



October 13, 2025

The Honorable Tim Walberg
Chairman
Committee on Education and Workforce
U.S. House of Representatives
Washington, DC 20515

The Honorable Robert C. "Bobby" Scott
Ranking Member
Committee on Education and Workforce
U.S. House of Representatives
Washington, DC 20515

Chairman Walberg and Ranking Member Scott:

I am writing as the CEO of the Atlanta Hawks and State Farm Arena, and a life-long Atlantan who believes live entertainment and sports are critical vehicles for revitalizing cities and connecting communities. It is with that in mind, that I write to express my strong support for H.R. 4624, otherwise known as the *Muhammad Ali American Boxing Revival Act*.

For nearly 100 years, boxing was one of the most popular sports in America, consistently selling out arenas and stadiums around the country. For decades, millions of fans in cities like Las Vegas, Atlanta, Chicago, Houston, Los Angeles, and New York would flock to local venues to see their boxing heroes-- American legends of the sport like Muhammad Ali, Joe Louis, Jack Dempsy, Mike Tyson, Sugar Ray Leonard, and Floyd Mayweather, Jr.,

However, in the past twenty years, the number of marquee boxing events held at venues in the United States has slowly declined, with many of boxing's premier fights now taking place overseas.

As just one example, since 2015, the majority of the most notable heavyweight title matches have taken place outside of the U.S.

As these boxing matches have migrated out of the U.S., they have also taken away the economic benefits that such popular, sold-out spectacles deliver to the host community.

Each moderate to large-scale boxing event represents a local economic engine for our venues. Local workers are employed in event operations, hospitality, security, and across many other functions. In addition, neighboring businesses outside of our buildings, such as restaurants, bars, and hotels, all see a spike in revenue due to the increase in consumer spending from local fans and out-of-town visitors.



To use the closest analogue to boxing in combat sports, major UFC events routinely generate tens of millions of dollars for the communities that host them. To cite just a few examples: **UFC 290** at T-Mobile Arena in 2023 generated \$99.3 million in economic impact for the Las Vegas area; **UFC 292** held at TD Garden in Boston in 2023 generated \$41 million in economic output for the surrounding region; and **UFC 302** held at Prudential Center in 2024 generated \$26.8 million in economic impact for the Newark metropolitan area. *(All research conducted and verified by analytics firm Applied Analysis.)*

By bringing more boxing cards to venues nationwide, communities around the country can share in these economic benefits.

The *Muhammad Ali American Boxing Revival Act* would add to the available inventory of professional boxing matches in the United States by encouraging and incentivizing new promotions to produce such events. As you know, this legislation will not replace the current professional boxing structure involving sanctioning organizations. Instead, this bill allows for the creation of a separate, parallel system that would produce more boxing events. These additional events would complement any boxing cards hosted in our venues that take place under the auspices of the sanctioning bodies system.

Ultimately, as the CEO of a venue and sports team, my goal is to deliver world-class and unmatched fan experiences, while generating measurable positive economic impact in my community. As such, we support this effort to expand and enhance the professional boxing landscape through the *Muhammad Ali American Boxing Revival Act*.

We respectfully urge Congress to enact H.R. 4624, which would encourage, incentivize, and expand the scheduling of professional boxing events in the U.S. while also reviving American interest in this storied and celebrated sport.

Sincerely,

Steve Koonin
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