**

LIVE NATION, AEG

DETAILS

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\$98 M

PROJECTED ANNUAL
SALES



\$49 M

VISITOR SPENDING
\$75 Daily Spend



54,675

HOTEL NIGHTS (County)
1,675 Existing Rooms

ECONOMIC IMPACT

ECONOMIC IMPACT



\$35 M

2023 BYRON NELSON

4 Days – Over \$80 M Total Output

[Link](#)

> \$1 M

NCAA DIVISION II

**FOOTBALL
CHAMPIONSHIP**

1 Game

\$212 M

TKI Airport

Annual

ECONOMIC IMPACT



\$281 M

ANNUAL

ECONOMIC IMPACT

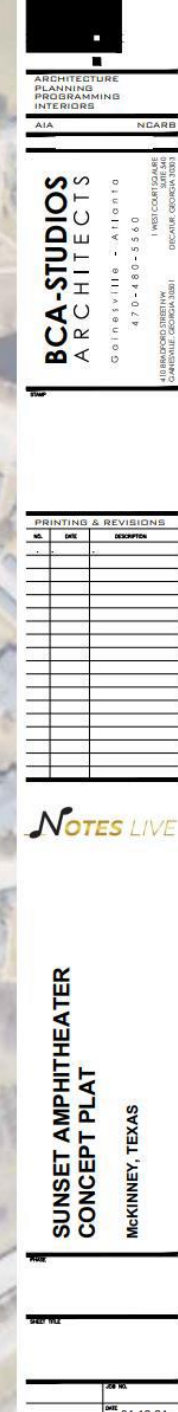


\$6 B

OVER 20 YEARS – INCLUDES ONE TIME IMPACT – MCKINNEY & BEYOND







DEAL TERMS

DEAL TERMS

Grants

Infrastructure

- \$18M from City (\$3M over 6 Years)*
- \$5M from MEDC during Construction
- \$3M from MCDC during Construction

* TIRZ 1 is an available funding source

DEAL TERMS

Reimbursement

Offsite Roadwork

- Per the Final Traffic Study
- First \$5M Paid by City
- Split 50/50: \$5M - \$8M

DEAL TERMS

Permitting & Impact Fees

Fees

- Notes Live Pays 100% of Permit and Inspection Fees
- Notes Live Pays the first \$1M of Impact Fees; the Remainder Paid by City

DEAL TERMS

Reimbursement

Separated Materials

- Construction Material Purchases
- 80% of the City's 1%
- MEDC/MCDC both keep 100% of 1%

DEAL TERMS

Reimbursement

Sales Tax^{*}

- 75% of the City's 1%, Years 1-11
- 40% of the City's 1%, Years 12-16
- MEDC/MCDC both keep 100% of 1%

* TIRZ 1 is an available funding source

DEAL TERMS

Reimbursement

Ad Valorem^{*}

- Real Property Improvements and Business Personal Property Only
- 75% of the City's Share, Years 1-11
- 40% of the City's Share, Years 12-16
- Other Agencies keep 100%

* TIRZ 1 is an available funding source

DEAL TERMS

Special Fees

Tickets

- \$1 Fee on each Ticket Sold
- McKinney keeps 10-cents per Ticket
- This Fee is in addition to Sales Tax

DEAL TERMS

Conveyance

Land

- 46 Acres Currently Owned by MEDC
- Ownership Conveyed to Notes Live

