



February 8, 2022

Dear Members of the Georgia House Ways and Means Committee,

As a business organization focused on a vibrant tourism sector and economy, the Metro Atlanta Chamber encourages you to support House Bill 1034. This bill extends the sunset on the sales tax exemption on tickets for major sporting events, ensuring Georgia's competitiveness as a host for future events.

Thanks to the work of the Georgia General Assembly in 2016, Georgia has significantly gained from the current sales tax exemption on tickets for nonrecurring major sporting events. Over the past five years, Georgia hosted the 2016 College Football Playoff Semifinal, 2018 College Football Playoff National Championship, 2019 Super Bowl, and was selected to host the 2020 NCAA Men's Final Four, which was canceled due to the COVID-19 pandemic. Georgia has benefitted from a collective economic impact of over \$550 million as a host state for these world-class events.

Additionally, this bill includes a ticket sales tax exemption for all matches of a FIFA World Cup, better positioning Atlanta to be a host site for the upcoming 2026 FIFA World Cup. With an economic impact of over \$400 million and combined viewership of 3.5 billion viewers in 2018, hosting FIFA World Cup matches and the International Broadcast Center provides a once-in-a-generation opportunity to showcase Georgia to a worldwide audience not seen since the 1996 Summer Olympics.

The Metro Atlanta Chamber supports this legislation and asks for your favorable consideration of House Bill 1034. By extending the sunset on the sales tax exemption on tickets for major sporting events and including FIFA World Cup matches, Georgia remains competitive to host major sporting events and drive the state's tourism and convention ecosystem.

Sincerely,

Marshall Guest
Senior Vice President, Business Climate

Dan Corso
President, Atlanta Sports Council