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VenuesNow Pulse June 14, 2018: Which U.S. stadiums are World Cup contenders?

1 message

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Greetings, Samantha,

The 2018 FIFA World Cup kicks off this morning in Russia, but the 2026 edition is also top of mind, now that it's scheduled to return to the U.S., which was part of a three-country bid with Canada and Mexico. In his story below, Tim Newcomb explores the roster of potential U.S. stadiums for the event, a list that stands at 17 but will shrink to 10 for the tournament. Two stadiums — the Rose Bowl (pictured below) in Pasadena, Calif., and Camping World Stadium in Orlando, Fla. — have a chance to host World Cup games 32 years apart. That's a measure of longevity worthy of Pelé.





The Rose Bowl in Pasadena, Calif., is seen during the 1994 FIFA World Cup final. The stadium is a candidate to host games again in 2026. (Getty Images)

Who's Up For The Cup?

By Tim Newcomb

FIFA this week announced the United 2026 bid, a joint effort among the U.S., Mexico and Canada, as hosts for the 2026 World Cup. In the first three-country hosting plan, 10 U.S. cities and three each in Canada and Mexico will open stadium gates for the event, the first to expand from 32 to 48 teams.

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QUOTE OF THE WEEK

“We pledged to the university that we would identify a reputable company with solid leadership and a strong local presence, one that USF would be proud to call a sponsor.”

— Steve Griggs, chief executive officer for Tampa Bay Sports & Entertainment, on choosing brewer D.G. Yuengling & Son Inc. as the naming-rights sponsor for the University of South Florida arena.

PHOTO OF THE WEEK

The Broadway musical based on Tina Fey's 2004 movie hit "Mean Girls" went home empty-handed after Sunday night's Tony Awards telecast, but that's not slowing down business at the August Wilson Theatre in New York City, where the crowd-pleasing smash has been playing since April.



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Calling Kallpod

By Brad Weissberg

Kallpod's server-summoning devices are now available for guests at Live Nation amphitheatres and select Aramark stadiums and convention centers.

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Yuengling Goes To College

By Tim Newcomb

The University of South Florida has announced a 10-year naming-rights deal with brewer D.G. Yuengling & Son Inc. that will make the USF Sun Dome in Tampa the Yuengling Center starting July 1.

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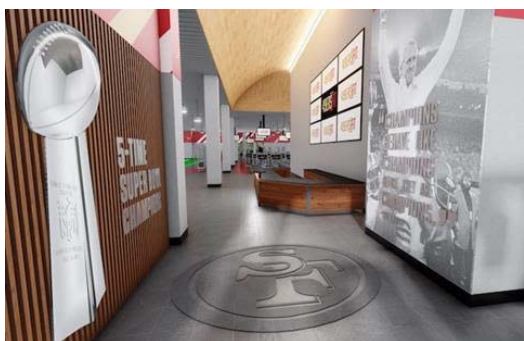


Small Arenas Fill Colleges' Needs

By Don Muret

The Iowa Arena, a 5,600-seat facility in Coralville, could signal a trend for major colleges in search of new facilities for nonrevenue sports, supported financially by mixed-use projects.

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49ers Ready To Get Fit

By Don Muret

The San Francisco 49ers recently announced their team-branded fitness center, 49ers Fit, which is set to open this year. VenuesNow had the story first — here's what we wrote about the project in March.

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Brûlée Serving At The Met

By Don Muret

Spectra-owned high-end catering service Brûlée Catering has signed on to provide food and beverage at The Met Philly, a historic theater being renovated by Live Nation that is scheduled to open later this year.

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L AFC, Earthquakes In The Clear

By Jen Booton

Clear, which provides expedited security lines at sports venues and airports, has added Major League Soccer's Banc of California Stadium and Avaya Stadium to its roster of locations.

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A New Home For Austin Soccer?

By Chad Swiatecki

Drawings from design firm Gensler show a potential home for Major League Soccer's Columbus Crew in Austin, Texas, with canopies and open corners to provide a break from the heat.

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Chesney Packs A Three-Show Punch

Three Louis Messina and AEG Presents' Kenny Chesney shows dominated our Hot Tickets 15,000-plus capacity chart this week. A stop at Lincoln Financial Field in Philadelphia grossed \$6,384,845, with attendance of 55,238 and a ticket range of \$51-\$254.

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VenuesNow Conference June 19

Florida Facility Managers Association, Eau Palm Beach Resort, June 17-19; VenuesNow Conference, The Beverly Hilton Hotel, Beverly Hills, Calif., June 19-20.

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MCCA Hires Leveston As GM

Joyce Leveston will leave her position at Walter E. Washington Convention Center in Washington, D.C., to head up the Massachusetts Convention Center Authority starting July 16.

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SHORT TAKES

Lamberth Leaves HOK For The Hatfield Group

Chris Lamberth, a vice president and marketing principal with HOK, has left the architecture firm to join consultancy the Hatfield Group. Lamberth spent the past 3 1/2 years with HOK. For about 11 years, he was employed with 360 Architecture, which HOK acquired in January 2015. Lamberth also worked for HKS and International Facilities Group. At the Hatfield Group, Lamberth joins company founder Erleen Hatfield, who started the firm this spring after leaving structural engineer BuroHappold. Her projects include Mercedes-Benz Stadium in Atlanta.

D.C. United Launches New Audi Field Mobile App

D.C. United has launched a new mobile app for Audi Field powered by VenueNext. The app offers fans exclusive team content, videos, photo galleries, scores, information about the stadium and more. Fans will also be able to purchase parking and order food and beverage for express pickup from

their smartphones.

AFC Bournemouth and AudienceView Extend Deal

AudienceView and Premier League soccer club AFC Bournemouth have extended their partnership and plan to improve the fan experience by staging ticket on-sales based on loyalty status, with points from prior purchases ranking supporters so they can buy tickets to more prestigious games.

RTS and Nationals Park Team For Sustainability

Recycle Track Systems Inc., an environmentally focused waste and recycling management company, has announced a multiyear partnership with Nationals Park, home of the Washington Nationals, to put into action initiatives to reduce stadium waste generated by the estimated 3 million annual visitors. The sustainability plan will combine recycling, food-waste composting, educational material and staff training to increase the amount of materials diverted from landfill disposal.

Denver's Summit Music Hall, Marquis Theater Closing For Refurbs

Denver's Summit Music Hall, which Live Nation Clubs & Theaters acquired in February, will close June 21 for renovations and an increase in capacity from 1,000 to 1,350. Plans call for it to reopen in September. The adjacent Marquis Theater, another Live Nation venue, will close July 2-Aug. 12, but Marquis Pizza ("12 a.m.-3 a.m. Walk-In Slices ONLY") will continue to sling pies during the downtime.

New Populous Design Build Will Specialize In Offseason Projects

Sports design firm Populous introduced a stand-alone service, Populous Design Build, designed to streamline processes and help clients complete projects during the offseason. Projects include the Kids Corner at Oriole Park at Camden Yards in Baltimore and the Legends Lobby at the University of Oklahoma's Barry Switzer Center in Norman.

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