

## Fans Returning to Sports Playbook

Inspired and endorsed by MSG's Dave Hopkinson's struggle to fill 10% capacity for the best Knicks team in the last 25 years, I set out on May 3rd for NYC to be in 22 Markets over the next 25 days to address this mini-Ticketing sales crisis and to build a Playbook.

I'll save any detail surrounding interesting events, front office ideas, venues and game operation execution for a report that Ian Pady will produce but I will periodically share discoveries I think you'll find interesting (particularly Canadians).

**First three days (NY, Philly and Washington).** Air Canada, Customs, my flight and Train ride from Newark to MSG were all terrific. AC held the flight for passengers arriving late, customs added personal to ease the customs line and train was downtown in 25 minutes. The Rent a car experience was my fault for choosing a discount provider, don't. My insurance guy saved me.

Philly like Washington was vibrant and busy. The Flyers game was quiet while the Phillies game although restricted by capacity still had a buzz. The Usher at Phillies game who called himself a section host was a reflection of the overall game day onsite fan experience.

Washington: Similar to the Phillies, the Nationals are clearly endorsing fans to buy online before the day of the game. Both markets have scalpers cutting off the box office but if you buy early from the team, you can likely buy below the scalper. Bill Hanni from the Wizards/Caps also showed me the pinnacle Sports book onsite palace (William Hill) for professional sports teams okay generating revenue from the events they produce.

Travel experience: Highways and downtowns in the major cities are rammed and the hotels that have re-opened all have vacancy and what appears to be no logic from a pricing standpoint. Priceline and Hotwire are cutting the front desk rate by 35% and the staff direct me to book thru these channels. Digonex/Greg Loewen, they need your help. I'm carrying a Jade Air Purification model to show teams worried about fans being comfortable returning to suites and it's a Godsend for this stale recently re-opened hotel rooms.

Today I'm going thru Durham, Raleigh and Charlotte so you can expect to hear about cities and the Bulls, Hurricanes, Panthers and Hornets on the next update.

Special thanks to date:

Charis Kelly, who as the mother of our kids is looking after them in addition to Toby the Cat for the next 25 days to allow this to happen.

NYC trio: Dave Hopkinson endorsing the project, Tom Pistore for opening his place in NY to me, and Jeff Deline for re-scheduling his Monday, picking up a dinner I arranged and continuing to be supporter.

Dave Macaleese and Peter Empey Surgically Clean Air (Jade) for arranging a Jade for me to have in my hotel and share with teams.

Tom Pistore (NY Islanders), Chip Allen (Durham Bulls), Bill Hanni (Wizards/Caps) and Chris Spano (Orlando City FC) for setting up referrals on the path.

Michael Beckerman for checking out of Tom's place on Monday and carrying enough to suggest I send updates.

Next update will be half the size.

Have a nice weekend.