

# Doing What's Never Been Done Before

## Super Bowl XLVI: Spearheading the First Super Bowl Village and Setting a New Standard in Indianapolis

"Why do we have to follow the same playbook?"



Football



Construction



Village

**\$600k**

Managed (Of a \$5 Million Budget)

**14**

Volunteer Committees

**8,000**

Volunteers

**1**

Million Visitors

**2**

Years to Plan

### The Problem

As a SEAR 1 event (Special Event Assessment Rating 1), each respective Super Bowl typically takes approximately four years to plan, with senior executive staff coming in around 2-3 years before Game Day. In November of 2010 when Jeremiah Shirk was the 12th person hired on staff as the liaison between the NFL & the local Host Committee related to transportation & parking The Village Project needed to be ready by January 26, 2012, and Sunday, February 4, 2012, was Game Day. This was the first year a Super Bowl Village was being created. At the time, Jeremiah knew what had been done in other cities for the Super Bowl, but no framework existed for building a Super Bowl Village & two simultaneous events. They had a blank slate.

### The Showpiece Solution

Our brilliant team managed and coordinated transportation and logistics for over 1 million visitors to both the Super Bowl event and executed the first-ever Super Bowl Village. We assisted in managing and coordinating ADA/Mobility inclusion, aviation services, the Super Scarves charity, weather preparedness and response, legal review, risk management, and other event operations. As a result, Indianapolis' first "swing of the bat" at a Super Bowl event has been celebrated as the best in the history of the game.

### The Encore

Pulling off a successful Super Bowl event under any circumstance is an applause-worthy achievement. Our team helped to make it happen on a quickened timeline while simultaneously pioneering the inaugural Super Bowl Village (now coined the Super Bowl Boulevard). Since the launch of Super Bowl Boulevard, it has become a requirement of host cities, further reinforcing the legacy of Super Bowl XLVI.