

Super Bowl LIX's Huge \$1.25 Billion Impact

By Louisiana Economic Development

BATON ROUGE—Super Bowl LIX brought more than football to New Orleans—it helped deliver one of the largest economic impacts in NFL history, serving as the centerpiece of a historic era for Louisiana Economic Development, which has secured nearly \$62 billion in new capital investment since the start of Governor Jeff Landry's administration.

A newly released study from Louisiana State University's E. J. Ourso College of Business found the event generated \$1.25 billion in total economic activity statewide, more than doubling the impact of the 2013 New Orleans Super Bowl and ranking as the second most financially impactful Super Bowl of all time, even when compared to much larger host cities.

"Super Bowl LIX was a tremendous success for New Orleans and all of Louisiana," Governor Jeff Landry said. "Hosting the Super Bowl is so much more than a football game. It's an opportunity to drive an economic impact that is both immediate

and long term. We seized the opportunity to showcase Louisiana, and we scored huge!"

The study, authored by LSU Professor Dek Terrell and Economist Nikolas J. Henderson, highlights how the event reached beyond the big game to help grow local businesses, support thousands of jobs, and position Louisiana for even greater future growth.

Economic Impact at a Glance

- \$1.25 billion total statewide economic impact
 - 9,787 local jobs supported statewide
 - \$658 million in total spending by visitors and vendors
 - \$395 million in wages generated for Louisiana workers
 - \$82.7 million in state and local tax revenue
 - 115,000 total attendees, including 100,000 from out of state, representing 45 US states
- The 2025 event also marked the eleventh time New Orleans hosted the Super Bowl, matching Miami's hosting record.

"New Orleans is one of America's great sports cities—a shining example of culture, resiliency, and



community empowerment," NFL Commissioner Roger Goodell said.

"By hosting its record-tying eleventh Super Bowl shortly after a national tragedy, the Big Easy showed us the power of coming together to achieve

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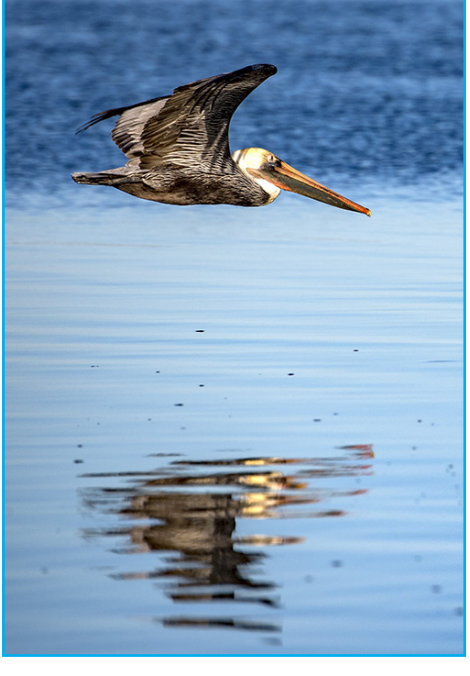
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NEW ORLEANS REGIONAL TRANSIT AUTHORITY

PUBLIC NOTICE
OF
PROPOSED OVERALL DISADVANTAGED BUSINESS ENTERPRISE
(DBE) GOAL FOR FISCAL YEARS 2026 - 2028

The New Orleans Regional Transit Authority (RTA), in accordance with requirements of the U.S. Department of Transportation (USDOT), 49 CFR Part 26, as amended, hereby notifies the public that it is recommending an overall 34% DBE goal for participation in Federal Transit Administration (FTA) – assisted contracts during Fiscal Years 2026 – 2028.

The proposed methodology and its rationale used to determine the level of DBE participation will be available for public review for 30 calendar days from the date of this notice from 8:30 a.m. to 4:45 p.m., CST, Monday – Friday, Regional Transit Authority Administrative Facility located at 2817 Canal Street, New Orleans, La. 70119. Written comments on this goal will be accepted for 45 days from the date of this notice and may be sent to Adonis C. Expose', Principal DBE/SBE Liaison Officer, at the above address or submitted to aexpose@rttaforward.org

Lagniappe Baking is an independently owned pop-up Bakehouse by pastry chef Kaitlin Guerin. Created to make one-of-a-kind assorted Pastry Boxes that highlight the local, seasonal bounty of the Crescent City's agriculture, each box is meant to challenge your taste buds with flavor combinations and leave you with joy and anticipation for the next.

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For more info contact
Valerie Voorhies at
vvv@sbeinc.com

SOUTHEAST EVENTS FOR YOUR BUSINESS

2025

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, June 17, 2025, 1:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Patrice Dozier, patrice.dozier@sba.gov
Fee: Free; registration required
SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification! Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at <https://www.eventbrite.com/e/woman-owned-small-business-wosb-certification-program-tickets-1123663631169>

8(a) Orientation and SAM Registration Webinar
Wednesday, June 18, 2025, 9:30 am–11:30 am CDT Online
Main Sponsor(s): US Small Business Administration
Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov
Fee: Free; registration required
Join the Small Business Administration (SBA)

Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. For this and other events, one goal is to better address the needs of attending current and soon-to-be business owners. To register for this free webinar, visit <https://www.sba.gov/event/65168>

Selling to the Federal Government Webinar
Thursday, June 26, 2025, 12:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register online at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting.

CERTIFICATION

Small Business Exchange, Inc.
is DBE certified by the Louisiana UCP.