

UPGRADES AHEAD FOR GREENSBORO

Arena gets facelift in advance of ACC Championships

by DAVE BROOKS

“Our local leaders recognize that our facility is the key economic engine of our community, especially as we face competition, not just in our own state, but region-wide.” — MATT BROWN

The Greensboro (N.C.) Coliseum has launched a comprehensive remodeling effort in advance of the March Atlantic Coast Conference basketball championship that includes a new scoreboard, lower level concessions, a new themed bar and lounge area and expanded access to disabled seating. The \$24-million expansion project is being paid for by a new hotel and motel tax.

“Our local leaders recognize that our facility is the key economic engine of our community, especially as we face competition, not just in our own state, but region-wide. We’ve got to continue to improve if we’re going to compete with the eight- and nine-figure arenas and stadiums being developed around the country,” said Matt Brown, managing director for the Greensboro Coliseum Complex.

In the last year, the facility has already grown substantially. In 2011, crews completed the ACC Hall of Champions, an 8,100-sq.-ft. exhibition space and museum highlighting the history of the basketball-driven ACC through informative displays highlighting the schools that make up the conference. Besides the White Oak Amphitheatre, an outdoor venue

with a seating capacity of over 7,600 and The Terrace, a 12,900-square-foot banquet facility, Greensboro also saw the opening of the 78,323-square foot, state-of-the-art Greensboro Aquatic Center, which celebrated its first year anniversary in September.

“That project has been hugely successful,” said Brown, noting in its first 12 months, the center hosted more than 36 meets, featuring 15,215 participants with a total attendance of 120,820. The biggest event was the 2012 U.S. Masters Swimming Spring National Championships, featuring 12 active Olympians and marking the first time North Carolina has hosted a Masters Swimming national competition in 20 years.

“We also have a partnership with our local school district for a privately financed swimming lessons program that included 280 second graders in our first year,” Brown said.


Over at the coliseum, a busy booking schedule hasn’t slowed construction as teams work to finish the arena in time for the ACC Championship. Brown hopes the \$1-million scoreboard upgrade will significantly increase the LED screen size and create more opportunities for content delivery and sponsorship. A bottom-run LED ring adorns the facility and

allows for additional content and messaging.

Brown said construction crews also plan to provide significantly better sightlines for the patrons in the rear of the lower level and suites — crews will remove the front row of the upper level and replace it with a smaller viewing area. The Coliseum is also scrapping its smaller 18-inch seats for completely new, wider 20-inch seats with upholstered backs and bottoms along with additional disabled viewing areas in the lower level. And in the northwest corner of the lower level, officials will open “Natty Green’s,” a themed bar modeled after a popular local Greensboro hangout.

“We’re very focused on improving the fan experience because we know consumers have a lot of options when it comes to where they can spend their entertainment dollars,” Brown said.

After the ACC Championship ends, crews will begin Phase II of the remodel, which includes the widening of the upper concourse with new restrooms and concession stands.

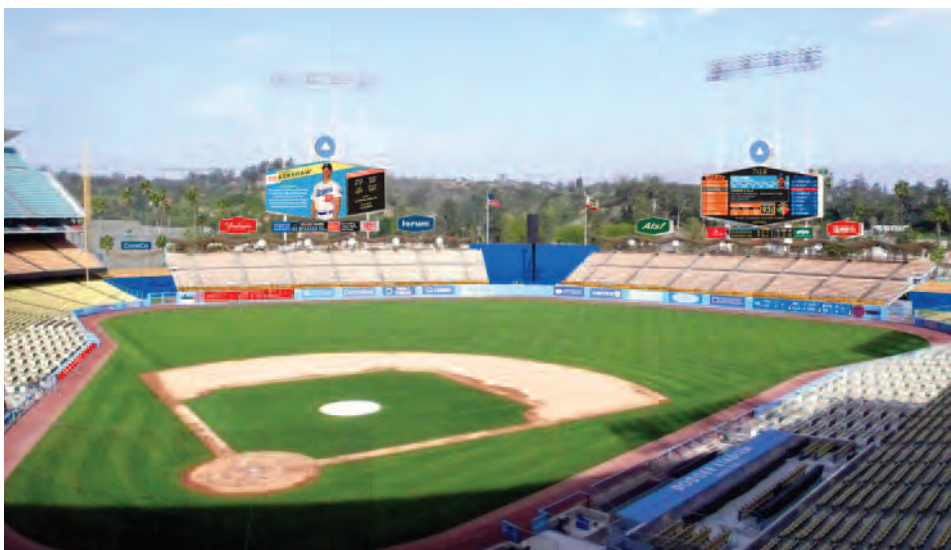
“This final upgrade will mean a positive experience for everyone at the facility,” Brown said. 

Interviewed for this story: **Matt Brown**, (336) 373-7400

RENOVATING ICONS

When a stadium has its own fans, change becomes a sensitive subject

by JESSICA BOUDEVIN



A rendering of Dodger Stadium after renovations, including new LED boards. (Photo by Los Angeles Dodgers)

Sports and passion go hand in hand. Fans develop special relationships with their team. Whether attending every game a season, or making a yearly pilgrimage to walk through a venue's gates fosters the connection, fans end up making a bond with not only the team, but the stadium that houses it.

While this connection between fan and stadium can be great for establishing loyalty, it can lead to problems when it's time to renovate, or change, the venue. This year, some iconic brands are involved in renovation or construction.

Major League Baseball's Los Angeles Dodgers chose the renovation route, pumping \$100 million into the 50-year-old Dodger Stadium. The National Football League's Minnesota Vikings have opted for a different

route. The Minnesota Sports Facilities Authority is hard at work on plans for a multipurpose, \$975-million stadium to replace the Metrodome.

Both stadiums have storied histories and passionate fans, and there are reasonable explanations for making completely different decisions.

RENOVATION SITUATION

A lot is changing at 1000 Elysian Park Ave. in Los Angeles. After a tough few years with fan injuries and team ownership scandals, Guggenheim Group has secured ownership and re-vamped the roster.

Keeping the same stadium, but adding much-needed safety features, technology upgrades, and amenities, was just one way to remind the fans that it's the same Dodgers brand they've come to know and love.

"We're blessed with having this historic,

iconic brand that has a unique relationship with its fan base," said Dodgers President and CEO Stan Kasten. "Those people have come to love this stadium in a way that people don't have a connection with with other stadiums."

"We were trying to walk that line and keep a balance between maintaining the things that people love while still giving them the modern experience," he added.

The Dodgers brought on Janet Marie Smith as Sr. VP of planning and development in part for her history with renovating iconic facilities. She had been heavily involved in the updates made at Fenway Park in Boston.

"My biggest asset to Dodger Stadium is the fact that I know it as a fan, first," said Marie Smith, who used to attend games in the 80s.

Architects for the renovation include Boston-based D'Agostino Izzo Quirk, and Los Angeles' Levin & Associates. Mia Lehrer + Associates took care of landscape design around the facility.

Besides the history of the stadium with the brand, the capacity of the stadium played a role in the decision to renovate as opposed to demolish. The number of seats in the stadium will stay the same at 56,000.

Though every level of the building is being touched by renovation, the footprint of the actual stadium will not significantly increase.

DEMOLITION DECISION

The Minnesota Vikings represent the other side of the spectrum. Plans for the new stadium, being referred to as The People's Stadium, are well underway with construction beginning in the fall. Plans to demolish the Metrodome are scheduled for a tentative January 2014.

The Metrodome, built in 1982 for \$55 million, is the only stadium to have hosted MLB's All-Star Game, two World Series, the Super Bowl, and the Final Four NCAA Division I Men's Basketball Championship. It has held concerts by legends and hosts dozens of community events each year.

So why blow up 'the Marshmallow' — the nickname bestowed upon the venue by Minnesota fans in honor of its inflatable roof?

According to Michele Kelm-Helgen, chair at Minnesota Sports Facilities Authority (MSFA) that owns and operates both the Metrodome and the new building, renovating the dome was never really an option.

"It was pretty clear that the basic configuration that we have here at the Metrodome was not going to be able to be retrofitted to meet the needs of the NFL football experience," she said. "All the new stadiums just have a lot more public space, a lot more amenities within the facility for fans and premium seatholders, and also general amenities for the public."

The Metrodome is about 975,000 square feet. The new stadium is estimated to be 1.5-1.6 million square feet. And though the new stadium will be set up to host the same number of fans as the Metrodome at 65,000, The

People's Stadium will have the capability to expand to a capacity of 73,000 for a potential Super Bowl.

HOMAGE TO HISTORY

Whether stadiums undergo renovation or a team decides to build an entirely new facility, there is always the question of how to respectfully pay tribute to the past.

For the Dodgers, it's all about educating future fans on the club's past.

"We have little areas combining history with retired numbers and oversized rings, baseball themes," said Kasten. "We'll combine history and things of interest for kids."

Marie Smith added that there will be oversized bobbleheads on the Reserve Level. The Club Level will include artwork and photos from the Dodgers archives that fans have never had an opportunity to see.

At the People's Stadium, a Vikings Hall of Fame is in the works.

"That will also be a way to commemorate the Metrodome and all of the many years — which were good years in many ways — of football held at the old 'Dome,'" said Kelm-Helgen. "It will kind of be a bridge that can celebrate what had been there and the long his-

tory of the Vikings and the community and what it means to Minneapolis."

The Hall of Fame would be open year-round, as well as a team store and public plaza.

The stadium's design will help establish a new fan relationship. HKS, the company that designed Cowboys Stadium in Arlington, Texas, and Lucas Oil Field in Indianapolis served as the architect for the People's Stadium.

"We're going to have a large public plaza that will really bring the neighborhood and downtown to the stadium, and there will be all kinds of walking paths, bike trails and sidewalks that lead us to those neighborhoods," said Kelm-Helgen.

The new stadium will also be multipurpose, with the ability to accommodate soccer and baseball, as well as concerts and other events. With the opportunity for more events and more community inclusion, Kelm-Helgen said she thinks the neighborhood will rally around the new venue.

Interviewed for this story: **Stan Kasten** and **Janet Marie Smith**, (323) 224-1301; **Michele Kelm-Helgen**, (612) 335-3319



McCamish Pavilion
Georgia Tech University

RENOVATION
REINVENTED

Georgia Tech's renovated McCamish Pavilion reopened in November of 2012 as one of the top college arenas in the nation, setting a new standard for the collegiate spectator experience. Melding modern fan amenities with the facility's rich history, McCamish Pavilion features:

- A brand new interior, seating bowl and dramatic theatrical lighting
- Improved sightlines and closer proximity to the action
- An open, 270 degree court view from the concourse
- Exposed structural columns and beams original to the building
- A two-story, glass front, ceremonial lobby that acts as a gateway to campus

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F +1 816 221 1578 populous.com

Blueprints

VT 2013 STADIUM CONSTRUCTION UPDATE

SOURCE: 2012/2013 VENUES TODAY INTERNATIONAL VENUE RESOURCE GUIDE and VENUES TODAY DATABASE

AUSTRALIA

MELBOURNE

MELBOURNE CRICKET

GROUND/MCG (RENOVATION)

PO Box 175, 8002
+61 3 9657 8888
Fax: +61 3 9650 5682
communications@mcc.org.au
www.mcg.org.au
CAPACITY: Stadium - 100,018 seats;
Suites: 130; Members Reserve -
43,615 sq. ft.; Ponsford Stand -
23,928 sq. ft.; Olympic Stand -
38,341 sq. ft.; Great Southern
Stand - 19,397 sq. ft.

RENOVATION OPENING DATE: 2013

COST OF RENOVATION: \$55 million

STAKEHOLDERS: Architect: Cox
Architecture; **Owner:** State
Government of Victoria;
Management: MCC (Melbourne
Cricketer Club)

CONTACTS: Pres.: Paul Sheahan;
CEO: Stephen Gough; **Comm.**
Mgr.: Shane Brown, +61 4 1835
3431, shaneb@mcc.org.au;
FEATURES: Renovation of MCG
Great Southern Stand. Stage 1
work includes improved spectator
amenities, corporate dining facili-
ties and bars, new entries and
ticketing, and theming and brand-
ing for the home club team.

NORTH ADELAIDE

ADELAIDE OVAL

CAPACITY: Stadium - 50,000 seats
OPENING DATE: 2014
COST OF CONSTRUCTION: \$450 million
STAKEHOLDERS: Architect: Cox
Architecture
FEATURES: Baulderstone was
awarded the construction contract.

BRAZIL

BRASILIA

ESTÁDIO NACIONAL DE BRASÍLIA

CAPACITY: Stadium - 71,412 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$346 million
STAKEHOLDERS: Architect: Castro
Mello Arquitetos; **Owner:** Governo
do Distrito Federal
FEATURES: Built at the site of the
former Estádio Mané Garrincha.
World Cup 2014 host.

CUIABA

ARENA PANTANAL

CAPACITY: Stadium - 42,968 seats
OPENING DATE: 2013

COST OF CONSTRUCTION: \$261 million
STAKEHOLDERS: Architect: GCP
Arquitetos
FEATURES: World Cup 2014 host.

CURITIBA

ARENA DA BAIXADA/ESTÁDIO JOAQUIM AMERICO GUIMARAES (RENOVATION)

80250-070
+55 41 2105 5616
CAPACITY: Stadium - 41,456 seats
STAKEHOLDERS: **Owner:** Atletico
Paranaense; **Management:** AEG
Facilities
FEATURES: Being renovated for
World Cup 2014.

MANAUS

ARENA DA AMAZONIA

Av. Djalma Batista, 3637, Flores,
69050-010
+55 92 3194 1600
Fax: +55 92 3194 1666
arenadaamazonia2014@gmail.com
http://arenadaamazonia.com.br
CAPACITY: Stadium - 44,000 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$267 million
STAKEHOLDERS: Architect: GMP
Architects
FEATURES: World Cup 2014 host.

NATAL

ESTÁDIO DAS DUNAS

CAPACITY: Stadium - 42,086 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$209.8 million
STAKEHOLDERS: **Owner:** Public-private
partnership with six multina-
tional investors; **Architect:** Populous
FEATURES: World Cup 2014 host.

PORTO ALEGRE

ESTÁDIO BEIRA-RIO/ESTÁDIO JOSE PINHEIRO BORDA (RENOVATION)

Avenida Padre Cacique 891, Praia
de Belas, 90810-240
+55 51 3230 4600
aimprensa@internacional.com.br
www.internacional.com.br
CAPACITY: Stadium - 50,287 seats
RENOVATION OPENING DATE: 2014
STAKEHOLDERS: **Owner:** Sport Club
Internacional
CONTACTS: PR: Aleco Mendes, +55
51 3230 4674
FEATURES: To undergo renovations
and increase seating capacity to
50,287. World Cup 2014 host.

RECIFE

ARENA PERNAMBUCO

CAPACITY: Stadium - 46,000 seats;

Suites: 104
OPENING DATE: 2013
COST OF CONSTRUCTION: \$251.4 million
STAKEHOLDERS: **Owner:**
Odebrecht/Gov't of Pernambuco;
Management: Clube Nautico
Capibaribe/AEG
FEATURES: World Cup 2014 host.

RIO DE JANEIRO

ESTÁDIO DO MARACANA/ESTÁDIO MARIO FILHO (RENOVATION)

Rua Professor Eurico Rabelo, s/n,
portao 18, Maracana, 20271-150
+55 21 8871 3950
CAPACITY: Stadium - 78,838 seats
RENOVATION OPENING DATE: 2013
STAKEHOLDERS: **Owner:** State of Rio
de Janeiro
FEATURES: Closed for renovations.
World Cup 2014 host.

SALVADOR

ARENA FONTE NOVA (ESTÁDIO OTÁVIO MANGABEIRA)

217-547
CAPACITY: Stadium - 56,500 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$591.7 million
STAKEHOLDERS: Architect: Schultz
+ Partner Architekten; **Architect:**
OAS, Odebrecht
FEATURES: World Cup 2014 host.

SAO PAULO

ARENA DE ITAQUERA (ARENA CORINTHIANS)

Av. Miguel Inácio Curí, 111 -
Itaquera, 08295-005
CAPACITY: Stadium - 68,000 seats
OPENING DATE: 2013
STAKEHOLDERS: **Owner:**
Corinthians; **Management:**
Corinthians; **Architect:** Aníbal
Coutinho; **Architect:** Odebrecht
FEATURES: To replacte Pacaembu
Stadium as the home stadium of
Corinthians. World Cup 2014 host.

NOVA ARENA

CAPACITY: Stadium - 45,000 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$185 million
STAKEHOLDERS: **Management:** AEG
CONTACTS: AEG Bus. Dvlp.: Chuck
Steedman, 55 (86) 0 22496333

CANADA

MANITOBA

WINNIPEG

INVESTORS GROUP FIELD
CAPACITY: Stadium - 40,000 seats

OPENING DATE: 2013
COST OF CONSTRUCTION: \$190 million
FEATURES: The 33,422-capacity sta-
dium will be home to the CFL's
Winnipeg Blue Bombers.

IRAQ

AL-MENAA

NEW SOCCER STADIUM

CAPACITY: Stadium - 30,000 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$86 million
STAKEHOLDERS: **Owner:** Iraqi
Ministry of Youth and Sport;
Architect: 360 Architecture
FEATURES: Building is designed
around a nautical theme; includes
only a handful of suites. Built to
meet FIFA requirements for inter-
national soccer facility.

BASRA

BASRA SPORT CITY STADIUM

CAPACITY: Stadium - 65,000 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$500 million
STAKEHOLDERS: **Owner:** Iraqi
Government; **Architect:** 360
Architecture
CONTACTS: PR: Lindsay Peters,
Lpeters@360architects.com
FEATURES: Site of the 2013 Gulf
Games. To include the soccer sta-
dium, smaller track venues and
several tracts of athlete housing.
Phase II will include three smaller
multiuse arenas; a natatorium;
tennis stadium; mosque; amuse-
ment park, and more.

NAJAF

NEW SOCCER STADIUM-NAJAF

CAPACITY: Multipurpose Stadium -
30,000 seats
OPENING DATE: Late 2013
COST OF CONSTRUCTION: \$83.8 million
STAKEHOLDERS: **Owner:** Iraqi
Ministry of Youth and Sport;
Architect: 360 Architecture
FEATURES: Architects utilized lattice-
work and ornamental forms found
in Islamic architecture around the
entire orthogonal structure of Najaf
stadium. Facility includes cooling
towers with misting system to con-
trol temperatures.

ITALY

ROME

AS ROMA STADIUM

Tor di Valle
CAPACITY: Stadium - 55,000 seats

OPENING DATE: 2016
COST OF CONSTRUCTION: \$215 million
STAKEHOLDERS: Architect: Woods
Bagot; **Owner:** AS Roma SpA
FEATURES: Dan Meis, architect for
Staples Center in Los Angeles,
has been given the go-ahead to
design a stadium for Serie A team
AS Roma, to be based on the
design of the Coliseum.

MEXICO

GUADALUPE

ESTÁDIO DE FUTBOL MONTERREY

Avenida Pablo Livas
info@estadiodefutbolmonterrey.com
www.estadiodefutbolmonterrey.com
CAPACITY: Stadium - 51,000 seats;
Suites: 300
OPENING DATE: 2014
COST OF CONSTRUCTION: \$200 million
STAKEHOLDERS: Architect: Populous
CONTACTS: Chmn.: Jose Gonzalez
Ornelas
FEATURES: Was supposed to open
in 2011 but has been delayed.

QATAR

DOHA

SPORTS CITY STADIUM

CAPACITY: Stadium - 47,560 seats;
Suites: 116
OPENING DATE: 2017
COST OF CONSTRUCTION: \$1 billion +
STAKEHOLDERS: Architect:
Populous; **Owner:** Qatar
FEATURES: One of 12 stadiums
being built for the 2022 FIFA World
Cup. Qatar plans to spend \$57 bil-
lion preparing for the games. The
multipurpose venue is designed to
be one of the most sophisticated
in the world, capable of 'trans-
forming' by disassembling and
reassembling into seven various
sporting configurations.

RUSSIA

MOSCOW

SPARTAK STADIUM

spartak.com/main/8639/8642/
CAPACITY: Stadium - 45,000 seats
OPENING DATE: 2013
COST OF CONSTRUCTION: \$250 million
STAKEHOLDERS: Architect: Aecom
CONTACTS: Gen. Dir.: Valery Karpin;
PR Dir.: Leonid Trakhtenberg
FEATURES: Being built on the site

CONTINUED ON PAGE 12 →

CONGRATULATIONS THE AVETT BROTHERS

ON A RECORD-BREAKING SHOW

NEW YEAR'S EVE GREENSBORO, NC 13,052 TICKETS SOLD \$622,957.89 GROSS



Greensboro
Coliseum



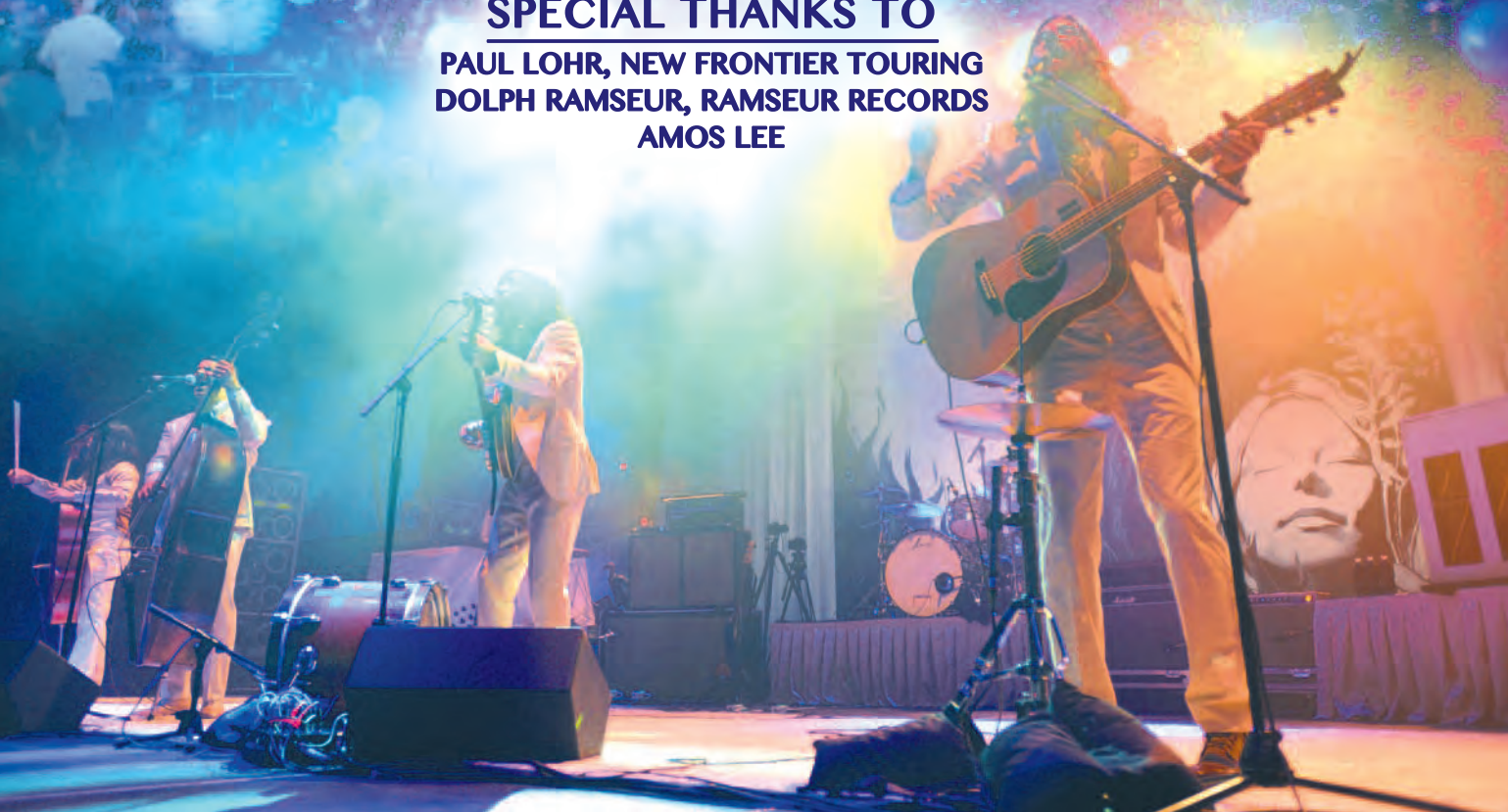
GREENEFIELDS



PRODUCTIONS

SPECIAL THANKS TO

PAUL LOHR, NEW FRONTIER TOURING
DOLPH RAMSEUR, RAMSEUR RECORDS
AMOS LEE



VENUE NEWS

← CONTINUED FROM PAGE 10

of the old Tushino airfield. Part of Russia's successful bid for the 2018 FIFA World Cup.

VTB STADIUM & ARENA

CAPACITY: Stadium - 33,000 seats; Suites: 98; Arena - 12,000 seats; Suites: 82

OPENING DATE: 2016

COST OF CONSTRUCTION: \$1.5 billion

STAKEHOLDERS: Developer: AEG;

Owner: VTB Bank, state owned;

Architect: David Manica

CONTACTS: AEG Contact: Brian

Kabatznick, 44 208 463 2190

FEATURES: To possibly include an

NBA Club, with a restaurant, children's play area, gym and retail store. Stadium expandable to 45,000.

Arena expandable to 15,000. Includes 650,000 sq. ft. of leasable space.

SOCHI

FISHT OLYMPIC STADIUM

www.sochi2014.com/en/games/places/objects/sea/central_stadium/

CAPACITY: Stadium - 45,000 seats

OPENING DATE: 2014

STAKEHOLDERS: Architect:

Populous; **Owner:** Olympstroy

FEATURES: To house opening, closing and medal ceremonies and to be World Cup capable per FIFA rules. The seating bowl will configure to provide between 25,000 and 45,000 seats to address 2014 Winter Olympic opening, closing and medal ceremonies.

SINGAPORE

SINGAPORE SPORTS HUB

230 Stadium Blvd., 397691

+65 6344 2660

Fax: +65 6344 5903

sales@sportshub.com.sg

www.sportshub.com.sg

CAPACITY: Stadium - 55,000 seats;

Suites: 63; Aquatic center - 6,000 seats;

Multipurpose/Arena - 3,000 seats;

Stadium - 13,000 seats

OPENING DATE: 2014

STAKEHOLDERS: Architect: Arup;

Management: Global Spectrum Asia;

Owner: Sports Hub Ltd Pte

CONTACTS: Managing Dir.: Mark

Collins, +65 6340 9243,

mcollins@sportshub.com.sg;

Mktg. Exec.: Vanessa Tan, +65

6340 9243,

vanessa.tan@sportshub.com.sg

FEATURES: Singapore's largest public-private-partnership project, will be the first in the world to host football, rugby, athletics and cricket in one venue. Will feature a retractable roof.

SWEDEN

STOCKHOLM

TELE2 ARENA

patrick.tengwall@globearenas.se

www.tele2arena.se

CAPACITY: Stadium - 30,000 seats

OPENING DATE: 2013

COST OF CONSTRUCTION: \$379 million

STAKEHOLDERS: **Owner:** City of Stockholm;

Management: AEG

CONTACTS: Bus. Dvlp. Mgr. for Stockholm Globe Arenas: Stefan

Gustavson, +46 8 600 9373; **Dir. of Comm. for Stockholm Globe Arenas:** Marie Lindqvist, +46 8 600

9352, marie.lindqvist@globearenas.se;

FEATURES: The first event is planned for Summer 2013.

UK

LIVERPOOL

ANFIELD STADIUM (RENOVATION)

Liverpool Football Club

Anfield Road, L4 0TH

+44 151 263 9199

www.liverpoolfc.com

CAPACITY: Stadium - 45,276 seats;

Suites: 32

STAKEHOLDERS: **Owner:** Fenway Sports Group; **Architect:** HKS Inc.

FEATURES: Since Liverpool Football Club was founded by Fenway Sports Group in 2010, plans are underway to redevelop the 19th-century stadium into a 60,000-seat venue. Architecture firm HKS Inc. has the project listed 'on the board.'

No date listed to break ground.

rooms, a state-of-the-art WiFi

system, new HD video boards by

ANC Sports, and landscape design

by Mia Lehrer + Associates. The

capacity will remain the same.

Renovation to be complete in time

for an exhibition game March 28.

www.vikings.com/stadium/new-stadium.html

CAPACITY: Stadium - 65,000 seats;

1,500,000 sq. ft.

OPENING DATE: 2016

COST OF CONSTRUCTION: \$975 million

STAKEHOLDERS: **Owner:** Minnesota Sports Facility Authority;

Architect: HKS Inc.

FEATURES: The team will pay 49 percent of construction costs: \$477 million, which is \$50 million more than owners initially committed. But the total public expense is slightly higher: \$348 million for the state and \$150 million for the city of Minneapolis.

ccamoni@swbyankees.com;

VP Mktg./Corp. Servs.:

Katie Beekman,

kbeekman@swbyankees.com;

FEATURES: The ballpark is set to

reopen for the 2013 season.

Architect for the renovation is

EwingCole.