



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION, CONTACT**

Heather Allebaugh, City of Orlando – (407) 246-3423

Joel Glass, Orlando Magic – (407) 916-2631

Gina Leo, HOK Sport – (816) 329-4409

**ORLANDO EVENTS CENTER DESIGN UNVEILED**

Orlando-Inspired Design to Re-energize Downtown

ORLANDO – Orlando civic leaders, the Orlando Magic and architects from HOK Sport today unveiled the design of Orlando’s newest downtown icon – the new Orlando Events Center.

The Events Center, which is scheduled to open in the Fall of 2010, will be home to the Orlando Magic and the Orlando Predators, and it will compete to host major national events, concerts and family shows. The City of Orlando will operate the new Events Center, while the community will own the facility.

“Over the past three years, we have focused on revitalizing the Parramore neighborhood and have experienced a resurgence in our downtown,” said Orlando Mayor Buddy Dyer. “Today marks another important day in our efforts, as the Events Center takes shape with the design unveiling of this new downtown landmark - a gathering place for all of Orlando and Central Florida.”

“In designing the community’s new Events Center we feel we have created the framework for a facility that will be the catalyst for economic revitalization in downtown’s West side, while establishing a flexible design that will serve as a great home and attract the nation’s premier events,” said Alex Martins, Orlando Magic Chief Operating Officer. “The building has a design unique to Orlando, while providing a framework for long-term environmental sustainability.”

The Orlando Events Center will feature a modern mix of metal and glass exterior materials. An iconic, 120-foot-tall glass tower element will serve as a beacon amid Orlando’s vibrant downtown while anchoring the arena to the adjacent I-4 highway. The tower, with a unique Tower Club and observation deck at the top, will be programmed with assorted lighting elements to allow for its character to change via variations in color and intensity.

“We took a hard and long look at the essence of Orlando before coming up with a design that we believe reflects the best and most distinctive aspects of this community,” said Brad Clark, AIA, HOK Sport Senior Designer. “And just as importantly, the building will set a new standard in sustainable design as one of the greenest professional sports facilities in the country.”

To celebrate Central Florida’s moderate climate, the building will be filled with a variety of indoor-outdoor spaces. For instance, once guests enter the voluminous, 80-foot-tall main lobby, they will be able to return to the outdoors via a spacious balcony overlooking Church Street.

With an ultimate capacity of more than 20,000 seats, the arena was designed to respond to its distinct urban setting while revealing the activities occurring within. Bounded by Church Street, Hughey Avenue, South Street and Division Avenue, the arena’s primary entrance faces north to Church Street, creating a natural extension of the nearby downtown entertainment core. The Church Street entry will feature a large public entry plaza connecting the arena’s spacious entry lobby.

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Local architecture firms C.T. Hsu + Associates and Baker Barrios Architects, Inc. are assisting HOK Sport with the arena's design, with C.T. Hsu + Associates serving as exterior architecture consultant and Baker Barrios Architects serving as interior architecture consultant. Both firms were selected as part of the minority- and women-owned business initiative for the project. Minority- and women-owned architecture and engineering firms will comprise 31 percent of the design work.

"Our firm has a 25 year track record for designing facilities that have contributed to Central Florida's evolution into a world class destination," said C.T. Hsu, FAIA, LEED AP, managing principal of C.T. Hsu + Associates. "Our objective will be to create a first-class events center for the City of Orlando while advancing Mayor Dyer's vision to revitalize the historic Parramore neighborhood."

"This is our chance to create an Events Center celebrated by millions of visitors over the next few decades," said Carlos Barrios, AIA, Baker Barrios Principal. "Our local knowledge of the environment in Orlando will help create an arena that is exciting, enticing and energetic for years to come."

While sustainable design specifics will be finalized in the coming months, designers will focus on the opportunities to create an environmentally friendly building in various categories. The design and construction team will focus on creating a sustainable site; providing water efficiency; optimizing energy and atmosphere protection; conserving materials and resources; monitoring indoor environmental quality and health; and selecting environmentally preferred operations and maintenance. These elements will combine to create one of the most environmentally friendly, high performing professional arenas in the country.

Inside the arena, patrons will find modern amenities in a comfortable setting – perfect for hosting family events as well as basketball games. Concourses will be spacious, offering unique concessions and activities for kids and adults alike. The public bar on the main concourse will overlook the event floor, and children will enjoy spending time in the kid-oriented fun zone and retail store on the upper concourse.

With design plans unveiled, groundbreaking is scheduled for the summer of 2008.

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**About HOK Sport**

*HOK Sport is one of the world's leading design firms – and the only firm in the world dedicated exclusively to the design of sporting venues. As designers of some of the world's most identifiable sports and entertainment buildings, HOK Sport continues to define a building type which has played an increasing role in establishing the architectural fabric of modern cities. Their architects are the world's finest and most experienced, drawing from the combined expertise of more than 825 projects with construction value exceeding \$20 billion. HOK Sport's client list is diverse and comprehensive; it includes 24 Major League Baseball franchises, 30 NFL franchises, 80 professional and civic arena clients, 40 soccer and rugby teams and 120 colleges and universities. The firm has received more than 200 design awards, including three national design awards from the American Institute of Architects. With offices in Brisbane, Australia; London, England; Nashville, Tennessee; Knoxville, Tennessee; Denver, Colorado; and Kansas City, Missouri, their reach is worldwide.*

[www.hoksport.com](http://www.hoksport.com)

**About the Orlando Magic & New Events Center**

*Orlando's NBA franchise since 1989, the Magic is the developer of the new Events Center which will compete to host major national events, concerts and family shows. Opening in September 2010, the facility will be operated by the City of Orlando and owned by the Central Florida Community. The Events Center is part of a public building program which also includes a new Performing Arts Center and a renovation to the Citrus Bowl Stadium.*

*On an annual basis the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise, scholarships and grants. Orlando Magic community relations programming impacts an estimated 75,000 kids annually. Over the last 18 years, more than \$13 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Foundation. OMYF, a fund of the Robert R. McCormick Tribune Foundation, focuses on helping every child in Central Florida realize their full potential, especially those most at risk, by supporting programs and partnerships that empower families and change lives. Ticket highlights for 2007-08 include: a franchise-most 8,417 seats priced \$25 or under per game; A \$25 lower bowl ticket; and for the 10th straight year tickets priced at \$10 per game. For ticket information log on to [orlandomagic.com](http://orlandomagic.com) or call 407-89-MAGIC. Through NBA CARES, the league, players and teams will raise and contribute \$100 million for charity, donate more than 1 million hours of hands-on volunteer service to communities worldwide, and build more than 100 places where kids can learn and play over the next five years.*



## ORLANDO EVENTS CENTER FACT SHEET

<b>Opening:</b>	Fall 2010
<b>Cost:</b>	\$380 million (total construction cost)
<b>Location:</b>	Downtown Orlando; bound by Church St. (north); Hughey Ave. (east); South St. (south); Division Ave. (west)
<b>Owner:</b>	City of Orlando
<b>Developer:</b>	Events Center Development, LLC
<b>Operator:</b>	Allen Johnson, City of Orlando
<b>Primary Tenants:</b>	Orlando Magic; Orlando Predators
<b>Functions:</b>	NBA and collegiate basketball, arena football, indoor soccer, concerts, hockey, circuses, stage shows, exhibitions
<b>Design Architect:</b>	HOK Sport
<b>Local Architects:</b>	C.T. Hsu + Associates; Baker Barrios Architects, Inc.
<b>Construction Manager:</b>	Hunt Construction Group in association with Rey Group, R.L. Burns, Inc., HZ Construction and Albu & Associates, Inc.
<b>Program Manager:</b>	Turner Construction Company
<b>Site Acreage:</b>	8.75 acres
<b>Number of Levels:</b>	7: Event Level; Founders Level; Disabled Seating Level; Main Concourse; Club Level; Terrace Level; Press Box Level
<b>Square Footage:</b>	800,000 square feet
<b>Seating Capacities:</b>	19,000 (center stage concert) 16,000 (end stage concert) 18,500 (NBA) 20,000 (NCAA basketball) 17,200 (hockey/arena football)
<b>Premium Spaces:</b>	56 suites; 4 Chairman suites; 2 super suites; 4 party suites (suites distributed on two levels) 1,428 club seats 328 loge seats
<b>Sustainable Design:</b>	Sustainable building design will exist in various categories, including a sustainable site; water efficiency; energy optimization and atmosphere protection; materials and resource conservation; indoor environmental quality and health; and environmentally preferred operations and maintenance
<b>MBE/WBE Participation:</b>	Commitment to Blueprint; 31% for design phase



## ORLANDO EVENTS CENTER AMENITIES

- Outdoor patio overlooking Church Street with food & beverage service
- Six clubs on various levels
- Wide variety of food & beverage options
- ADA accessibility on every level
- Iconic 120-foot-tall tower with Tower Club and observation deck at top
- Graphic wall on I-4 exterior façade
- 31,000 SF arena floor can be used for exhibition/trade show space, banquets and meetings
- Five banquet rooms and a conference room on club level
- Full service themed restaurant on club level overlooking event floor
- Themed fan experience zone and adjacent children's fun zone on upper concourse
- 18 men's restrooms and 19 women's restrooms
- Information kiosks distributed throughout the arena
- Enclosed bridge connecting to planned parking garage
- Minimum one concession point of sale for every 150 spectators
- Public bar and food court on main concourse level with view of event floor
- Three street-level retail locations on Church Street
- Main concourse average 30 feet in width
- State-of-the-art center hung scoreboard with video capability; auxiliary boards located throughout the seating bowl; two LED ribbon boards on Founders level and club level fascia
- Full basketball practice court that can also be used for events seating up to 500 people
- 2 NBA locker rooms; home arena football/hockey locker room; visiting arena football/hockey locker room; official's locker room; 6 star performer dressing rooms; green room for staging and hospitality; additional auxiliary locker rooms
- Team and City Venue Administration offices
- Media interview room and working media facilities on event level
- 6 truck docks



## ORLANDO EVENTS CENTER / AMWAY ARENA COMPARISON

	Orlando Events Center	Amway Arena
<b>Capacity</b>	17,200 (hockey/arena football) 18,500 (NBA) 20,000 (NCAA basketball) 16,000 (end stage concert) 19,000 (center stage concert)	15,948 17,282 17,282 12,592 18,039
<b>Square Footage</b>	800,000	367,000
<b>Suites</b>	56 suites 4 Chairman suites 2 super suites 4 party suites	26 Skyboxes
<b>Club Seats</b>	1,428	0
<b>Concourses</b>	4 concourses Average 30' width	1 concourse Average 20' width
<b>Public Restrooms</b>	18 men's, 19 women's	4 men's, 4 women's
<b>Retail Stores</b>	3	0 (4 fixed stands)
<b>Concession Points of Sale</b>	1:150 spectators	1:215 spectators
<b>Open Date</b>	Fall 2010	January 1989



## ORLANDO EVENTS CENTER PROJECT TIMELINE

### Fourth Quarter 2007

Complete Schematic Design Phase

Construction Manager Selected

### First Quarter 2008

Complete Design Development Phase

### Second Quarter 2008

Issue First Construction Document Package

### Third Quarter 2008

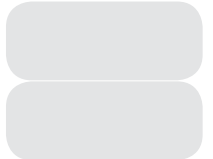
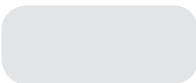
Complete Construction Documents

Construction Begins

### Third Quarter 2010

Complete Construction

Opening Event



## ORLANDO EVENTS CENTER DESIGN PRINCIPLES

The Orlando Events Center is designed to reflect the character of the community, meet the goals of the users and build on the legacy of sports and entertainment in Orlando. The building's exterior will feature a modern blend of glass and metal materials, along with ever-changing graphics via a monumental wall along one façade. A 120-foot tall tower will serve as a beacon amid the downtown skyline.

### Civic building

Create a community gathering place for Orlando and Central Florida, with a clear front door

### Indoor-outdoor

Celebrate Central Florida climate by allowing movement indoors and out

### Pattern and texture

Use a variety of design elements in both horizontal and vertical surfaces

### Context

Design each façade with respect to its distinct environment; respond to the neighborhoods immediately adjacent to the specific façade

### Front porch

Create an entry design element that relates the design to local architecture

### Alive

Bring the building to life with color, graphics and signage

### Sustainable

Implement design strategies to create one of the country's most environmentally friendly arenas

### Landscape

Integrate a variety of native landscape forms of various scale and type

### Public art

Identify key locations for public art to further define the building's personality



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