

SHOW TIME

Katie McIntyre describes the brand new US\$375m, 20,000-seat T-Mobile Arena, which opened its doors to the public on 6 April 2016, as Las Vegas' hottest new sports and entertainment venue.

T-Mobile and the arena's joint venture partners, **Anschutz Entertainment Group (AEG)** and **MGM Resorts International**, announced back at the beginning of January 2016 that Las Vegas' hottest new sports and entertainment venue, located just west of the famed Las Vegas Strip, would officially be named **T-Mobile Arena** as part of a multi-year naming rights agreement that was negotiated by **AEG Global Partnerships**.

The Arena officially opened its pristine doors 6 April 2016 and is now the city's must visit destination for live events, hosting a multitude of events, from UFC, boxing, hockey, basketball and bull riding to high-profile awards shows and top-name concerts. The venue is accessed by a new development project known as **The Park**, with retail and dining spaces, between New York-New York and the Monte Carlo casino hotels.

The opening season events kicked off with 'Opening Night' starring The Killers, which took place on April 6, and fans now have to look forward to UFC 200 in July, the Harlem Globetrotters, George Strait, Garth Brooks, the Dixie Chicks, Janet Jackson, **UNLV/Duke** college basketball and the **2016 PBR World Finals**.

The venue sports numerous VIP experiences, including the Hyde Lounge; an exclusive nightclub with unrivalled views of all the sports and entertainment action below.

Todd Goldstein, Chief Revenue Officer at AEG, said: *"T-Mobile is disruptive and irreverent – a perfect complement to our vision of entertainment in Las Vegas. Their commitment to the best and the most cutting-edge technology and customer experience makes them ideal for Las Vegas' newest showplace for the top sports and entertainment events."*

MGM Resorts International's President, Bill Hornbuckle, added: *"T-Mobile has set itself apart through its industry-changing Un-carrier moves that put the customer first. Together with our arena founding partners, we will deliver even more entertaining and engaging fan experiences in what is destined to be one of the world's leading arenas."*

All 42 of T-Mobile Arena's Luxury Suites have been sold with a limited inventory of Opera Boxes, Club Seats and private Bunker Suites. AEG Global Partnerships, an affiliate of AEG that collaborates with more than 120 venues and other

AEG assets worldwide to create sales and marketing platforms, was responsible for overseeing the sale of naming rights, sponsorships, premium seating and luxury suite sales.

T-Mobile Arena has a limited number of exclusive Founding Partners, including **Coca-Cola, Cox Business, Toshiba American Business Solutions Inc.** and **Schneider Electric.**

T-Mobile customers visiting the Arena benefit from the “*Un-carrier*” VIP treatment, including a dedicated, fast-track, VIP venue entrance at every event and at a select number of events, the communication behemoths’ customers can access event tickets and premium VIP experiences reserved exclusively for T-Mobile customers, pre-sales and seat upgrade opportunities. Charging stations are located throughout the Arena concourse for use by all. »

T-MOBILE ARENA

Fact File and Project Team

Groundbreaking commenced:	May 1, 2014
Arena opening	April 6, 2016
Owner	T-Mobile Arena, owned by AEG and MGM Resorts International
Operator	MGM Resorts International
Sales Agent:	AEG
Project Manager	ICON Venue Group
Architect	Populous
Construction Manager	Hunt-Penta Joint Venture
Functions:	Multipurpose entertainment venue available to host NBA and NHL teams, concerts, boxing, mixed martial arts, award shows and other major events
Project Cost:	US\$375m
Site Acreage:	Approximately 16 acres
Arena Square Footage:	650,000sqft
Events:	100 to 150 annually
Seating Capacities:	Boxing/UFC: 20,000 End Stage Concerts: 12,000 – 18,000 Centre Stage Concert: 19,500 – 20,000 Hockey: 17,500 Basketball: 18,000
Sustainable Design:	Designed for U.S. Green Building Council LEED Gold Certification

Amenities

World-class Las Vegas-style design
Unrivalled premium seating products
44 Luxury Suites
2 Party Suites
8 Event Level Suites
More than two dozen private loge boxes
Two dedicated VIP entrances
Two-acre outdoor Toshiba Plaza for pre-event functions and special events
Premium balconies on all VIP and public levels with views to the plaza, park and Strip
Multiple locker facilities, premium dressing rooms, green room and multipurpose spaces to accommodate a variety of sports and entertainment events
Wide variety of food and beverage options at each level
ADA accessibility on every level
A 75,000sqft loading dock, staging, storage, and other facilities to accommodate major events including six truck docks



« RUNNERS & RIDERS

Globally-renowned sports architects **Populous** worked closely with the project owners and their project manager, **ICON Venue Group**, to design this 20,000-seat arena, which connects the contrasting influences of Las Vegas; the desert and Spring Mountains to the west and the pulsating, high-energy Las Vegas Boulevard to the east.

To capture the excitement of the Las Vegas Strip, the design includes an expansive glass façade; an LED overlay; sweeping, dramatic balconies; an exterior performance stage; and a sleek exterior that is as bold as it is sophisticated, creating a visually captivating and iconic focal point in the city's bustling entertainment market.

Brad Clark, Senior Principal and Designer at Populous, said: *"The design of the arena ensures we will create a truly striking entertainment venue for Las Vegas – representing the colour, drama and excitement the city exudes. The arena is an extension of the Strip's high energy – our job with the design was to stay authentic to that spirit."*

A POTTED HISTORY LESSON

AEG first tried to build an arena in Las Vegas in association with **Harrah's Entertainment** back in 2007, with the then joint venture partnership announcing that they would be building a 20,000-seat stadium behind the Bally's and Paris casino-hotels. **Caesars Entertainment Inc.** had previously envisioned using the location to build a »



ME ENGINEERS AT T-MOBILE ARENA

ME Engineers designed the mechanical, electrical, plumbing, low-voltage and lighting systems at T-Mobile Arena, including a detailed master planning phase to optimise alignment with the Strip, energy modelling to assist in design decisions and utility and site planning to accommodate the adjoining Toshiba Plaza. The plaza has three outdoor performance spaces, including an elevated outdoor stage connected directly to systems inside the arena.

For low-voltage systems, ME planned and designed the converged network

and optical backbone that activates IP data connectivity throughout the arena, as well as into the MGM campus. Voice, data and video applications, including Audio-Visual Controls, VoIP telephones, IP Television (IPTV), High Density Wi-Fi, Point-of-Sale (POS), Distributed Sound System, Computer Workstations, Ticketing, Internet, and Security are aggregated into a high capacity/high bandwidth network within a common infrastructure.

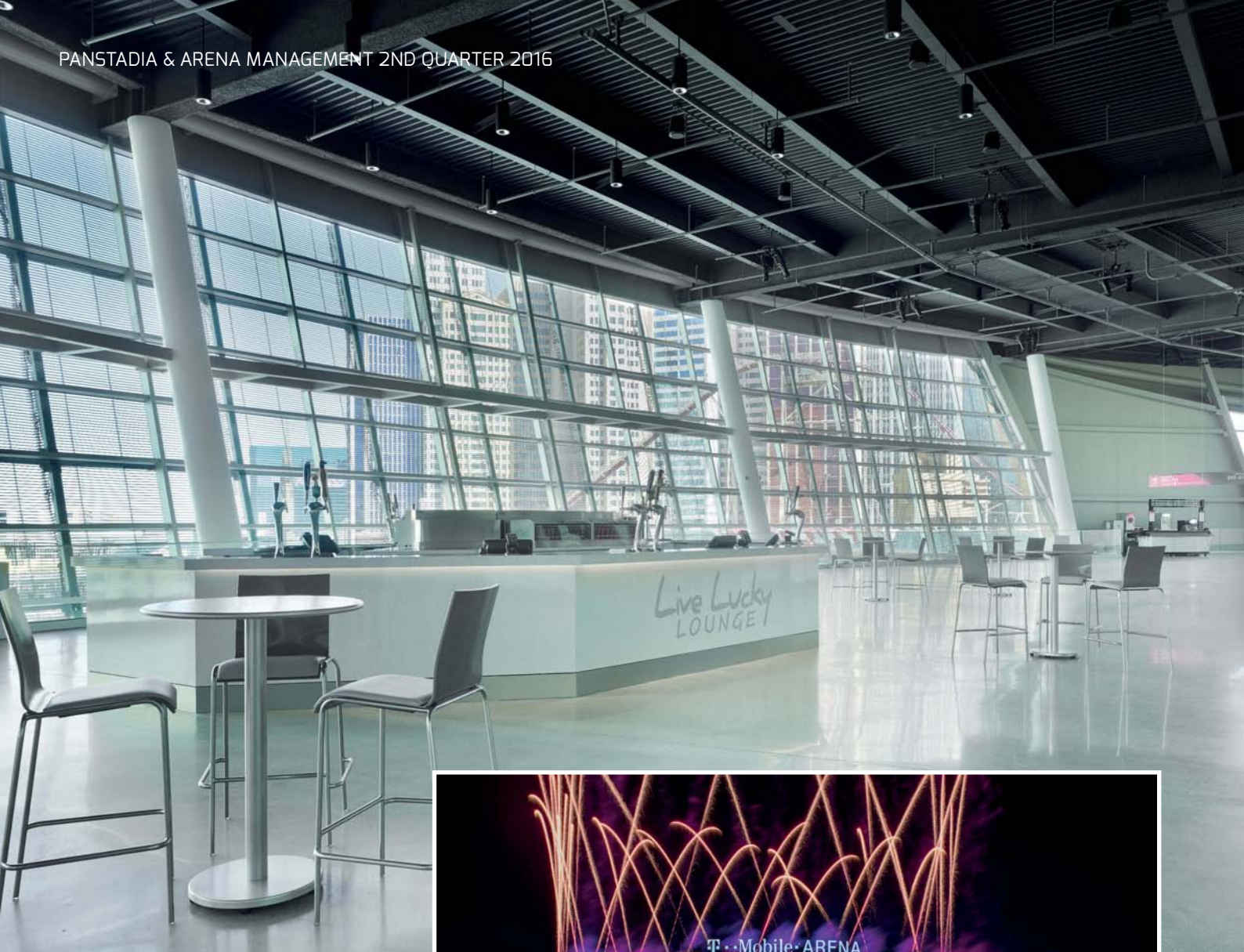
One of the key design needs was meeting NHL and NBA league standards to attract pro teams to Las Vegas. ME

designed key systems to meet the specific requirements of an NHL facility, including redundancy for uninterrupted operations, ice sheet and dehumidification systems. Certain systems were designed for modular implementation; installation can happen as needed in the future.

Sports lighting systems are optimised for spectators, players and for high-definition broadcast.

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« baseball park, but the company's buyout by Harrah's cancelled these plans.

The following year, Harrah's became uncertain on whether to continue with the project, not knowing if AEG would split the costs, and whether building a Major League-ready stadium without a guaranteed franchise to play on it would be feasible given the financial crisis.

The original plans were to break ground in June 2008 and finish the arena in 2010 but by 2009 it had been revealed that a traffic study had not even been conducted, despite the site being located near a busy intersection.

In 2010, the plans were changed again to use an area behind the Imperial Palace, however, given that the project would have required financing through a special taxation district, which was opposed by Clark County, the project stalled once more. And by 2012, AEG had backed out of the project completely. It was only when MGM Resorts International announced their own project, which would use a site behind the New York-New York and Monte Carlo resorts – and would not



rely on public funding – that AEG came back on board.

MGM and AEG announced their joint venture arena plan on 1 March, 2013, with more fleshed-out plans being confirmed over the following few months, including the announcement of a US\$100m pedestrian shopping area/plaza to serve as a gateway to the venue and the retention of prominent sports architecture firm, **Populous**. Other companies on the project included: the **ICON Venue Group**, **Thornton Tomasetti**, **ME Engineers**, **Penta Building Group** and **Hunt Construction Group**.

The project finally broke ground on 1 May, 2014, and T-Mobile Arena became the latest addition to the Strip on 6 April, 2016.

Looking to the future, the arena has placed itself as such that it could become the home venue for a possible **National Hockey League (NHL)** expansion team. Only time will tell, but one thing is for sure, the world-class T-Mobile Arena has already shown itself to be the perfect partner for the glitz and glam of Las Vegas. ■