

# **SPORTSIMPACTS INFORMATION PACKET**

**I. COMPANY DESCRIPTION, BACKGROUND, AND CLIENTS.....Page 2**

**II. HISTORICAL CLIENT LIST.....Pages 3-4**

**III. CEO BIO AND SUMMARY OF PROFESSIONAL ACHIEVEMENTS...Pages 5-7**

## I. COMPANY DESCRIPTION, BACKGROUND, AND CLIENTS

- **Company** Sportsimpacts ([www.sportsimpacts.net](http://www.sportsimpacts.net))
- **Founder/CEO** Dr. Patrick Rishe
- **Year Founded** 2000
- **Services Provided** Economic Impact Analyses of Sporting Events/Teams/Facilities  
Facility Feasibility Studies  
Economic Damages / Litigation Support
- **Recent Clients** Super Bowl 50 (2016, Bay Area)  
Major League Soccer Expansion Feasibility Study (2016, St. Louis)  
USTA College Tennis Study (2015, New York)  
Greater Williamsburg VA Youth/Amateur Sports (2015)  
NCAA Division I Wrestling (St. Louis, 2015)  
Detroit Belle Isle Grand Prix (2012-2014, 2017 upcoming)  
Presidents Cup golf (2013, Columbus, OH)  
State Fair / Red River Rivalry (2013, Texas v Oklahoma, 2013)  
Elizabethtown KY Youth Sports Complex
- **Professional References**
  - o Frank Viverito
    - President, St. Louis Sports Commission ([fviverito@stlsports.org](mailto:fviverito@stlsports.org))
  - o Keith Bruce
    - CEO, Super Bowl 50 Bay Area Host Committee ([keith@sfsuperbowl.com](mailto:keith@sfsuperbowl.com))
  - o Michael O'Callaghan
    - VP and COO, Visit Detroit ([MOCallaghan@visitdetroit.com](mailto:MOCallaghan@visitdetroit.com))
  - o Janna Clark
    - Sports and Sales Director, Elizabethtown Tourism/Convention Bureau ([sports@touretown.com](mailto:sports@touretown.com))
  - o Karen Riordan
    - President and CEO, Greater Williamsburg Chamber and Tourism Alliance ([karen@visitwilliamsburg.com](mailto:karen@visitwilliamsburg.com))

## II. HISTORICAL CLIENT LIST

MLS to St. Louis – Economic Impact Analysis	(2016, St. Louis)
Super Bowl 50	(2016, Bay Area CA)
Plaintiff’s Expert in NFL agent Employment Case	(2015-2016, St. Louis)
United States Tennis Association	(2015)
Williamsburg VA Youth Sports	(2015)
NCAA Division I Wrestling	(2015, St. Louis)
Michigan High School State Basketball Championships	(2009, Lansing, MI)
Chevy Belle Isle Grand Prix	(2012, 2013, 2014 - Detroit)
Presidents Cup Golf Event	(2013, Columbus OH)
Texas v Oklahoma – AT&T Red River Rivalry	(2013, Dallas)
Elizabethtown (KY) Sports Park	(2013, Elizabethtown KY)
TicketCity Bowl	(2012, Dallas)
Loudoun VA Feasibility Study	(2012, Loudoun, VA)
Plaintiff’s Witness in Manny Pacquiao PED Case	(2012, Los Angeles)
Super Bowl XLV	(2011, Dallas)
FLW Outdoors Fishing Tour	(2011, Multiple)
Rockford Parks and Recreation	(2011, Rockford, IL)
AAU Junior Olympic Games	(2010, Virginia Beach)
University of New Mexico Athletics Department	(2010, Albuquerque)
The New Mexico Bowl	(2009, Albuquerque)
Michigan High School State Basketball Championships	(2009, Lansing, MI)
Facility Feasibility Study for Lansing, MI	(2009, Lansing, MI)
Tax Impact Analysis for the St Louis Sports Commission	(2009, St Louis)
Tax Impact Analysis for the Greater Detroit CVB	(2009, Detroit)
Facility Feasibility Study for the City of Effingham	(2008, Effingham, IL)
Facility Feasibility Study for the City of Elgin, IL	(2008, Elgin, IL)
Univ of Texas Economic Impact Analysis	(2008, Austin, TX)
ATA World Taekwondo Championships	(2008, Little Rock, AR)
FLW Outdoors Fishing Tour	(2007, Multiple Cities)
State Fair of Texas	(2007, Dallas)
National Association of Sports Commissions	(2007, Cincinnati)
Dream Cruise (Detroit Metro CVB)	(2007, Detroit)
Washington Redskins Beach Blitz	(2007, Virginia Beach)
Dream Cruise (Detroit Metro CVB)	(2006, Detroit)
AAU Junior Olympics	(2006, Detroit)
Washington Redskins Beach Blitz	(2006, Virginia Beach)
Missouri Valley Conference Basketball Tournament	(2006, St Louis)
Amp'd Mobile Supercross	(2006, St Louis)
Super Bowl XL	(2006, Detroit)
Cotton Bowl	(2006, Dallas)
NFL Feasibility Study (San Antonio)	(2005, San Antonio)
MLB All-Star Game	(2005, Detroit)
NCAA Men's Final Four	(2005, St Louis)
Dallas Cup	(2005, Dallas)

NCAA Division I Championships (10 Olympic sports)	(2004-05, 10 Separate Locations)
Red River Shootout (Oklahoma v Texas)	(2004, Dallas)
Ryder Cup	(2004, Detroit)
East Coast Surfing Championships	(2004, Virginia Beach)
Ohio State Athletics Department	(2004, Columbus, OH)
NCAA Division I Championships (10 Olympic sports)	(2004, 10 Separate Locations)
Economic Damages for Lars Ostvik	(2004, Salt Lake City)
T-Mobile International Cycling Event	(2003, San Francisco)
AAU Junior Olympics	(2003, Detroit)
Senior National Games	(2003, Virginia Beach)
NCAA Men's South Regional (San Antonio)	(2003, San Antonio)
Ohio State Athletics Department	(2003, Columbus, OH)
St. Louis Cardinals	(2002, St Louis, MO)
Missouri-Illinois Football Game	(2002, St Louis, MO)
Rock 'n' Roll Half Marathon	(2002, St Louis, MO)
NCAA Women's Final Four	(2002, San Antonio, TX)
NCAA Women's Final Four	(2001, St Louis, MO)
AAU Junior Olympics (Norfolk)	(2001, Norfolk, VA)
NCAA Men's Wrestling Championships	(2000, St Louis, MO)

### III. CEO BIO AND SUMMARY OF PROFESSIONAL ACHIEVEMENTS

Dr. Patrick Rishe is the Director of the Sports Business Program at Washington University in St. Louis, as well as a Senior Lecturer of Management. He also is Founder and President of the sports consulting firm Sportsimpacts, as well as a contributing Sports Business writer for Forbes.com.

As the Director of the Sports Business Program at Wash U, Dr. Rishe:

- Organized the 2015 and 2016 Olin Sports Business Summits, which each featured over 2 dozen sports business executives from across the country.
  - o The 2016 Summit also coincided with an Internship Fair which brought companies like Wasserman, the Sacramento Kings, U.S. Soccer, and the St. Louis Cardinals to Wash U.
- Recruits speakers for the Joseph Lacob Speaker Series (named after program benefactor, Joe Lacob, owner of the Golden State Warriors).
  - o Speakers have come from Wasserman, Populous, Fox Sports, Phoenix Suns, Orlando Magic, and more
- Designed the curriculum for the Business of Sports class
- Added curriculum for the program, including courses in Sports Analytics and Sports Law
- Cultivated a close professional relationship with the Lacob family (Joe, and his sons, Kirk and Kent, both of whom work for the Warriors)
- Helped students obtain experiential learning opportunities with the St. Louis Cardinals, St. Louis Blues, Populous, and the St. Louis ownership group seeking to bring an expansion MLS franchise to St. Louis
- Helped students find internship opportunities with the St. Louis Sports Commission, St. Louis Cardinals, Populous, Wasserman, and the Sacramento Kings
- Generated significant media exposure for the university through his national television appearances, as well as numerous “hits” in print, radio, Internet, etc...

As the Founder and CEO of Sportsimpacts, Dr. Rishe’s firm has conducted over 80 economic impact studies including 3 Super Bowls (2016, 2011, 2006), 3 Final Fours, and a Ryder Cup. Additionally, he has long-standing ties with the National Association of Sports Commissions (which serves over 800 sports commissions and tourism agencies across America) through the creation/refinement of their economic impact calculator. He has served as an expert witness in economic damages calculations for Manny Pacquiao, an Olympic skier, and a professional football agent wrongfully terminated from his firm. As of November 2016, he is drafting an economic impact report for St. Louis’ bid for an MLS expansion team.

Academically, he has published 16 academic papers in peer-reviewed journals (6 in the last 3 years), including *Sport Marketing Quarterly* and the *International Journal of Sport Finance*. In the classroom, he has taught Sports Business courses at UCLA, Saint Louis University, and Pepperdine University, has been a guest speaker at Harvard’s Sports Law Symposium and NYU’s Tisch Graduate School of Sport Management, and recently moderated a Business of Sports panel at the 2016 MIT Sports Analytics Conference, a ticketing panel at the 2015 MIT Sports Analytics Conference and a stadium economics panel at the 2015 Stanford University’s Sports Innovation Conference.

Prior to joining Washington University in June 2015, Dr. Rishe enjoyed a distinguished 16-year career in the George Herbert Walker Business School at Webster University, where he reached the rank of Full Professor in Spring 2013 and was nominated for the illustrious Kemper Teaching Award in Spring 2015. During the 2014-15 academic year while on sabbatical at Loyola Marymount University in Los Angeles, he won the Cura Personalis Award in Spring 2015 from LMU's Economics Department.

In media, Dr. Rishe has been a contributing OpEd columnist for FORBES.com since 2010, where he has published over 800 pieces which have garnered over 4 million readers. In related media works, his insights on topical sports business issues have appeared on various national media outlets such as NBC Nightly News, CBS News, CNBC, Bloomberg TV, CNN, Fox Business, New York Times, USA Today, Wall Street Journal, L.A. Times, ESPN Radio, Fox Sports Radio, Marketplace Radio, and NPR.

Dr. Rishe holds a PhD in Economics from Binghamton University (N.Y.), and a Bachelors and Masters degree in Economics from the University of North Carolina at Charlotte. He is originally from Potsdam, NY, a small college town in Northern New York located 20 miles from the Canadian border, and home to Clarkson University and the State University of New York at Potsdam. An avid outdoor enthusiast, his passions including running, cycling, hiking, golf, tennis, soccer, and hockey. He enjoys vacationing on the west coast during the summers, with particular affinities towards Los Angeles and Vancouver.

## SUMMARY of PROFESSIONAL ACHIEVEMENTS

### *Current Professional Titles:*

- Director, Sports Business Program, Washington University in St. Louis (June 2015-Present)
  - Additionally, Senior Lecturer of Sport Management
- Founder/President, Sportsimpacts (2000-Present)
- Sports Business Contributor, Forbes.com (2010-Present)

### *Consulting and Media Achievements:*

- Over 80 sports-related Economic Impact studies completed since 2000, including 3 Super Bowls, 3 Final Fours, and serving as expert economist in 2 high-profile cases (2015-16 football agent employment lawsuit, 2012 Manny Pacquiao defamation lawsuit);
- As of Nov 2016, authoring economic impact study of potential MLS expansion into St. Louis;
- Completed projects for over 20 Division I NCAA Championship events, several college bowl games, and economic impact studies for two of America's largest athletic departments (Ohio State, University of Texas);
- Attracted over 2.4 million readers for 750+ Sports Business OpEd articles authored since May 2010;
- Monthly national media appearances (e.g. CNBC, Bloomberg TV, FoxBusiness, CNN) discussing topical Sports Business stories, including two appearances on CBS Evening News and 4 appearances on CNBC's "Squawk Box" the last 2 years ([click here](#) for sample).

### *Academic Achievements:*

- 16 articles published in peer-reviewed journals (5 of which in 2014 alone – [click here](#) to learn more)
- In 2015 and 2016, moderated Sports Business panels at both MIT (twice) and Stanford;
- In a 16-year career at Webster University, achieved tenured, reached rank of Full Professor, and was nominated for Kemper Teaching Award in Spring 2015;
- During the 2014-15 academic year on sabbatical, earned the prestigious Cura Personalis Award while a Visiting Economics Professor at Loyola Marymount University (LA);
- Since 2010, earned invitations as guest speaker on Sports Business topics at Harvard University, New York University, UCLA, University of British Columbia, and Saint Louis University
- Invited Lecturer for Sports Economics courses at Washington University (St Louis), Saint Louis University, Pepperdine University, and UCLA.

### *Service and Curricular Achievements:*

- As Washington University's Sports Business Director, organized the 2015 and 2016 Olin Sports Business Summit, both of which attracted over 2 dozen sports business professionals for a day-long event featuring numerous panels and one-on-one discussions;
- Collaborated with Olin Business School leaders to create new courses in Sports Analytics and Sports Law to support the Sports Business minor;
- During the 2014-15 year at Loyola Marymount, organized Sports Speakers Series in both Fall and Spring Semesters, and helped created their inaugural "Sports Studies Club", which toured numerous sporting events in Spring 2015 while networking with local sports industry executives.