



**DESERT DIAMOND ARENA**

The section header consists of a dark blue diamond icon centered above a horizontal line. Below the line, the words 'DESERT DIAMOND ARENA' are written in a large, bold, dark blue sans-serif font. A second horizontal line is positioned below the text.

04/23/24 City Council Workshop - Project Update





# INTRODUCTION



**FEBRUARY 14, 2023**

City Council authorized the City Manager to enter into a ground lease agreement with AEG Management LLC (ASM Global)

**JANUARY 24, 2023**

Council discussed the item in Executive Session.

City of Glendale has had a strong relationship with ASM Global since 2016





# DEDICATED PARTNERSHIP



Since 2016, ASM Global rebated back to the City

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**\$11.4M**

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New Agreement between parties: 20 yr Ground Lease

Lease Agreement Payments to City:

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**\$33.29M**

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\$40M Renovation in 2024

ASM Global Contribution:

**\$15M**

City of Glendale Contribution:

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**\$25M**

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# GLOBAL EXPERIENCE, LOCAL KNOWLEDGE



## **A domestic and international team of experts to analyze, plan, create, and construct a new experience for live event fans.**

ASM contracted following using ARS Title 34

- Architect  
- *HOK*
- Owners Representative  
- *Nations Group*
- Experiential Consultant  
- *Forward Associates*
- Construction Manager @ Risk (CM@R),  
- *AECOM HUNT*
- Digital and Technical Consultant  
- *Anthony James Partners*

**ANTHONY  
JAMES  
PARTNERS**

**NG NATIONS  
GROUP**



FORWARD ▸  
ASSOCIATES



# STRATEGIC OBJECTIVE - FAN EXPERIENCE



- Venue's structure is in good shape, allows focus on fan facing enhancements and maximize renovation dollars.
- Upgrading the physical appearance of both the interior and exterior.
  - Increased speed of service.
  - Expanded food and beverage offerings.
  - Enhanced and Premium Services for all event attendees.
- Sequencing renovations around events so the venue remains open.
- Improvements will differentiate this venue in the marketplace.





# OUR AIM



› EXPERIENCES FOR EVERYONE

› A MODERN ENVIRONMENT



› AN IMPROVED PRODUCT



› ENHANCED SERVICE



› GREATER CONVENIENCE



# PREVIEW OF RENOVATION PROJECTS TO BE DISCUSSED



Current Use	New Use
Storage Tunnel – Arena Floor Level	Grab & Go Convenience Market
Former Team Merchandise Store	Arena meeting and banquet room & pre-event premium space (currently noted as Tower Bar)
Executive Loges Boxes	Reconstruct and refresh current North end Executive Loge boxes (16)
Main Concourse Concession Stands and center open areas	Remodel and convert current concession stands (6) to Grab & Go. Additionally, adding two new bars in center on east and west side.
Main Entrance Bars (2)	Replace temporary bars with more permanent bars and build out storage leading to adjacent concession stand that, additionally, will help service Executive Loges.



# PREVIEW OF RENOVATION PROJECTS TO BE DISCUSSED



Current Use	New Use
West Side Upper Suite Level	Reconstruct Upper West Side Suites level to support new “ <i>Network concept</i> ”
East Side Upper Suite Level	Reconstruct Upper East Side Suite level to support new “ <i>Social concept</i> ”
Venue Exterior	Remove metal gates on north end and repaint all exterior
Lower Suites (current Club Level)	Refresh lower suite level walkways and meeting areas (not shown in this presentation)
Technology	Adding and upgrading technologies to enhance and expedite the guests experience, such as additional points of sale, new digital screens, lighting, and touchless checkout systems. Potential to synergize data collection efforts with Westgate to better serve event goers



# A BETTER PRODUCT MIX



› SUITES

› CLUBS

› MEMBERSHIPS

› GENERAL ADMISSION

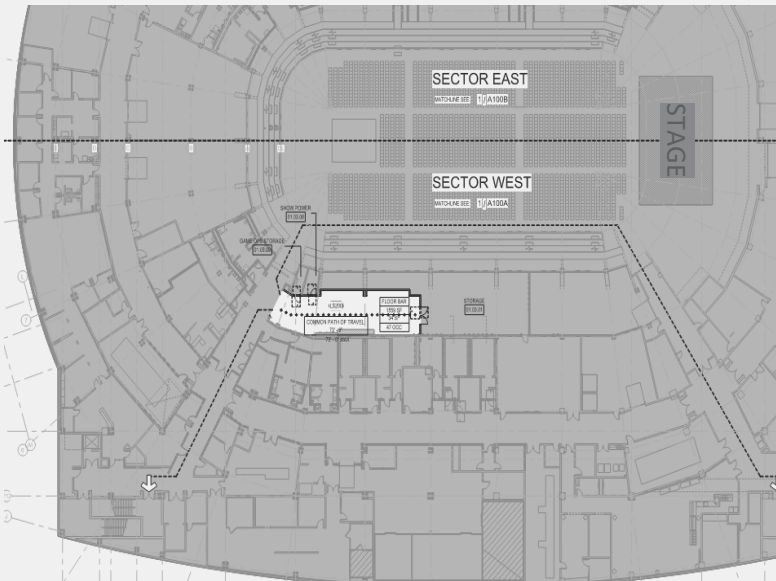
› GENERAL ADMISSION+



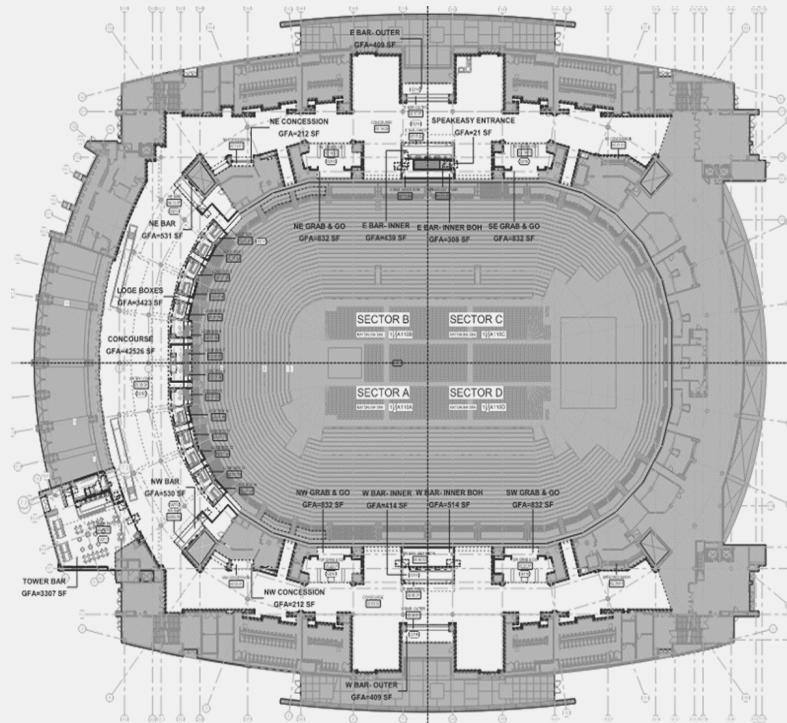
# KEY RENOVATION AREAS



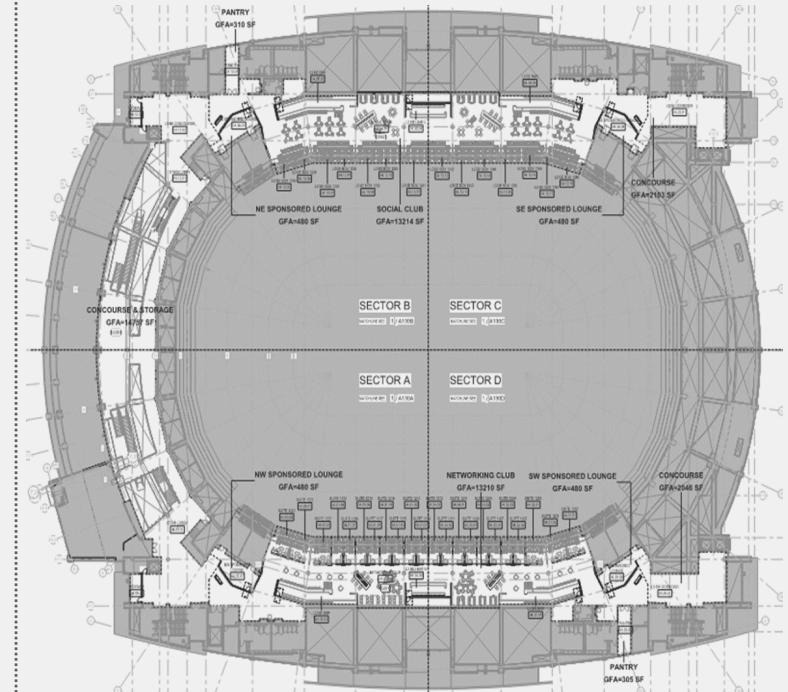
SECOND & FLOOR LEVEL (L1)



MAIN CONCOURSE LEVEL (L2)

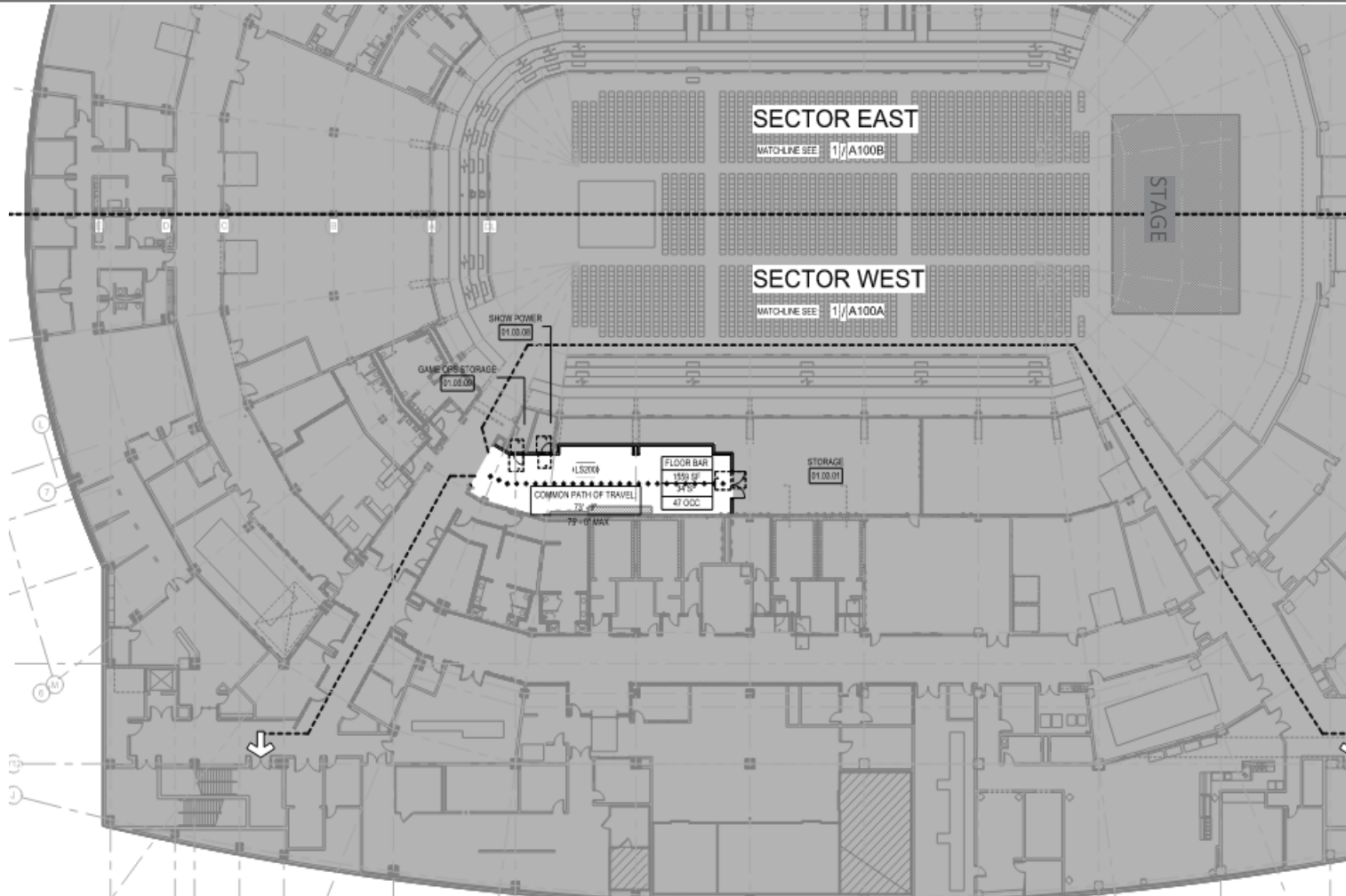


UPPER SUITE LEVEL (L3)





# ARENA FLOOR LEVEL



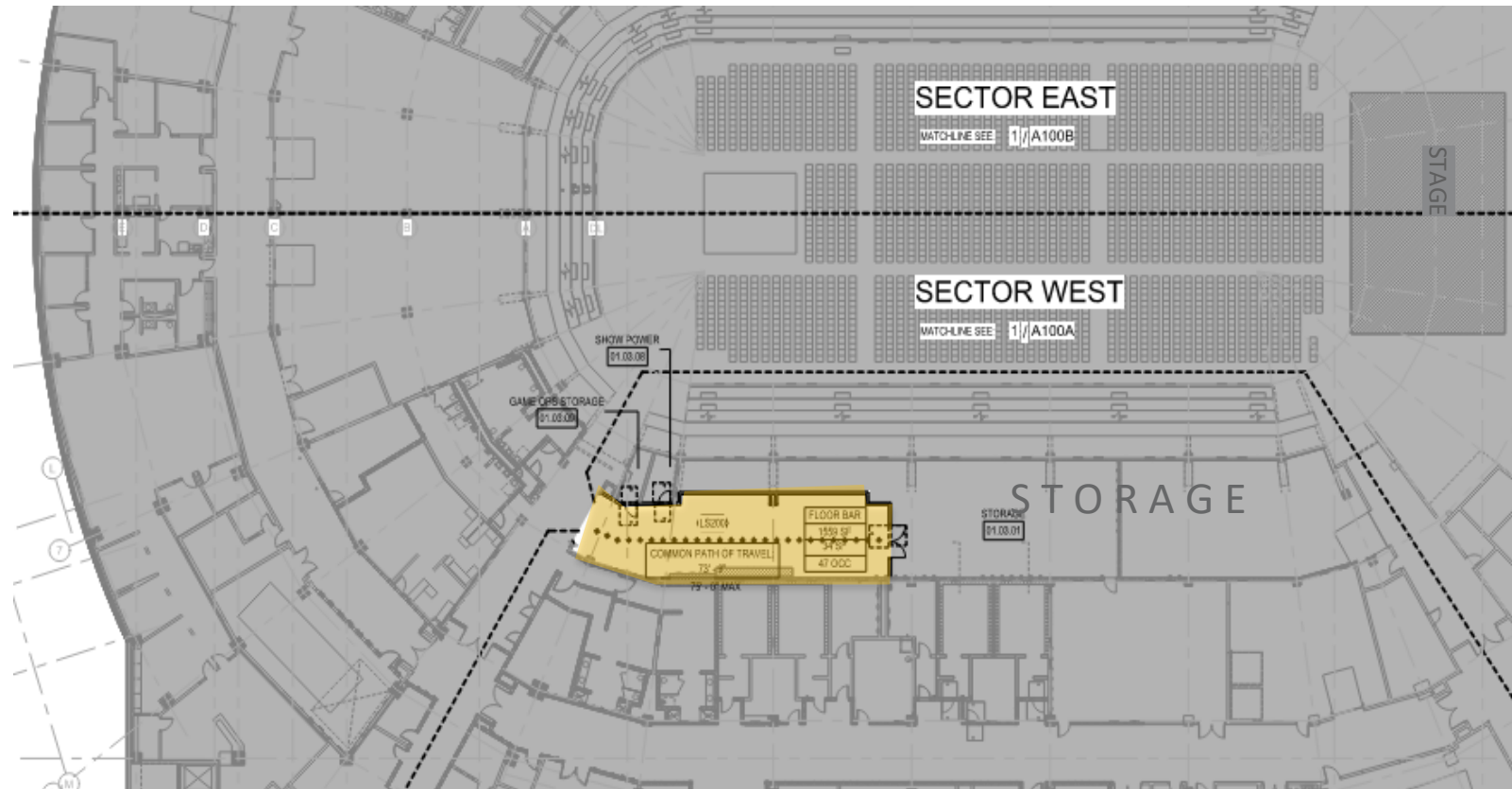


# TUNNEL BAR – ARENA FLOOR LEVEL



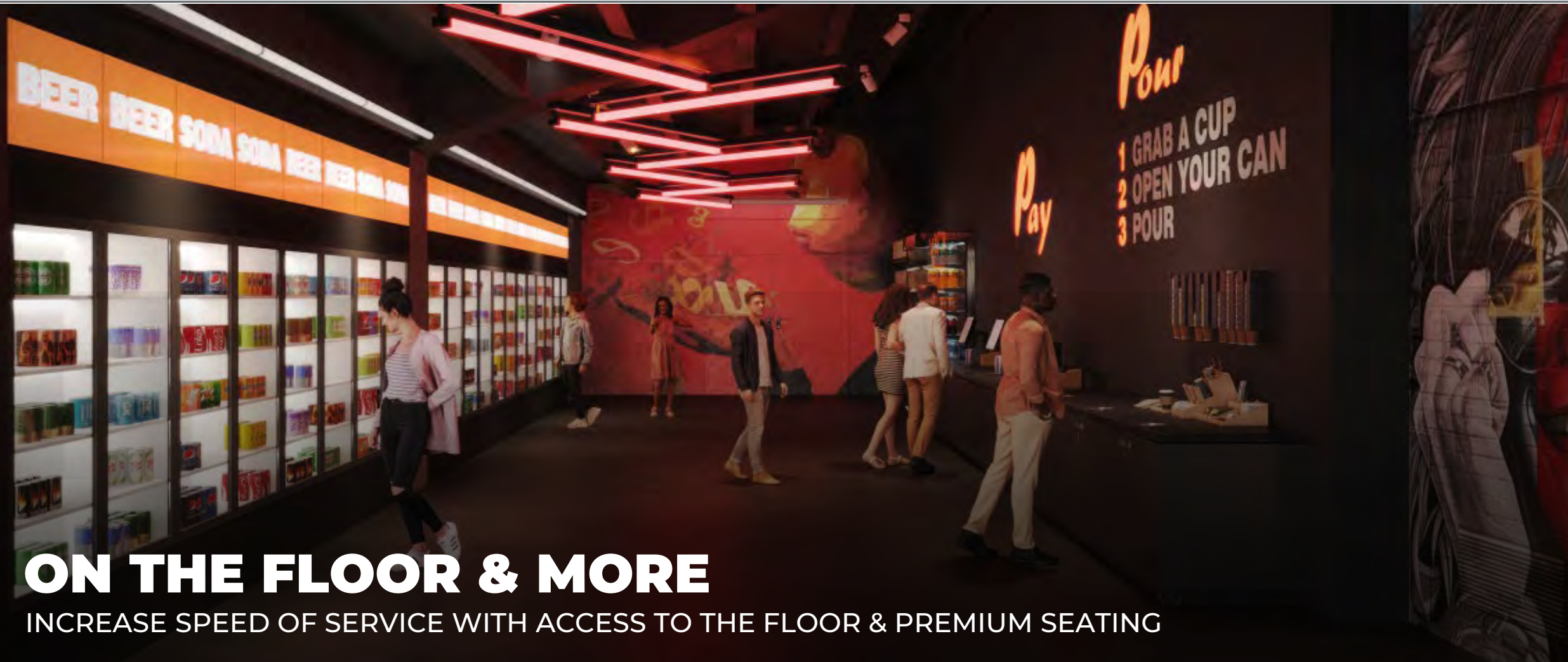
## FEATURES:

- 1,559 SF new concession space
  - Designed as a Grab & Go bar to service the event floor
- 10 new double door fridges for increased speed of service with wider selection of prepackaged products
- 5 Frictionless Point of Sale stations which should allow for an average 10 second transaction for each purchaser





# ARENA FLOOR TUNNEL – GRAB & GO



## **ON THE FLOOR & MORE**

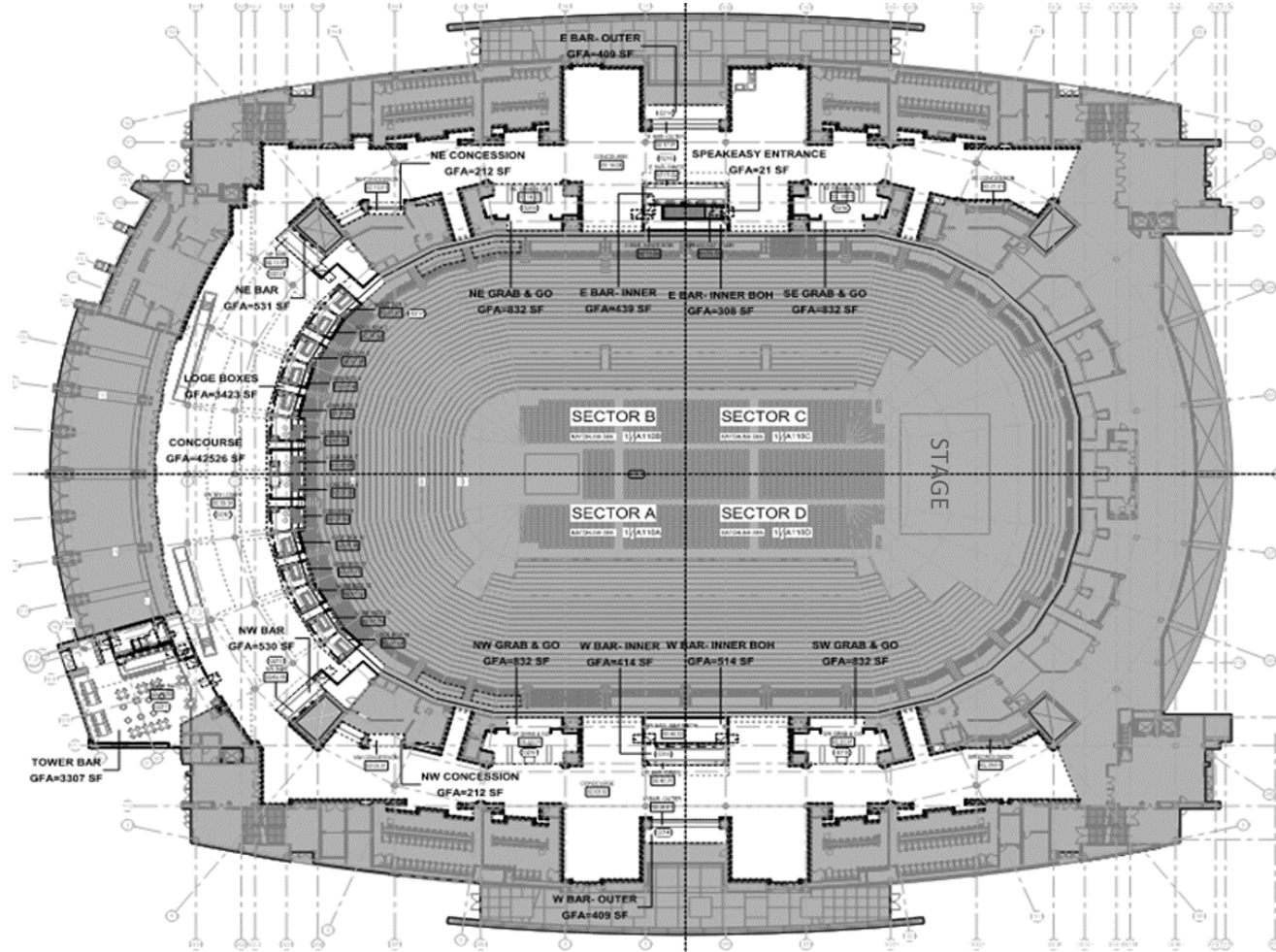
INCREASE SPEED OF SERVICE WITH ACCESS TO THE FLOOR & PREMIUM SEATING



# MAIN CONCOURSE LEVEL



Gate 4 - Main Entrance





# MAIN CONCOURSE WORK AREAS



1 - New Center Inner Bars (2)

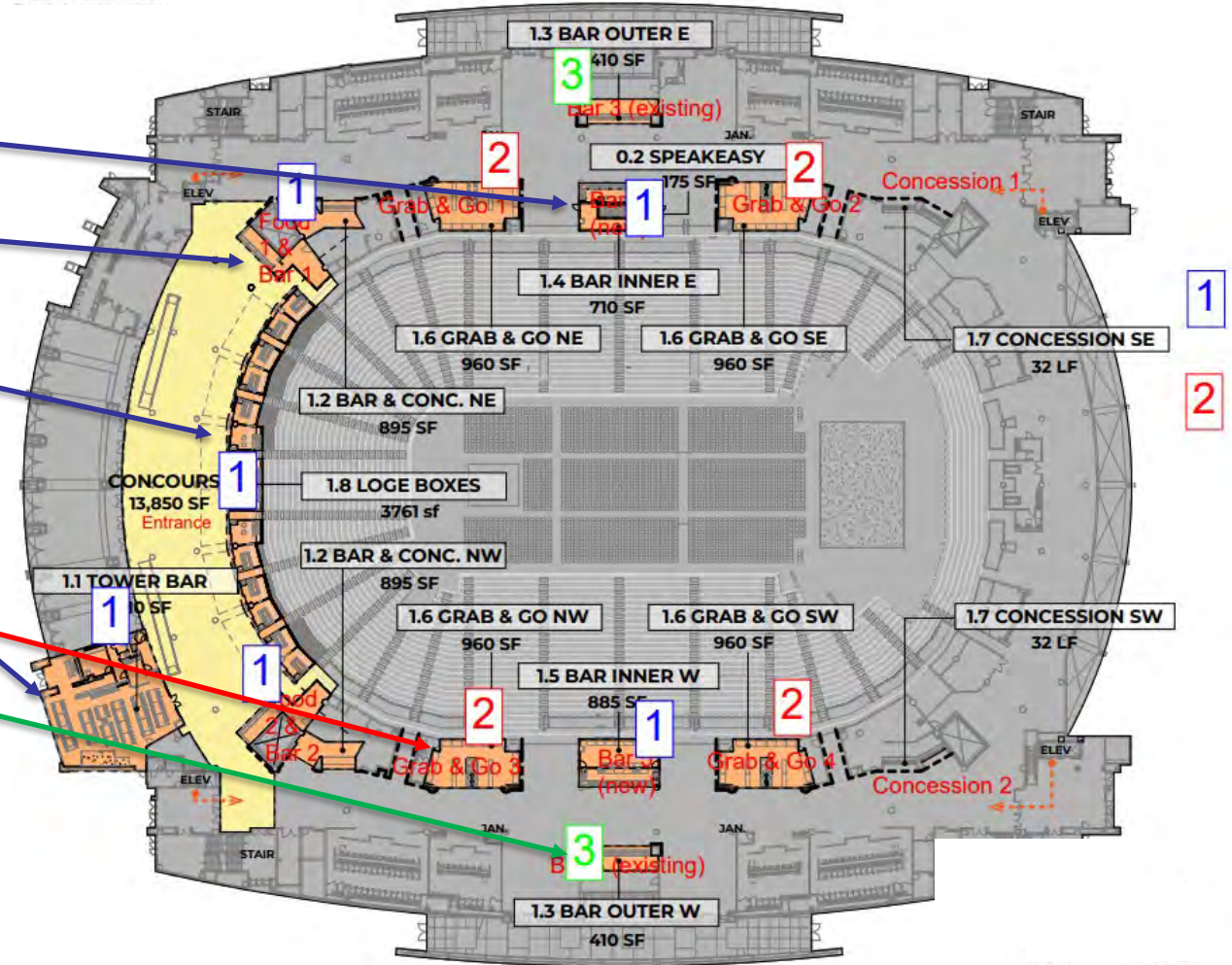
1 - Enhanced Lobby Bars (2)

1 - Executive Loge Boxes (16)

1 - Tower Meeting Room & Bar (1)

2 - Grab N Go Concessions (6)

3 - Refreshed Concession Stands (2)



Numbered to show sequencing throughout the year in conjunction with the arena calendar



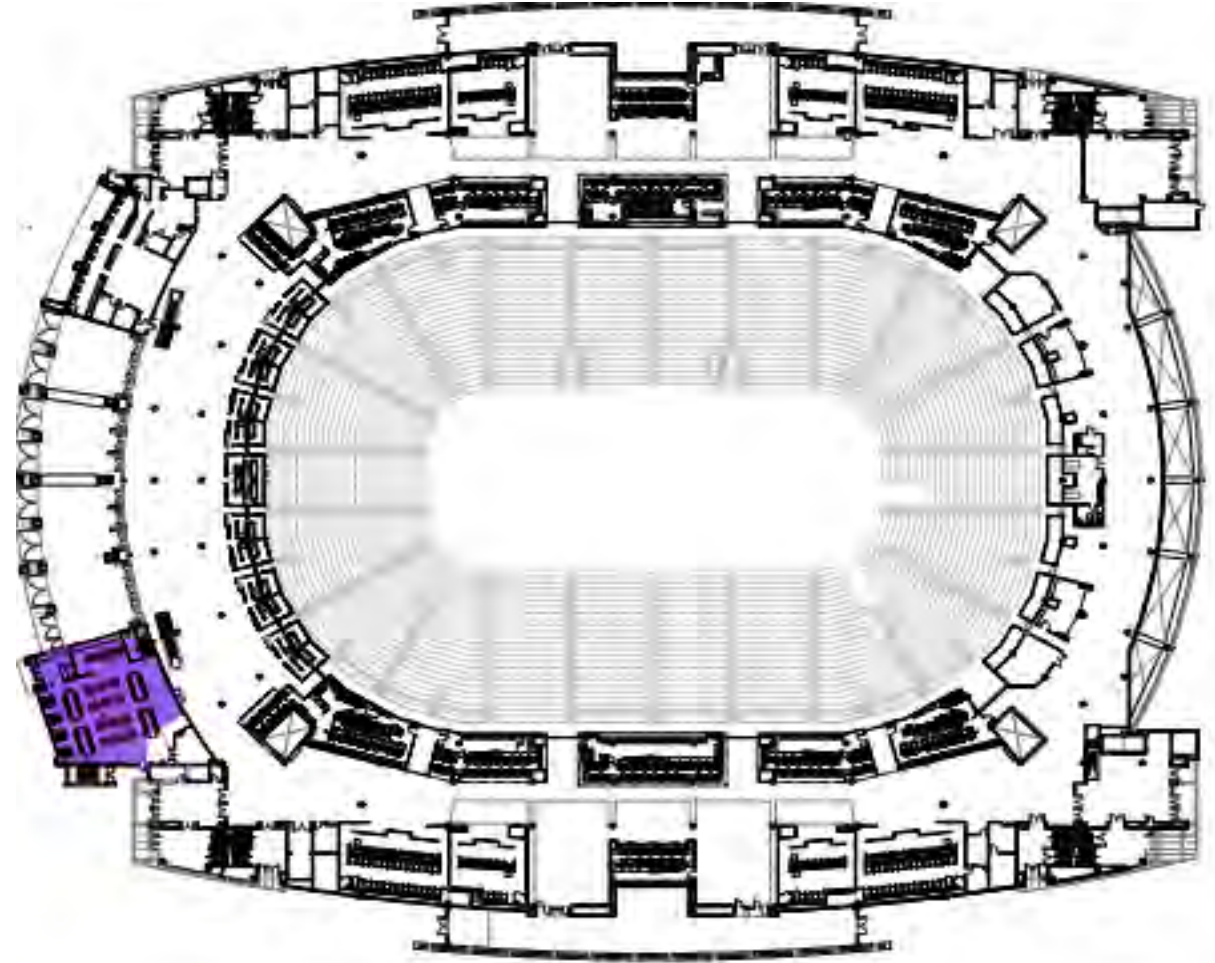
# MEETING AND PRE-EVENT ROOM (FORMER TEAM STORE)



## MAIN CONCOURSE LEVEL

### FEATURES:

- Replaces former Team Store
- Separate restrooms, bar, and food service
- Meetings, Presentations, Banquets, etc.
- Pre-event Arena Premium socializing
- Private business meetings
- Open seven days a week for rental
- Exclusive and separate entrance
- Premier location for hosting private events year round





# MAIN CONCOURSE - TOWER BAR (FORMER TEAM STORE)



## **PREMIUM LOUNGE & CLUB**

FLEXIBLE VIP SPACE FOR PRE, POST-SHOW AND PRIVATE PARTIES



# MAIN CONCOURSE EXECUTIVE LOGES

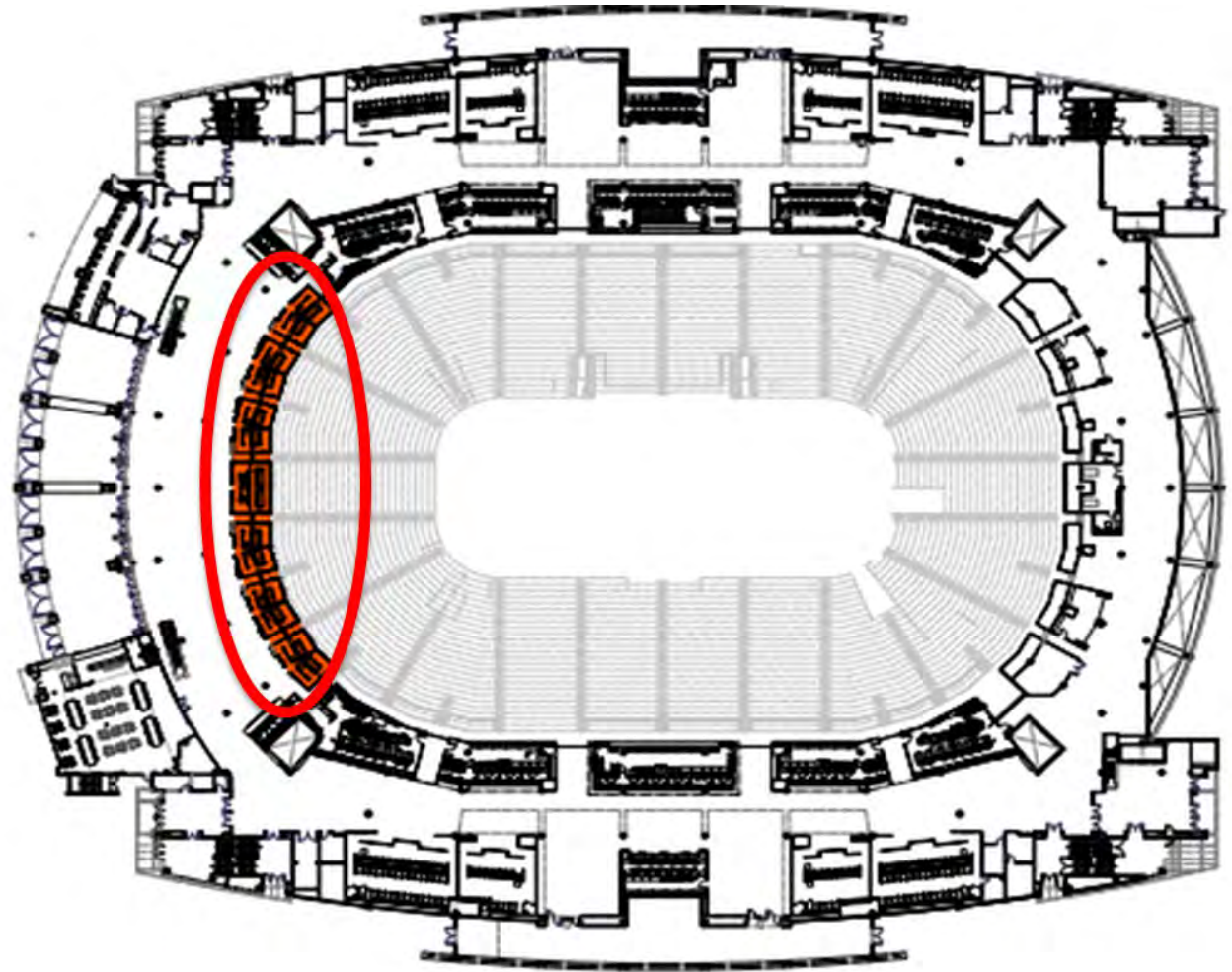


## MAIN CONCOURSE LEVEL

### FEATURES:

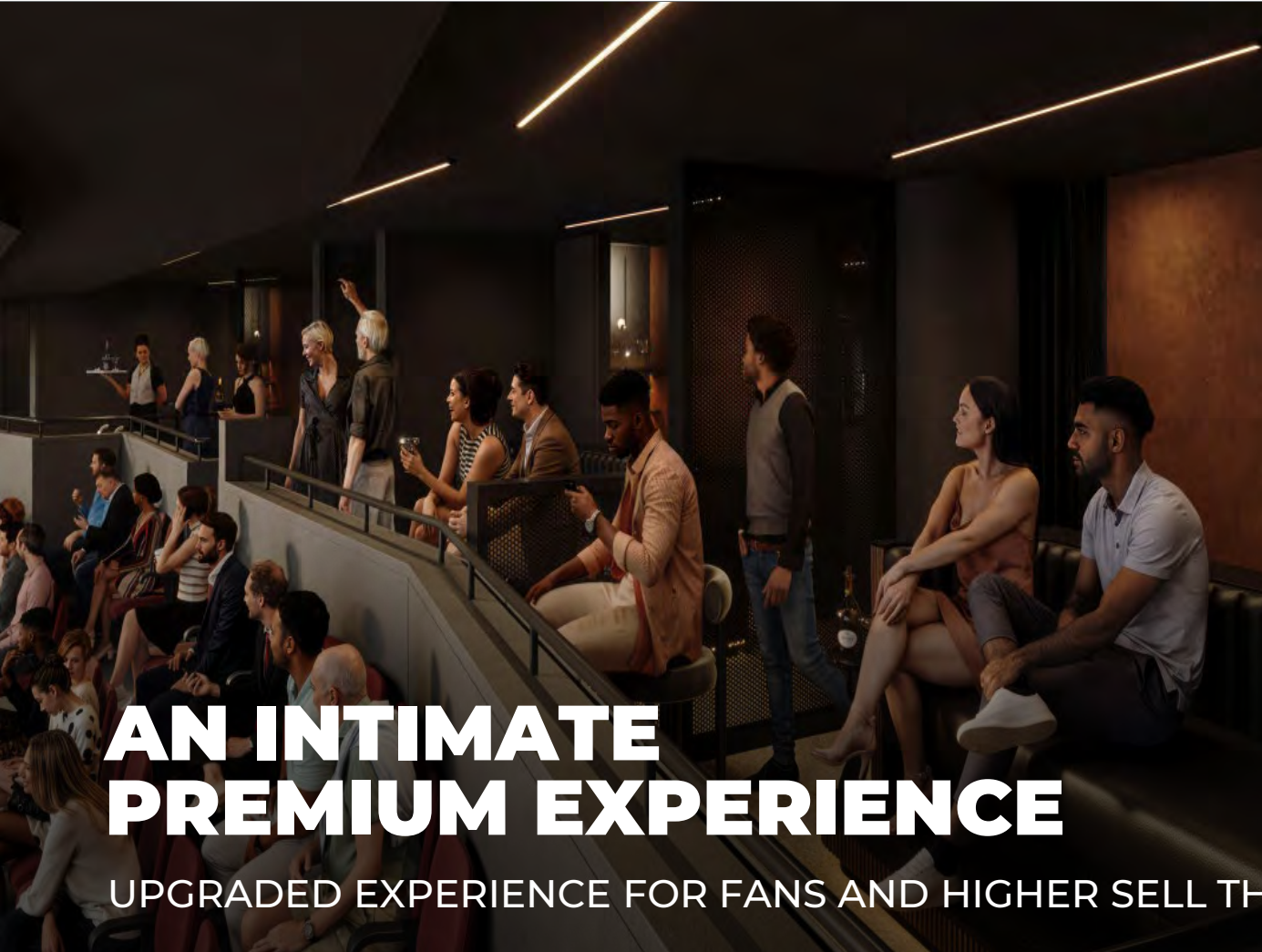
- 14 upgraded loge boxes experience
- Undercounter fridge, rear counters and drink rail
- New vibe sound studio look for each loge box
- Easy access off main concourse
- Perfect end stage concert view

Gate 4 - Main Entrance





# MAIN CONCOURSE EXECUTIVE LOGES



**AN INTIMATE  
PREMIUM EXPERIENCE**

UPGRADED EXPERIENCE FOR FANS AND HIGHER SELL THROUGH RATE





# MAIN CONCOURSE GRAB & GO CONCESSIONS (6)

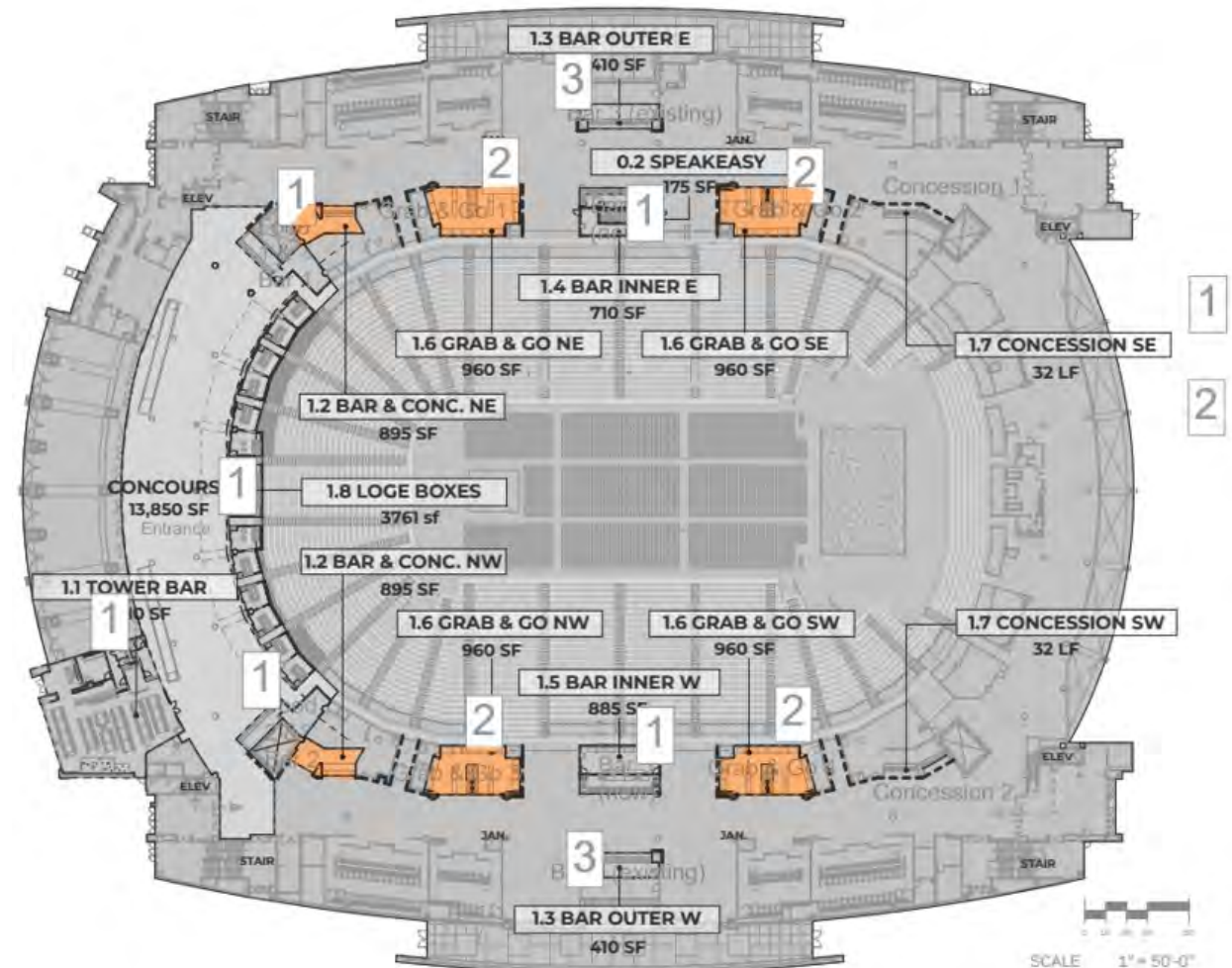


## MAIN CONCOURSE LEVEL

### FEATURES:

- Easy access
- Frictionless point of sale locations for increased speed of service
- Six new Grab & Go locations
- Adding 28 additional points of sale
- Diverse offerings with easier guest access

GATE 4 - MAIN ENTRANCE





# MAIN CONCOURSE GRAB & GO'S



**TASTE ON THE GO**

DESIGNED TO INCREASE THROUGHPUT AND MAXIMIZE POINTS OF SALE



# NEW CENTER BARS (2)

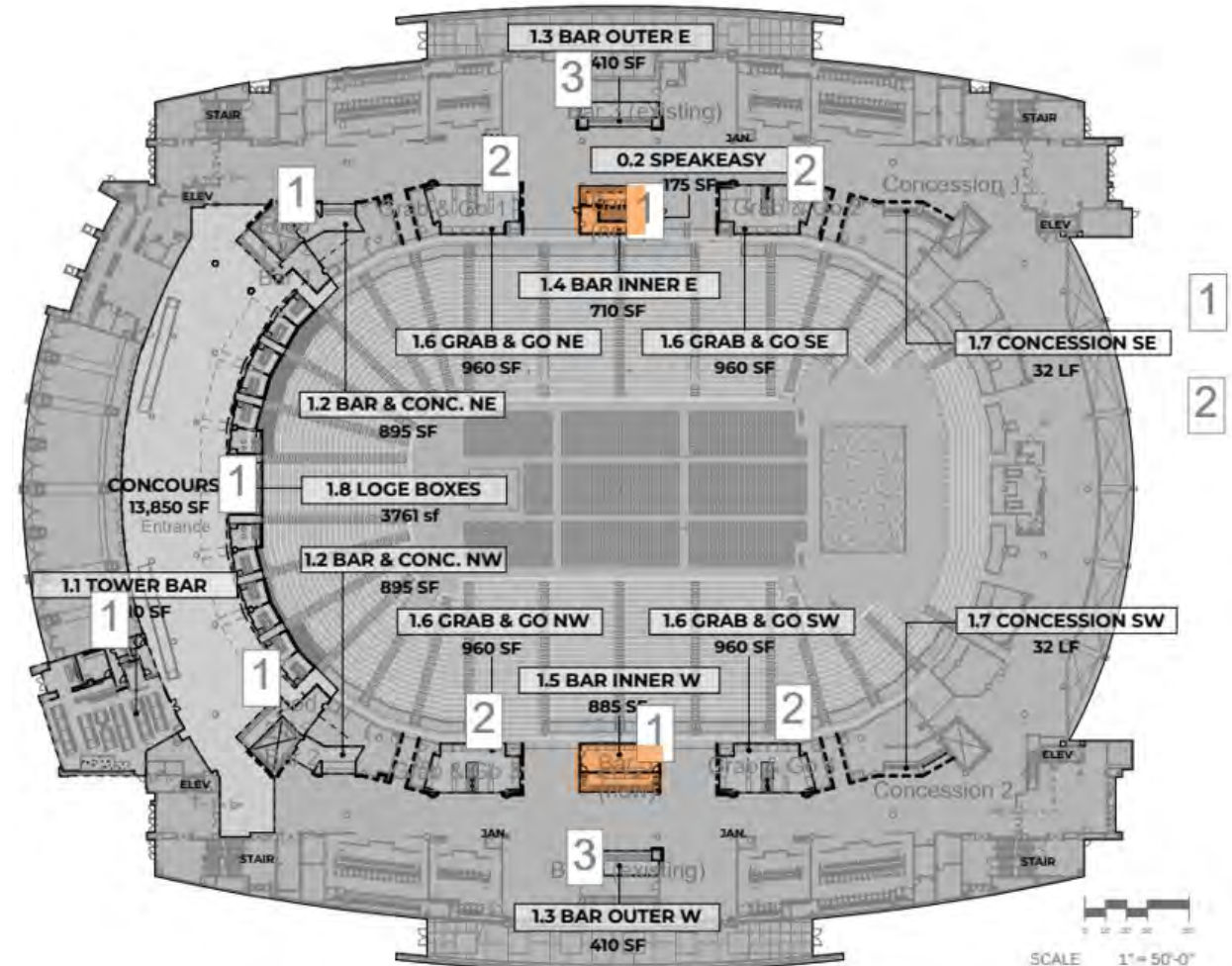


## MAIN CONCOURSE LEVEL

### FEATURES:

- Two new Center main bars – east & west side – centrally located
- Eight new points of service per bar
- Expedited speed of service
- Enhanced and extensive menu
- New locations with back of house support

GATE 4 - MAIN ENTRANCE





# MAIN CONCOURSE CENTER BARS (NEW)



## **FULL-SERVICE BAR**

FEATURE BARS PROVIDING ADDED POINTS OF SALES



# MAIN ENTRANCE BARS (2)

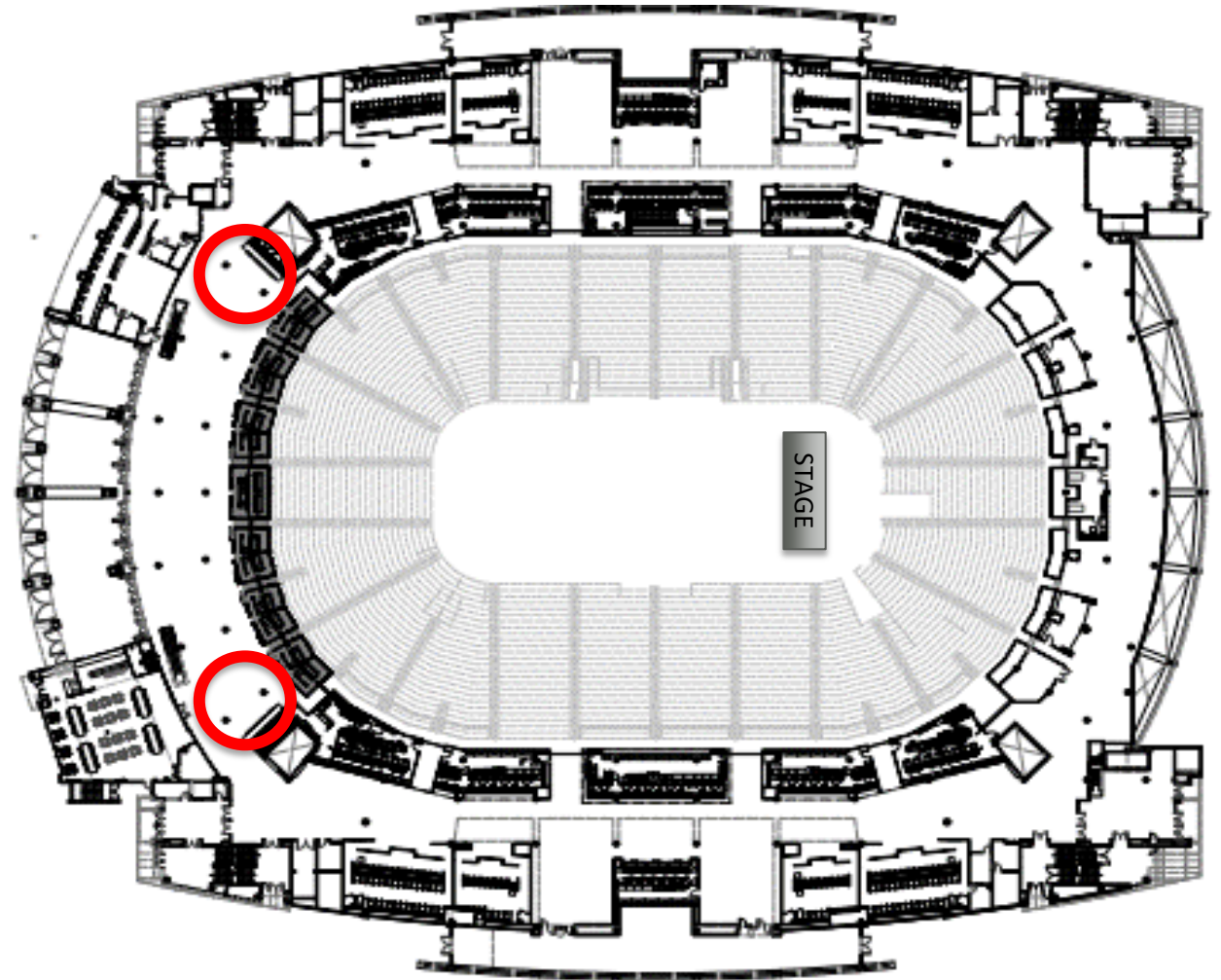


## MAIN CONCOURSE ENTRANCE

### FEATURES:

- Two new bars located on each side of the main entry gate, next to Loge
- First bars seen when entering main gate
- 6 additional points of sale positions
- Support bar for Loge boxes
- Connecting / shared back of house to north concessions hot Grab & Go

GATE 4 - MAIN ENTRANCE





# MAIN ENTRANCE BARS (2)



MAIN CONCOURSE ENTRANCE (GATE 4)



## **EASE OF ACCESS & SUPPORT**

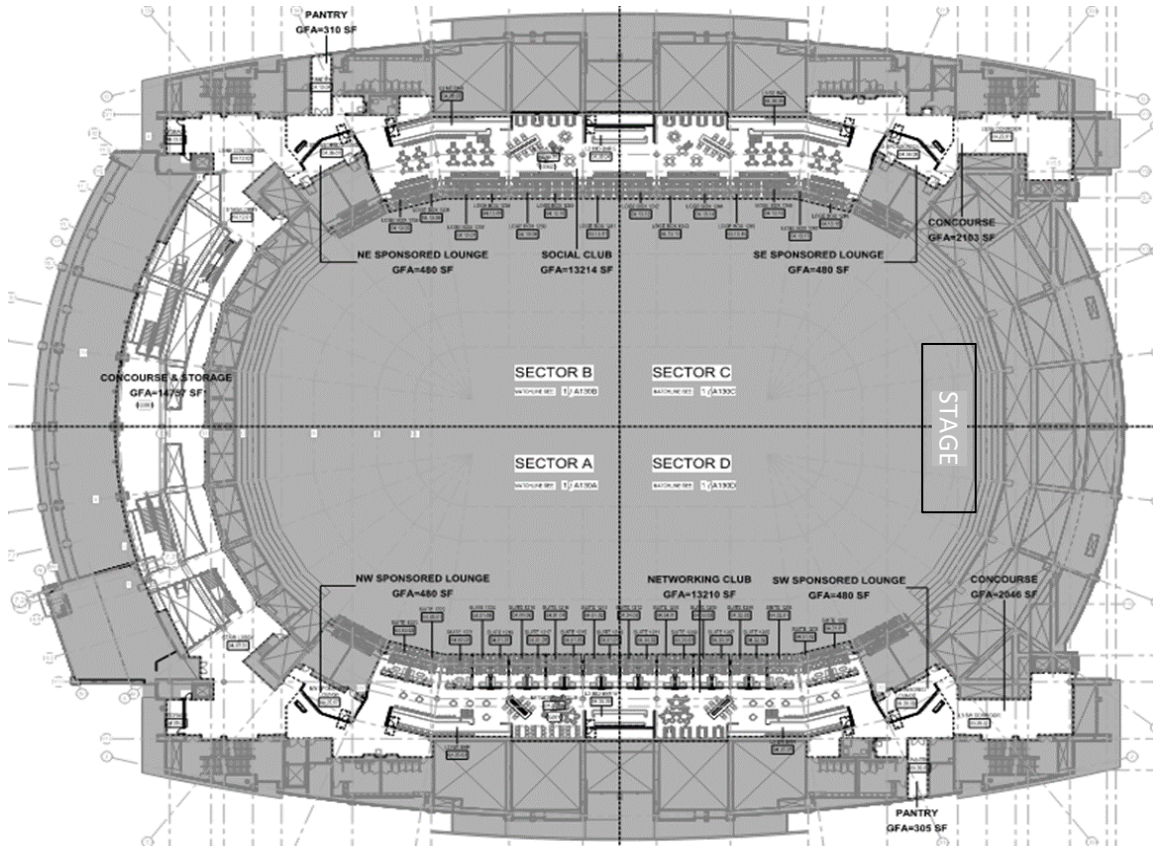
NEW BARS & POS FOR FANS RIGHT WHEN THEY ENTER THE ARENA



# UPPER SUITE LEVEL



## SOCIAL CLUB



## NETWORK LOUNGE

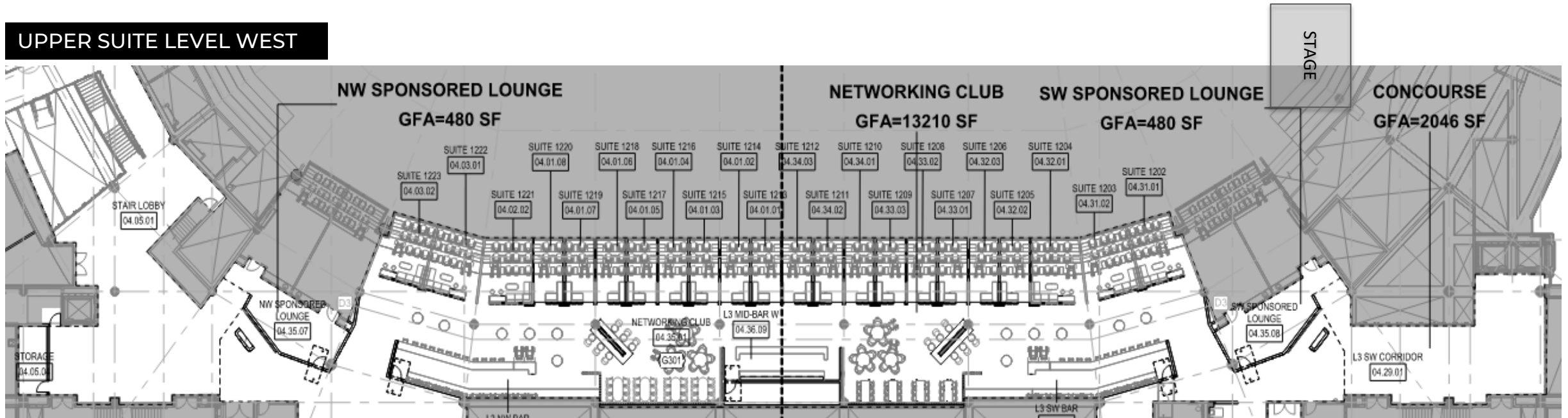
CREATION OF  
TWO NEW  
CLUB CONCEPTS



# NETWORK SUITES & LOUNGE



## UPPER SUITE LEVEL WEST



## FEATURES:

- Creation of new premium club product from former suites
- 22 suites with additional seating around club and bar
- 9 & 12 seat banquet plush seating in suite
- Two full bars serving premium mixology drinks
- Hot plate served premium food service
- Four larger suites on corners will have sponsored lounge area



# NETWORK SUITES & LOUNGE



## ULTIMATE EXCLUSIVITY

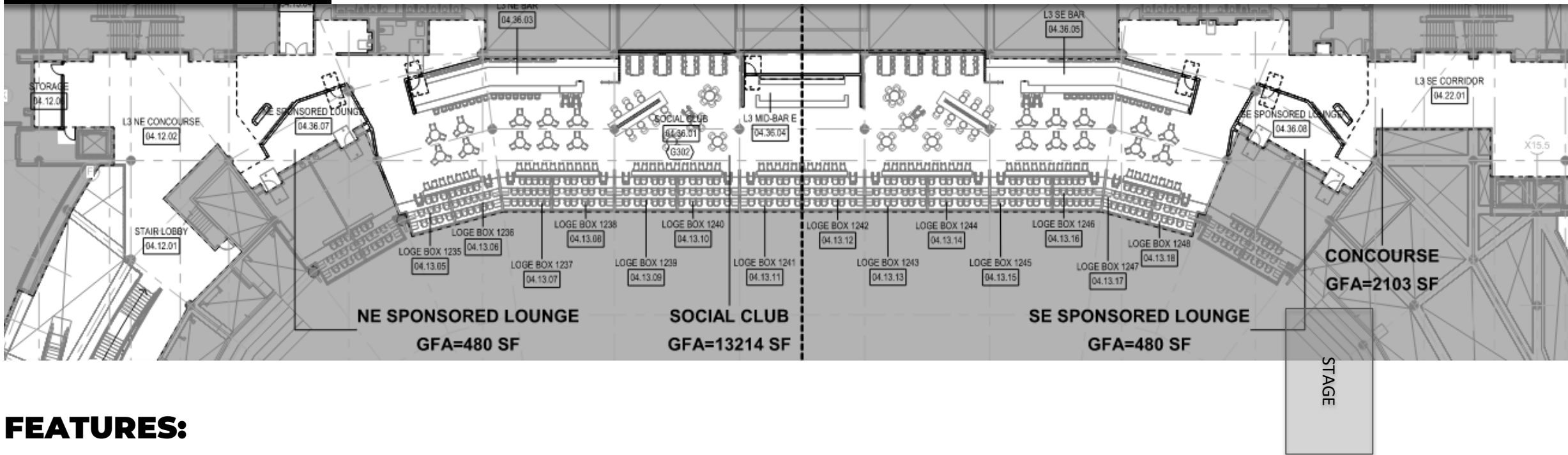
FANS ENJOY A COMFORTABLE AND OPEN LOUNGE SPACE CREATING NETWORKING OPPORTUNITIES AND AN INTIMATE PRIVATE SUITE TO VIEW THE SHOW



# SOCIAL CLUB



## UPPER SUITE LEVEL EAST



## FEATURES:

- Premium club experience with open seating
- No suites except for two on each end
- Premium seat and drink rail seating
- Two full bars serving premium mixology spirits
- Complimentary hot plated premium food service
- Nearly identical to Network Club, except more open seating



# SOCIAL CLUB



## **FLEXIBLE EVENT SPACE**

UPSCALE LOCATION TO SOCIALIZE, GATHER & CONNECT AT EVENTS





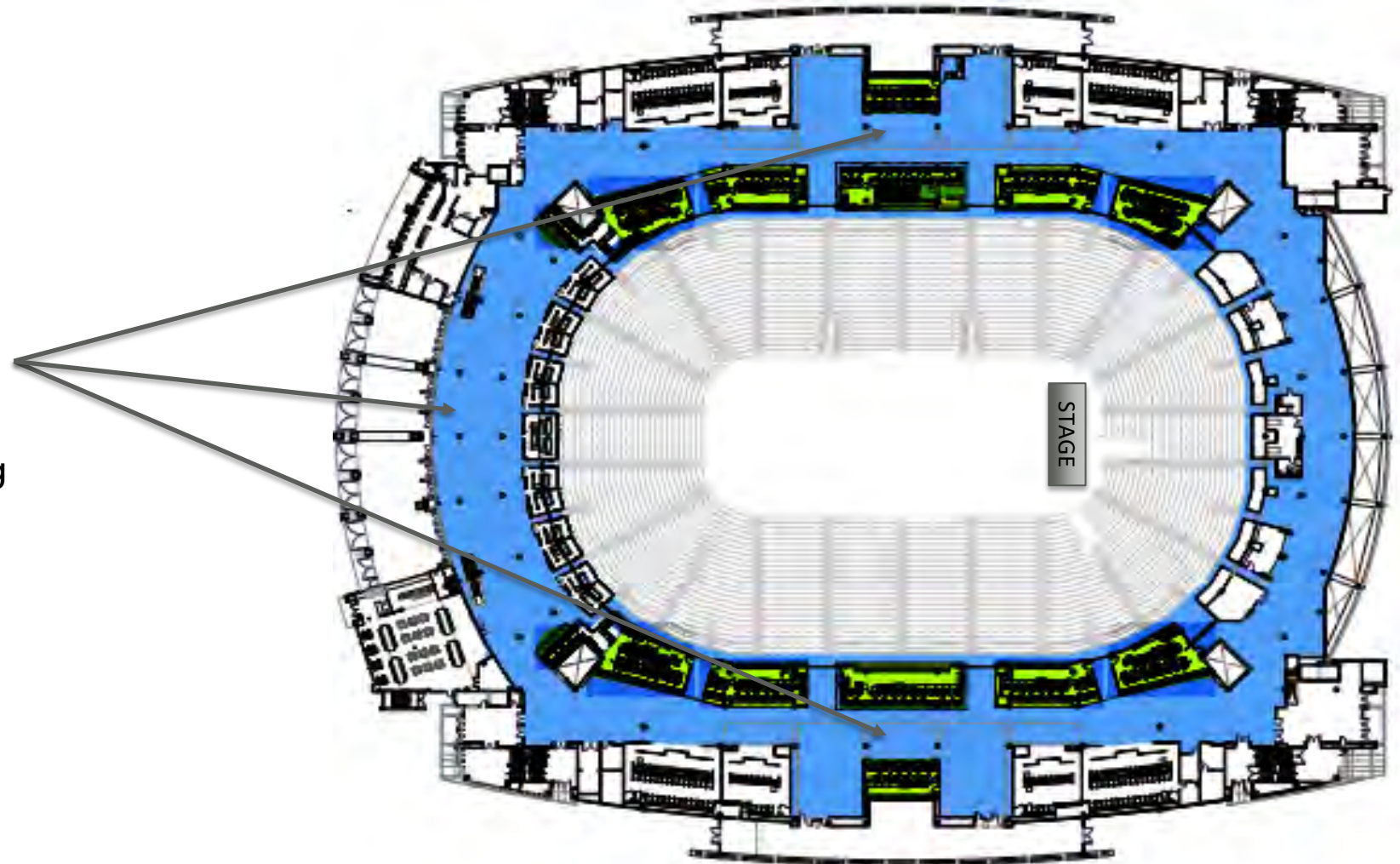
# ADDITIONAL WORK AREAS



## MAIN CONCOURSE

### ENHANCEMENTS:

- Paint Main Concourse
- Add Digital Signage
- Upgraded wayfinding and theming/branding





# GATE 4 ENTRY MAIN CONCOURSE



## GATE 4 ENTRY MAIN CONCOURSE

### ENHANCEMENTS:

- Main entry gate and concourse to be painted
- Loge Box entry façade upgraded
- 26 new LCD screens added through out main concourse areas for digital marketing
- Four - 163" LCD screens at entry gate





# EXTERIOR ENHANCEMENTS



## VENUE EXTERIOR

### ENHANCEMENTS:

- Separating from the past with new look and vibe
- Medium & Light Gray with silver detail
- Removal of all outer metal gates (gate 4)



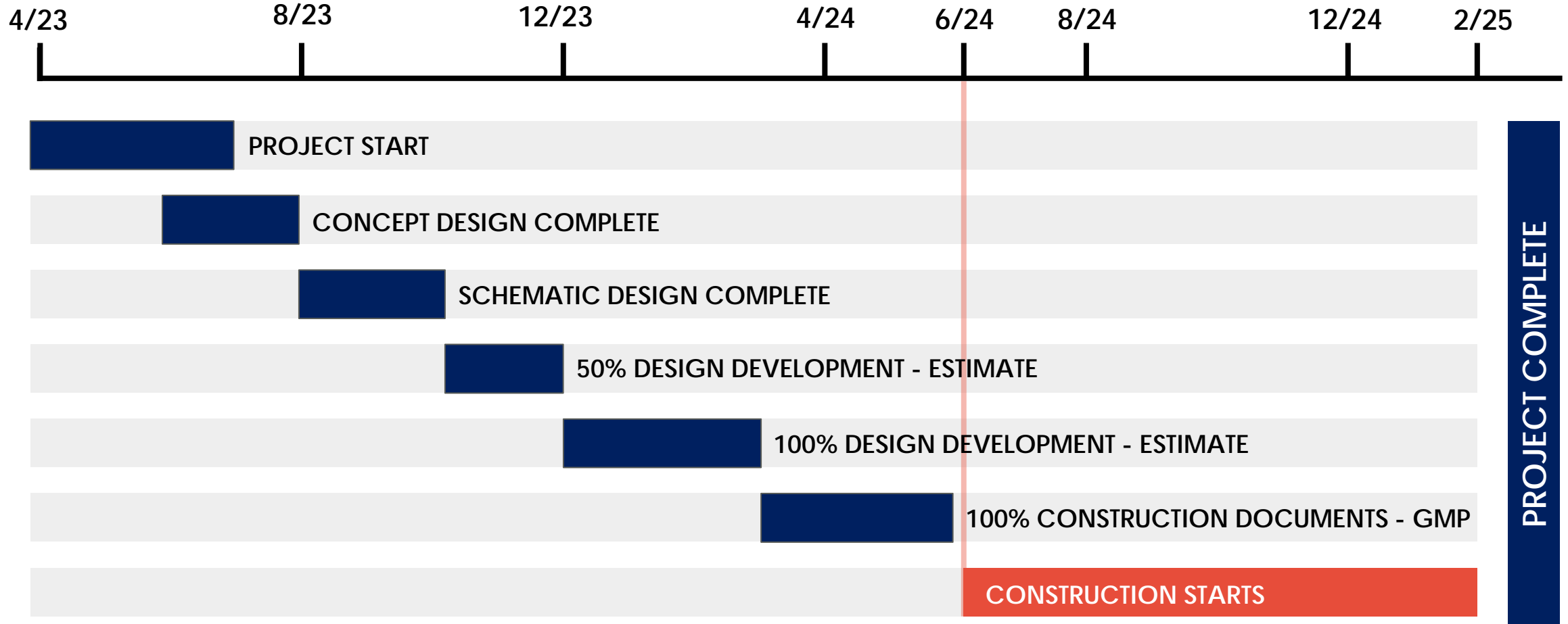


# EXTERIOR PAINTING & GATE REMOVAL





# SCHEDULE



PROJECT COMPLETE



# SUMMARY



In summary, the renovation of this key stakeholder venue located in the heart of the Westgate Entertainment District will continue to support future entertainment opportunities, including popular concerts, family, and sporting events, and other mainstream entertainment.

Creating new spaces for private events and enhancing key fan facing areas throughout the venue will ensure comfort for all visitors along with revenue enhancement, which will include increased tax collection and area economic impact as the founding facility in the Westgate Entertainment District and Arizona's true entertainment destination.