

# venues

## TODAY

## Destined to Be Great


The Milwaukee Bucks' new arena entertainment district and Golden 1 Center, Sacramento, are redefining the arena industry



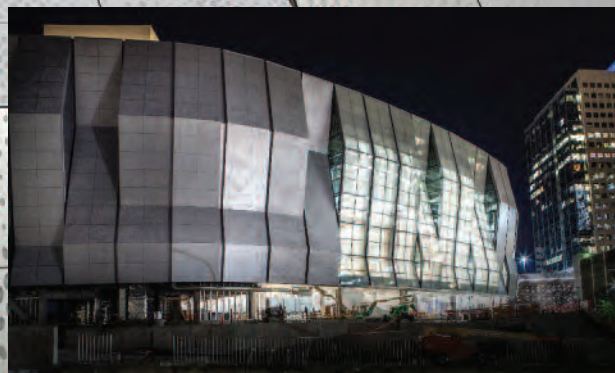
**VT RISE REVEALS AN INDUSTRY VISION**  
**CANADA REBOUNDS BIG TIME**  
**WELLS FARGO CENTER TURNS 20**

SEP 2016





Golden 1 Center's signature exterior shines both day and night in Sacramento, Calif.  
[Photos by Golden 1 Center]



# THE SACRAMENTO-CENTRIC CENTER

Kings' new Golden 1 Center pays homage to the arena's hometown

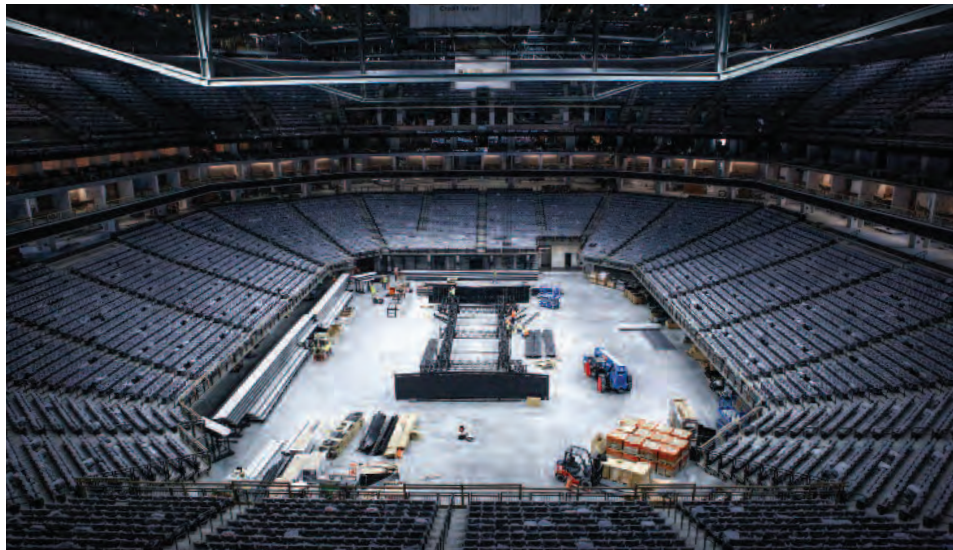
by LISA WHITE

The media blackout for a new arena serves to increase the hype prior to its opening, and this definitely was the case for Sacramento's Golden 1 Center, slated to open in early October.

Created in the essence of its hometown, the arena will not just serve as the home of the National Basketball Association's Sacramento Kings, but has been designed to represent all that the area offers.

"From a building aspect, it's an indoor/outdoor facility, but despite its spaciousness, this is an intimate venue for a variety of shows and events," said Juan Rodriguez, general manager. "We want to emphasize that this venue is bigger than basketball." >

# GOLDEN 1 CENTER GRAND OPENING



Construction teams hard at work on the Golden 1 Center interior. (Photo by Golden 1 Center)

With the open-air design of the \$507 million, 17,500-seat venue, sustainability and local food and beverage initiatives and the latest technology available from Silicon Valley, this facility is far beyond the King's former home, Sleep Train Arena, which it's replacing.

The Kings contributed approximately \$284 million to build the arena and will cover all additional costs, including overruns, predevelopment, capital repairs and development of city-owned parcels. The city contributed approximately \$223 million, with \$212 million financed through the sale of bonds and \$11 million in parking and economic development funds.

"We've been purposeful in what we've spent, with 80 percent of the money in this project going to Sacramento-based companies," said Kings president Chris Granger.

This investment is expected to pay off in spades, which is a testament to the Kings' owner and chairman Vivek Ranadivé. A 2014 third-party analysis estimated that the combined economic impact of the downtown arena and surrounding development will generate 4,000 permanent jobs and \$11.5 billion in economic activity for the Sacramento region over the expected 35-year lifespan of the arena and surrounding development. Golden 1 Center

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## GOLDEN 1 CENTER BY THE NUMBERS

**\$507 million** — Total estimated investment for Golden 1 Center

**17,500** — Seats

**34** — Suites

**48** — Lofts

**1.5 million** — Additional square feet of entertainment district development

**78 percent** — Biddable work, totaling

**\$290 million** — awarded to local businesses

**20 percent** — Contracts, totaling \$76 million, awarded to local small businesses

**90 percent** — Locally sourced (within 150 miles) food and beverage purchased

**225,000** — Per second posts possible on Instagram

**500,000** — Per second posts possible on Snapchat





THIS ISN'T  
A BUILDING.

IT'S A  
MOVEMENT.

IT WAS A MOVEMENT LONG BEFORE WE BROKE GROUND.

THIS IS A PLACE WHERE PEOPLE OF EVERY CULTURE

SUPPORT LOCAL FARMS WITH FORKS, EXPERIMENT WITH

ART AND MUSIC, EMBRACE NEW TECHNOLOGIES AND

INVEST IN SUSTAINABILITY. THIS IS WHERE

WE CELEBRATE LIFE AND MAKE MEMORIES THAT LAST

A LIFETIME. SACRAMENTO IS THE NEXT GREAT

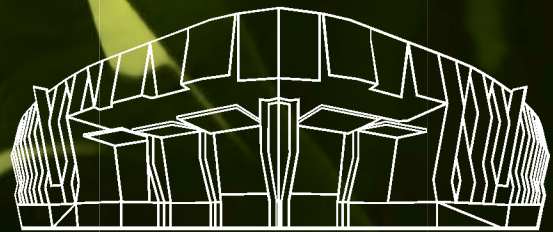
AMERICAN CITY AND THIS IS OUR CENTER.

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## KINGS STAY CONNECTED

### TECHNOLOGY MEANS 'AS MUCH CODE AS CONCRETE' IN NEW GOLDEN 1 CENTER

When Vivek Ranadivé, owner and chairman of the Sacramento Kings, told chief technology officer Ryan Montoya that he wanted his team's new arena to conduct technology updates regularly like his smart phone, so began the start of what is now one of the most connected venues ever built.

"We wanted the best and brightest from Silicon Valley involved in the venue," said Montoya. "Because of that mission and vision to utilize technology, we've created ways of doing things that haven't been done before."

The goal was to use as much code as concrete to reach four objectives — create a smart building that listens, speaks to and interacts with fans, develop a frictionless intuitive fan experience, enhance the fan experience, and utilize technology to personalize that experience through data.

"For example, we looked at the data and discovered normal handheld ticket scanners can accommodate 200 to 300 people per hour, but European soccer teams were using smart turnstiles," said Montoya. "Now we're able to accommodate 1,000 people per hour."

The connectivity provided by Comcast Business and supported by Commonsense and Valley Communications includes more than 900 miles of fiber and copper cabling, including 670 miles of single mode fiber — more than any sports venue of this capacity in the world.

This cabling is capable of delivering data at rates of 100 gigabits per second and beyond. Additionally, this will be the first arena in the world to implement wide-band, multimode fiber technology. The arena also has partnered with Ruckus Wireless to deploy more than 1,000 Wi-Fi access points.

"We have over 800 access points in the bowl alone, or one per every 17 people, and that ratio is going down to one for every 15 people as we tweak the system," said Montoya. "We're utilizing technology that hasn't been available to consumers up until this point."

Acting as the arena's center of activity is the 6,000-square-foot command and data center powered by Advantel Networks. Data from the arena's smart sensors and other sources will be analyzed and utilized in real-time to provide fans access to shorter food and beverage lines, video feeds and instant in-game statistics and analysis. In addition, it will be the data hub for arena sensors monitoring waste, energy consumption and crowd flow to maximize staff and visitor efficiency.

Panasonic Enterprise Solutions Co. unveiled the NBA's first 4K ultra HD center-hung video board at Golden 1 Center. Totalling over 6,100 square feet, the four-screen display will include two sideline screens that are over five times larger than the screens currently in use. Utilizing LED technology with more than 32 million pixels across the four screens, the total length of the video board will extend nearly baseline to baseline, longer than the average length of an 18-wheeler semi-truck. The ribbon featured atop the video board will be 6 feet, 3 inches and the main screens will be more than 44 feet wide and 24-plus feet tall.

"We wanted to see how people look at scoreboards, so we brought in a designer that works with Disney to create it," said Montoya. "We considered the fans, players and coaches to provide the best view for everyone."

Two custom LED screens, standing over 25 feet tall, will be situated by the arena's main doors. Also, more than 600 HD video displays will be hung throughout Golden 1 Center concourses, clubs and suites.

"We are the most technologically advanced sports team in the world," said Montoya. "We started with a vision, surpassed it and will continue to do so with constant updates and iterations from the app to the scoreboard to the Wi-Fi and beyond." — Lisa White



The steep, modernist exterior of the Golden 1 Center is meant to give the impression of leaves in a forest. (Photo by Golden 1 Center)

### THE SACRAMENTO-CENTRIC... CONTINUED FROM PAGE 43

will also help attract 1.6 million new visitors to the city each year, which is expected to help generate more than \$8.5 million in sales tax and approximately \$867,000 in transient occupancy taxes annually.

Los Angeles-based engineering firm AECOM worked with general contractor Turner Construction, builder of the San Francisco 49ers' Levi's Stadium, and ICON Venue Group, which represents the ownership team of the Sacramento Kings and the city of Sacramento, to create this one-of-a-kind arena.

It begins with the design. In an effort to get fans as close to the court as possible, two-thirds of the seats are in the lower bowl. Unlike the many stairs at Sleep Train Arena, fans can easily access the upper and lower bowls using two sets of escalators.

"The rake of the bowl is as steep as possible for amazing site lines, but it also keeps noise and activity on the players to foster our home court advantage," said Granger.

The 48 mini-suites or lofts, which accom-

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Arena Network and its members throughout North America celebrate the future of entertainment with the grand opening of our member venue, Sacramento's new **Golden 1 Center**. We look forward to many more years working together!

# CONGRATULATIONS

The **Golden 1 Center** is a LEED-certified building featuring leading environmental programs and technologies – making it a sustainable powerhouse for events and entertainment.



## A TASTE OF SACRAMENTO

With its location in America's farm-to-fork capital and one of the most diverse and abundant agricultural regions in the world, it makes sense that Sacramento's Golden 1 Center will become the first venue with major farm-to-fork sourcing goals in the National Basketball Association.

"The push to celebrate Sacramento is evident in our food and beverage program," said Kings' president Chris Granger. "We will definitely be taking advantage of the diverse agriculture in our region."

Managed by Legends Hospitality, 90 percent of the team's food and beverage services will be locally sourced within 150 miles. Suppliers will include more than 740 produce, poultry, beef and pork farmers, artisan cheese makers, olive oil producers, craft beer, and wineries.

Chef Michael Tuohy, the executive chef and tastemaker at LowBrau Sausage & Beer Hall and Block Butcher Bar and founding executive chef of Grange Restaurant at the Citizen Hotel, serves as general manager of Legends Hospitality and executive chef at Golden 1 Center.

The food service program will include three Paragary Restaurant Group brands, including Centro, Paragary's and Café Bernardo. Fare includes Centro Street Tacos with corn tortillas handmade on the concourse, Paragary's wood-fired pizzas and Café Bernardo burgers and shakes.

Selland Family Restaurants, a 20-year-old local operation with four locations, will offer wood-fired pizza with chicken, bacon, goat cheese, jalapeños, mozzarella, parmesan and arugula.

Restaurateurs Clay Nutting and Michael Hargis' LowBrau Bierhall will provide house-made brats with bier cheese and duck fat fries.

Nationally-acclaimed chef Mai Pham's Star Ginger will serve the southeast Asian specialties her Sacramento-based chain is known for, including Thai BBQ chicken banh mi sandwich with sriracha aioli, pickled carrots, cucumber, cilantro and jalapeño.

Other Sacramento foodservice partners include Mulvaney's Building and Loan, Petra Greek and Mikuni Sushi.

"We have great partnerships locally with local food and beverage providers," said Juan Rodriguez, the arena's general manager. "There will be a big selection, and fans will have many options."

Partnerships with farmers, growers and producers will be vetted to ensure production is consistent with the global standard advocate organization Slow Food International.

The Sacramento Kings and Legends Hospitality also partnered with nonprofit organization Juma Ventures to provide employment opportunities for 60 under-sourced youth per year at select arena food and beverage stations.

Juma pioneered its youth enterprise in the San Francisco Bay Area and has since copied its model at Turner Field in Atlanta, AT&T Park in San Francisco, Levi's Stadium in Santa Clara, Turner Field in Atlanta, CenturyLink Stadium in Seattle, Yankee Stadium in New York City, and the Superdome in New Orleans. — Lisa White

## THE SACRAMENTO-CENTRIC... CONTINUED FROM PAGE 46

modates eight to 10 fans without fixed seating, along with 34 large suites, are open, and there are a number of gathering spots, such as lounges, beer gardens and drinking rails throughout the facility.

"The sales and sponsorships have gone well when premium areas and suites are sold out," Rodriguez said.

The creation of five operational 40-foot high, bifold hangar doors, operating on three 50-amp motors, serve as the focal point. This glass door entrance will allow Sacramento's signature Delta Breeze to serve as a natural cooling system, pulling air in, down and then up through small vents under seats in the stands.

"This amazing weather phenomenon, the Delta Breeze, comes in from the Sacramento River to cool the city every night," said Granger.

The north end of the bowl opening to the windows and the 360-degree walkable concourse includes a bridge with views of the court or outside. The upper-level concourse comes out into a Sierra Nevada Brewing Company-sponsored plaza perched over the venue. This will lead to a \$500-million development within a three-block radius, including a new 16-story hotel opening this March, restaurants and shops.

The arena also contains a 60,000-square-foot practice facility, which can be viewed from concourse windows.

The exterior of the building was designed to pay homage to the town with a Sierra limestone base meant to emulate the local mountains and rounded aluminum that contains a Million Trees pattern. This 3-inch modernist leaf design emulates a photograph of a leafy street in East Sacramento and creates the illusion of billowing valley oak tree canopies on the arena's exterior.

Sustainability has been a big focus with this project, which is targeting LEED Gold certification as the first arena powered 100 percent by solar. It also incorporates recycled aluminum, FSC-certified wood and low-flow toilets.

"We're being smart about our resources, utilizing 100 percent of our power from the sun



“This venue represents something bigger than basketball. It’s changing the trajectory of our city and celebrates the best of our region.” — CHRIS GRANGER

and recycling gray water from our air conditioning units to irrigate our landscaping, among other initiatives,” said Granger.

The crown jewel of this program is a displacement ventilation system tied to heating and cooling the building, the first of its kind at a major league facility. With this system, air conditioning flows from beneath the seating bowl to deliver a more efficient method of cooling the building’s interior.

The Kings also partnered with Connor Sports in the manufacturing of the basketball courts, which are constructed from athletic shoes donated by Kings fans and players.

In May 2014, the city and the Kings announced that \$5.5 million of the construction budget would be invested in the Sacramento Metropolitan Arts Commission’s (SMAC) Art in Public Places program, representing the largest commitment in city history. A nine-member panel of artists, curators and community leaders were appointed to recommend the acquisition, exhibition and maintenance of the arena’s artwork, including artist selection and artwork design approval.

At press time, several pre-opening events were being planned, including a public open house and open King practices. Sir Paul McCartney will serve as Golden 1’s opening act on Oct. 4.

“We’re very proud of what’s happening in Sacramento, and this venue represents something bigger than basketball,” said Granger. “It’s changing the trajectory of our city and

celebrates the best of our region.”



Interviewed for this story: **Chris Granger**, (916) 928-3610; **Juan Rodriguez**, (916) 928-3610



## Golden 1 Center and Legends Hospitality have teamed up to deliver unprecedented hospitality starting this October!

The culinary program at the new arena, led by renowned Chef Michael Tuohy celebrates the best of the Sacramento Valley region with the Local Eats program. 90% of our farms and restaurant partners are all within 150 mile radius, allowing us to offer hand-crafted dishes and innovative beverages made with the freshest ingredients.

