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STADIUM



**REVOLUTIONIZING**  
**THE FAN EXPERIENCE**



# CHANGING THE GAME

Mercedes-Benz Stadium will be the drawing card for Atlanta to attract the world's biggest events, while catalyzing the revitalization of the city's Westside.

When ground was broken on the Atlanta Falcons' and Atlanta United's sparkling new downtown digs in May 2014, it signaled a paradigm shift for sports facilities. For owner Arthur Blank, the stadium was not to be a place just to play football games — it was to be the centerpiece of Atlanta, one of the nation's most economically thriving and socially vibrant cities, as well as a catalyst of revitalization for the city's downtrodden yet historically significant Westside (see page 3A).

Named Mercedes-Benz Stadium, thanks to a 27-year sponsorship agreement with the luxury automaker that is moving its American headquarters to Atlanta (see page 8A), the facility will help the city attract the world's biggest events it is so used to hosting since the Summer Olympics came to town in 1996. On January 8, 2018, about four months after the stadium opens, the college football National Championship Game will be played there. In February 2019, the stadium will host Super Bowl LIII, the third time the NFL's showcase will be held in Atlanta. In April 2020, college basketball will take center stage, as the Final Four of the NCAA Men's Tournament comes to the venue.

The run marks the first time a city will host the college football National Championship, the Super Bowl and the Final Four in three consecutive years.

"(The stadium) puts Atlanta in a very special and unique category to attract the globe's biggest events on an ongoing basis, in the same way the Olympics in '96 were a transformational moment that took Atlanta from being an under-appreciated southern city to giving it both national and global spotlight," said Steve Cannon, the former president and CEO of Mercedes-Benz USA who Blank hired in 2016 as CEO of his family of businesses, AMB Group. "This is that next transformational moment for Atlanta."

Blank's vision for the stadium went beyond building a new home for the Falcons and the new MLS franchise, Atlanta United.

"There's a bigger purpose here," said Rich McKay, president of AMB Sports and Entertainment. "This building can move us forward in a really cool fashion. In partnership with the Georgia World Congress Center, the city, the state, there's no event internationally that we can't host and we shouldn't host."

"The object of this project from Day One was not just to build a better Georgia Dome, it wasn't to build a new stadium, it wasn't to build a stadium that would produce more revenue — it was to change the stadium game. We believe this project will do that."

To each and every executive at AMB Group, the city of Atlanta doesn't get nearly the credit it deserves as one of the nation's top business centers. Home to 20

Fortune 500 companies, Atlanta is also the country's 10th largest DMA, has its busiest airport that's within a two-hour flight for 80 percent of the U.S. consuming public, and offers about 10,000 hotel rooms within a mile walk of the new stadium. It's also got a revitalized Centennial Olympic Park, the College Football Hall of Fame, the Civil Rights Museum and the largest aquarium in the United States.

"If you think about logistics in, logistics out, and the ability to have a downtown walkable event, that's what all these big events are looking for," Cannon said. "As opposed to taking a big event and spreading it out over a metro, where events are taking place two hours apart through city traffic."

Said Tim Zulawski, chief commercial officer at AMB Group, "This marketplace is active and reinvests. As a top-10 market, Atlanta usually doesn't roll off people's tongues when they're thinking of big media markets or big markets in general."

"We are being aggressive in bringing in events, and the stadium is the catalyst that activates it all," he added.

Mercedes-Benz Stadium formally opened its doors Aug. 26 for the Falcons' first home preseason game against the Arizona Cardinals, immediately followed by two Chick-fil-A Kickoff Games on Labor Day weekend. The Saturday, Sept. 2 matchup featuring the Alabama Crimson Tide and Florida State Seminoles, the Nos. 1 and 3 teams in preseason rankings, is arguably the best

opening weekend game the sport has ever seen. Two days later, Monday, Sept. 4, the Tennessee Volunteers and hometown Georgia Tech Yellow Jackets take the field for the second game of the Chick-fil-A doubleheader.

Less than a week later, on Sunday, Sept. 10, Atlanta United play their first match in the new building as they host FC Dallas. Make no mistake: thanks to its revolutionary conceptualization and design, the facility is as much as Atlanta United's as it is the Falcons (see page 10A).

The following Sunday night, Sept. 17, the Falcons host the Green Bay Packers in a nationally televised game on NBC, a rematch of the last season's NFC Championship Game, won by Atlanta, 44-21.

Garth Brooks headlines the building's first concert on October 12, and the mega country star's performance is a harbinger of big-time musical artists sure to make Atlanta a destination on their national and international tours.

The Chick-fil-A Peach Bowl, which is in the rotation to serve as a College Football Playoff semifinal, and the HBCU's Celebration Bowl will also call Mercedes-Benz Stadium home.

All told, Mercedes-Benz Stadium will host 50-55 events annually that attract 30,000-plus people, in addition to a plethora of private corporate and consumer events with 1,000-10,000 people that will utilize the building's suites and club areas.

Tours of the stadium offered to Atlanta tourists, convention goers and businesses will culminate with attendees kicking field goals on the football field or soccer goals on the pitch and having their pictures taken and projected onto the 101-foot mega column.

"We have plenty of ways to be open 365 days a year," McKay said.

Added Michael Drake, chief revenue officer at AMB Sports and Entertainment, "We will be the busiest stadium in the country from Day One."

And when the fans walk up to and enter Mercedes-Benz Stadium, they will see a sports facility like no other, an "engineering marvel" in Cannon's words. It features:

- A fan-first design that allows attendees to flow freely around the building and congregate at neighborhood bars located around the concourses.

- A retractable roof, the signature element of the building, that consists of eight motorized steel panels, designed to resemble petals, that weigh 500 tons each.



The Falcons' first regular-season game at Mercedes-Benz Stadium will be in prime time against the Packers, a rematch of last season's NFC Championship Game, won by Atlanta, 44-21.

CONTINUED ON 6A

# Stadium catalyzes Westside revitalization

Any time public money, no matter how small the percentage of the overall project, is put toward building a new facility for a sports team, there is pushback. "Why are we using tax dollars to fund a billion-dollar enterprise," is the question asked by naysayers.

AMB Group has the perfect answer as to why it's accepting \$200 million in bonds backed by hotel-motel taxes toward construction of the new \$1.5 billion Mercedes-Benz Stadium in Atlanta: The stadium will serve not only as the home to the Atlanta Falcons, MLS's Atlanta United, major national and international sporting events and the world's biggest musical acts, as well as the new centerpiece of downtown, it will also catalyze the revitalization of the city's Westside, one of the poorest neighborhoods in the southeastern United States.

Knocks opponents use in their case against public funding include owners moving their teams outside the city and into the suburbs, the facilities sitting empty and unused the majority of the time, and sports teams doing little to uplift their surrounding communities.

"Arthur has committed to the opposite of those three things," Frank Fernandez, vice president of community development at the Arthur M. Blank Family Foundation, said during a discussion in the foundation's Westside office.

North Side Drive separates Mercedes-Benz Stadium from the Westside, a historically significant neighborhood as it is where the likes of Martin Luther King Jr. and Julian Bond grew up and spearheaded the civil rights movement.



Arthur Blank and his wife, Angie, greet Westside residents Ms. Billie Walker and her daughter.

So, on one side of the road sits a shiny new stadium; on the other, about 30 yards to the west, streets replete with poverty, drugs and abandoned buildings. While the contrast is stark, Blank's ambitious goal is to help close the socio-economic gap.

"What makes this stadium unique is how Arthur has tried to leverage the stadium as an anchor institution that tries to connect people to economic opportunity for the Westside," Fernandez said. "Every single founding partner of the stadium, of which there are 13, have committed to working with us on the Westside and make investments from their corporate philanthropy. They

are all stepping up significantly with millions of dollars in investments in our projects."

Added Rich McKay, president of AMB Sports and Entertainment, "Arthur challenged us, challenged the city, challenged our sponsorship partners: 'Let's use this moment in time as a catalyst to make change on the Westside.' That is underway in a really cool fashion. You're beginning to feel it and see it, tangible change."

Fernandez outlined a "three-legged stool of revitalization," with the private sector, the public sector and the community itself each contributing to the initiative.

"They all have to be at the table, and they have to have a meaningful role," Fernandez said.

The process of revitalizing the Westside, though, will be neither easy nor short. Blank outlined a lengthy time frame for his group.

"He says it in meetings all the time: ultimately building a stadium is not that hard — I'm not sure I agree with him — but affecting change on the Westside is going to be very difficult and it's going to take a long time," McKay said. "It's not a five-year commitment, it's not a 10-year commitment. It's a 20-year commitment."

It's a long-term commitment, and one with teeth — it's already having real impact on the people of the Westside. Here's how:

## Job opportunities

Through Westside Works, a program that connects Westside residents with job opportunities, over 160 people have been hired by construction firms that built the stadium. (There are also about 200 workers from the Westside on the construction site who found their jobs independent of Westside Works).

"Arthur made a public commitment to hire people around the stadium to help build it," Fernandez said.

The impact of placing these folks in stadium construction jobs will last for long after the project is complete.

"It puts people on a construction career path by placing them with firms for long-term jobs," Fernandez said.

"There's a shortage of construction workers in Atlanta. For every four retiring,

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The power to  
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# Design, revolutionary food-and-beverage concepts, technology and art combine to deliver unparalleled fan experience at Mercedes-Benz Stadium



JASON HALES

A 73,000-pound stainless steel falcon with a 68-foot wingspan greets fans at Mercedes-Benz Stadium's main entrance.

Every aspect of the brand-new Mercedes-Benz Stadium was conceptualized first and foremost with the fan in mind. The stadium's architecture, revolutionary food-and-beverage program, state-of-the-art technology and commitment to art combine to make the fan experience — whether you're there for a Falcons or Atlanta United game, a big-time national event like the Super Bowl, college football National Championship Game or NCAA Men's Final Four, or a concert by a top musical act — the best in sports and entertainment worldwide.

The fan-first mentality evolved from the vision of Falcons owner Arthur Blank, and he has instilled into the mindset throughout AMB Group.

"With Arthur's vision, we all had a dedication to hands-on, meaning there's no aspect of this building we didn't design internally," said Rich McKay, president of AMB Sports and Entertainment. "As opposed to many projects where the architect is leading the design, we did it from the perspective of the fans and how they could engage in a stadium."

From design to food and beverage to technology that includes the largest video board in the NFL, "Every decision was made from a fan's perspective," said Michael Drake, chief revenue officer at AMB Sports and Entertainment, who counts Mercedes-Benz Stadium as the fourth NFL stadium project in which he's been involved.

## Flow freely, be social

To Mercedes-Benz Stadium executives, fans' ability to circulate through the building, both horizontally and vertically, was key to the fan experience.

"At a lot of sports facilities with suites and clubs, you walk around the building and you get stopped — 'you don't have the right ticket, sorry you can't proceed.' We did not want that to happen to our fans," said Mike Gomes, senior vice

president of fan experience. "Our fans are not only encouraged and enabled to move across the entirety of the 100, 200 and 300 level concourses, we've also provided vertical circulation — stairs, escalators, elevators — to encourage fans to move up and down."

How the design would feel to the fans was of primary importance to Blank.

"It wasn't, as an owner, I want a big beautiful club that stretches all the way through a concourse and stretches our fans up and over and down so they can't get around a concourse," Drake said.

The sky bridges on the 200 and 300 levels also help facilitate movement, but the anticipation is that they'll be packed on game days, since they offer fantastic views of the Halo Board that wraps around the entire bowl, as well as of downtown Atlanta through the 16-story, 22,664-square-foot Window to the City.

In addition to providing the wonderful view, the Window to the City also lets in plenty of natural light.

"Don't underestimate the power of natural light," Gomes said. "We like it in our homes, we like it in our office space. So much natural light comes into the building, it's more pleasing to the eye, it feels more comfortable, it makes the building feel larger as you're moving and navigating around. It's the feeling of 'I like being here'. It's the difference between being in a store with harsh lighting or an Apple store or a Starbucks."

Socially, Mercedes-Benz Stadium features "neighborhood bars" on all three levels of the stadium, the ones on the 100 and 200 levels offering visibility to what's happening on the field. These are areas for people to get out of their seats when they so choose, and congregate and socialize with family, friends, co-workers and clients. Season-ticket holders often want different experiences between Game 1 and Game 8 of the Falcons season, for example, and between

Season 1 and Season 8, according to Gomes.

"Our fans have the ability to have social experiences, whether that's pregame, halftime or during the game, while staying connected to what's happening on the football field or soccer pitch," he said. "You can hear the crowd and see the action and still be in the bar atmosphere socializing with your friends. It's not just about sitting in your seat for the entirety of the game anymore, at least not according to the fans we talked to."

Drake said a fan's social experience depends on the event that's being held in the building, so Mercedes-Benz Stadium is designed to be flexible enough to suit all kinds of fans and events.

"At soccer matches, people tend to be in their seat for 45 minutes then at halftime flood the concourse, then go back to their seat. For football, there are more natural breaks in the flow of the game. Basketball, concerts are a little different," he said. "Everything's kind of different, and the building is amazingly flexible in offering all kinds of places you can sit and watch and congregate."

A commitment to integrating sponsorship activation to the fan experience was also part of the masterplan.

"What Mercedes-Benz Stadium did better than any (other facility) we've ever seen before is the deliberate approach to tying the sponsors to the fan experience and thinking about the overall experience," said Justin Wood of Dimensional Innovations, whose company was hired to design, customize and build sponsorship experiences. "They made sure these weren't just logos plastered on the wall. These were deliberate approaches to being additive to the fan experience and not being subtractive just in the interest of garnering sponsorship dollars."

## Food and beverage

"The food and beverage model across nearly the entirety of the sports industry is broken," Gomes asserts. "It starts with overpriced fare, and extends to quality, variety and speed of service."

While food and beverage is the third most important driver of game day satisfaction, it gets the lowest marks of any aspect of the fan experience. AMBSE is doing its part to help fix the busted model.

No matter the event they're attending, fans will be able to buy a bottle of water, a refillable soda or hot dog for \$2; a slice of pizza, nachos or waffle fries for \$3; and a 12-ounce domestic beer or a cheeseburger for \$5.

The pricing concept extends to every food and beverage item sold at Mercedes-Benz Stadium. The stadium's third-party restaurant partners are not allowed to sell food for more money than it is priced on the menus at their stores.

"We've changed the game significantly compared to what everybody else does," Gomes said. "We said if we're going to be fan first, we can't perpetuate a business model that every single piece of research that's ever been done tells us is the worst part of the stadium experience, yet fans say it's important."

He added, "This isn't a gimmick, this isn't a dollar menu, this isn't a few loss-leader items and everything else is priced like it typically is in a stadium. The entirety of the stadium, every single element is priced with this fan-first mentality so that you feel 'this is fair, this is what I would pay for a bottle of water at a convenience store. This is what I would pay for tacos at a quick-service taco restaurant. This is what I would pay for Chick-fil-A sandwich at Chick-fil-A.'"

Pricing, though, goes only so far, AMB Group recognizes. Quality, variety and speed of service must be commensurate.

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The stadium's restaurant partners, all of which have been chosen by Falcons fans and Atlanta United supporters, will operate their own stands so that their own quality standards will be adhered to.

There will also be plenty of variety. In the mood for Mongolian beef, a barbecue brisket grilled cheese, or a shaved prime rib sandwich? You can get those, too, and no, it won't cost you much.

"Our intent is to keep everything below the \$10 price point, which is unheard of in most stadiums," Gomes said.

Variety extends beyond food to beer. While some stadiums sell the entirety of their beer program to a single provider, Mercedes-Benz Stadium will offer an array of domestics, imports and local craft brews.

Even with affordable pricing, high quality and wide variety accounted for, there was still another issue to be addressed: accessibility.

"If you do all of that and the lines are too long, you still haven't cracked the nut," Gomes said. "You can't design a stadium with pricing the way we have if you don't accommodate for that increase in demand. We expect consumption to increase, so we have built the whole of the stadium — level by level, quadrant by quadrant — to accommodate the increased demand so that I not only get great food and I didn't pay a lot of money, but heck, I went in, got in line and got my food and got back to my seat."

Part of the speedy service comes from self-service soda stations. Buy a \$2 soda at the concession stand once, and refill it yourself as many times as you like without having to wait in line.

There will be 1,264 beer taps, compared to 30 at the Georgia Dome, in addition to points of sale around the

**Mercedes-Benz STADIUM TECHNOLOGY**

**HOW LONG IS THE MERCEDES-BENZ STADIUM HALO VIDEO BOARD?**  
**1,100 FT**

**HALO VIDEO BOARD IS 1,100 LINEAR FT LONGER THAN THE EIFFEL TOWER**

**1,800 WIRELESS ACCESS POINTS**  
 VS. 1,200 AT LEVI'S STADIUM

**4,000 MILES OF FIBER**  
 VS. 400 IN LEVI'S STADIUM

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stadium where fans can purchase aluminum cans and bottles.

Gomes concluded about the food-and-beverage program, "We will have great variety, but variety without accessibility doesn't really help fans. Our intent is to hit all four elements: price, quality, variety and speed of service."

**Technology**

Wired with over 4,000 miles of fiber and equipped with 82,500 square feet of LED video displays, Mercedes-Benz Stadium is the most technologically-advanced sports facility in the world. Enhancement of the fan experience via technology begins before fans even arrive at the stadium and continues as they walk through the gate without having to show paper tickets. Once in the stadium, fans will use their mobile devices to navigate around the building, download stats, watch videos, share their experiences on social media, and gaze at replays, sponsor messages and other content on the stunning 360-degree, 63,000-square foot HD Video Halo Board.

"From a technology angle, it's all about connectivity," said Jared Miller, chief digital officer and senior vice president analytics and technology. "That's what the stadium is all about at the end of the day — it's about connecting people, bringing people together for an event or a game, for something that gets emotions high, gets people talking and communicating, brings people together for some sort of celebration. Technology has a piece in so many parts of that puzzle."

Fans' connection with Atlanta, Mercedes-Benz Stadium and any of its teams or events often starts with their mobile devices. Miller and his group are making sure fans have the right platforms and properties at their disposal to make their experiences outstanding.

**CONTINUED ON 6A**

# WHOA!

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CONTINUED FROM 5A

We'll enable that communication to happen, from information gathering to booking, ticketing, etc., all the way to getting to the stadium. And once you're in the stadium, your mobile device can stay connected at all times," Miller said.

There will be over 1,800 mobile access points deployed around Mercedes-Benz Stadium to keep fans connected seamlessly to the Wi-Fi network. Fans won't have any problems when it comes to streaming videos, downloading content, sending text messages, checking fantasy scores, or posting to Facebook, Twitter, Instagram or Snapchat.

Also, a DAS cellular network comprised of all major carriers will make sure fans can stay connected even if they forgot to log onto Wi-Fi.

In addition to the Halo Board, the 82,500 square feet of LED video displays — which is more than any other stadium in the world — also include the mega-column video board with about 7.3 million LED lights and fascia mounted ribbon boards containing more than 6.7 million LED lights.

Add 3,250 speakers to the mix, and attending an event at Mercedes-Benz Stadium will be a visually- and sonically-extraordinary experience.

IBM developed three distinct apps for AMB Group — one for the Falcons, one for Atlanta United and one for Mercedes-Benz Stadium. The utility feature that will help fans locate a parking spot, find the food and drinks they're looking for and navigate around the stadium ('wayfinding' is the buzzword), will exist in each app. Content will be specific to each platform.

There are also 2,400 televisions located around the stadium, many in large-format, high-definition or 4K displays, to keep fans connected as they explore the stadium, as they're being encouraged to do.

The technology-enhanced fan



Mercedes-Benz Stadium offers fans delicious traditional and non-traditional stadium fare — Mongolian Beef, for example — for affordable prices.

experience drills down premium seating offerings, specifically a product designed for fans who want suites that accommodate four to six people, rather than the larger numbers traditional suites hold. To meet that demand, Drake developed a "technology loge suite product" that features wireless charging stations for mobile devices, a virtual reality headset to share and two video monitors controlled with an app that gives the spaces a "broadcast booth feel," Drake said. Fans will be able to dial up content like customized replays or NFL Sunday Ticket on those displays.

Coming from the Bay Area, tech is near and dear to Drake's heart.

"There's a nice tech industry in Atlanta that's starting to bubble up," he said. "So

we wanted to tie this smaller premium seating product into something tech focused."

Said Miller, "Our technology approach is about enhancing the fan experience, giving fans the capabilities where and when you want them without being overbearing. We have staff, we have lots of other ways to communicate and get you the information you need to create the best experience. But it's also being done with the recognition that so many of our fans expect to utilize their mobile device in an environment like this."

Art by Arthur

At the main entrance of Mercedes-Benz Stadium sits a 73,000-pound stainless-steel sculpture of a falcon. With a

68-foot wingspan and standing 41 feet tall, the enormous piece of art, created in Budapest by Gabor Miklos Szoke, is the largest bird sculpture on the planet.

The massive falcon will be fans' first touchpoint of AMB Sports and Entertainment's commitment to integrate art into the fan experience.

Coming in 2018, the northside of the stadium will feature a giant soccer ball. Created in London by Studio Roso, the 34-foot ball will overlook greenspace around the stadium and is emblematic of the importance of soccer to the stadium and to the city of Atlanta.

Inside the building, there are about 150 pieces of art, from a large-scale mural composed of over 40,000 beads hand-painted by children from Boys and Girls Clubs throughout the city, to a display of shoelaces gathered from communities around Atlanta to spell out the words "ONE VOICE," to a visual narrative of African-American history created by local artist Radcliffe Bailey.

The collection, which features the work of 26 local artists, was curated with the help of the Savannah College of Art & Design (SCAD), and fans were surveyed to find out what kind of art appealed to them.

"The challenges of sports venues today is getting people off their sofas and into the building," said Mike Egan, senior vice president of AMB Group, who is overseeing the art initiative. "Arthur is a big benefactor of the arts community in Atlanta and nationally, so he understands art and the importance of art and he wants to support the art community. But even more so, he saw it as a component of an overall quality of experience of a building that created this wow factor that makes people say, 'that is a really cool place' and want to come back to it and want to tell their friends about it." ■

CONTINUED FROM 2A

■ A high-definition Halo Video Board that wraps 360 degrees around the stadium's bowl, offering fans a fully immersive "theater in the round" experience. The Halo Board is a star among stars in today's age of massive stadium video boards. Measuring 58 feet high and 1,075 feet long, it is 60,000 square feet, three times larger than any other display in the NFL.

■ Angular, wing-like exterior sections that draw a brand association with the NFC champion Atlanta Falcons.

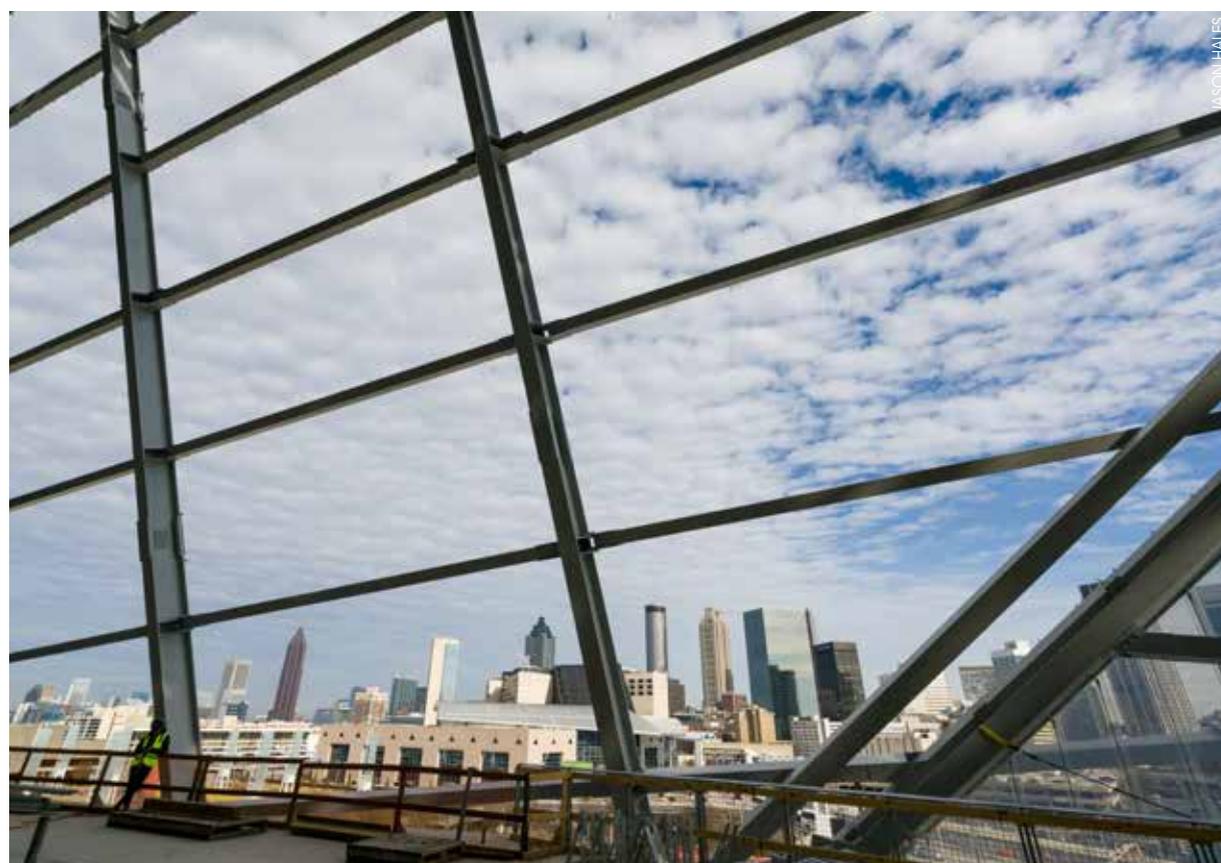
■ A 16-story high Window to the City that offers floor-to-ceiling views of Atlanta's glorious downtown skyline and allows in an abundance of natural light to illuminate game day.

■ Revolutionary food and beverage concepts that

include a wide array of inexpensive, delicious and diverse dining options delivered with speedy service.

■ A technologically state-of-the-art venue wired with over 4,000 miles of fiber to enhance the fan experience.

■ All of this while setting a new stadium standard for sustainable design and operation on track for LEED Platinum certification (see page 11A).



The 16-story, 22,664-square-foot Window to the City offers fans a glorious view of downtown Atlanta.

"There are stadiums and there are mega stadiums," said Drake, who counts Mercedes-Benz Stadium as the fourth modern NFL stadium project he has helped lead. "This is a mega stadium."

He added, "When you have a roof, you now become more like an arena than a football stadium. The number of events we can hold is directly related to having a roof. We can't have basketball in an outdoor stadium."

Said McKay, "As we began this public/private partnership with the city and the state, we said, 'listen, if we can get this deal done and we can get this building done in the way we think it can be done, we will go out and procure these events for you — and we were able to do it. It's one thing to make a promise, it's another thing to deliver on it.'"

"At every turn we've looked to do something different and better," said Scott Jenkins, general manager of Mercedes-Benz Stadium, "and you see that in the food and beverage experience, you see it in the technology, you see it in the entertainment, you see it in the architecture, you see it with our sustainability efforts. Those are all things pushing the envelope and raising the bar. That's what this project has been all about."

"They didn't just say 'let's build a stadium,'" said Cannon, who made the move from Mercedes-Benz to AMB Group after ground had been broken. "They started with this vision that says 'let's build the best sports and entertainment venue in the world and we'll work backwards from there.' So they started with a much higher aspiration than most stadium projects do. It's kind of cool to jump on a project that has that as its base as opposed to just the next stadium project. ...

"There's this level of anticipation that something really special, not just another stadium, is coming to the heart of Atlanta." ■

**CONTINUED FROM 3A**

there's just one replacing them."

Touring the facility with Scott Jenkins, general manager Mercedes-Benz Stadium, the workers' appreciation is obvious, as they greet Jenkins with hellos, handshakes and hugs.

Since launching three years ago, Westside Works has helped place 450 residents in jobs in construction, culinary arts, IT, healthcare and child care, almost 80 percent of whom have kept those jobs for at least a year. The effort has translated into about \$11.5 million in wages for those folks.

Some of the 4,000-5,000 people it will take to operate the stadium will be drawn from Westside Works. Since many of these jobs are seasonal or part-time in nature, there will be an emphasis on training in order to prepare folks for their next jobs.

The largest concession area on the 300 level of the stadium will be staffed and operated by Westside Works graduates and trainees, and a portion of the revenue will go toward to the culinary training program. The concession area will be located symbolically on the west side of the stadium and feature photos of Westside Works graduates.

Additionally, the Westside Ambassadors program, with Mercedes-Benz Stadium as the anchor, will provide internship opportunities annually for 50-60 young men and women.

**Activation events**

Blank is also making sure Mercedes-Benz Stadium and its surrounding spaces will be available as a public resource.

"We wanted to create one of the most democratic spaces in Atlanta, where anyone can come, whether they're from the Westside or broader Atlanta," Fernandez said.

The long-term goal is to host 100-200 community activation events each year at the stadium site.

The Home Depot Backyard, a 12-acre park that will sit on the land previously occupied by the Georgia Dome, will be a spot for premium tailgating on game days, but most of the time, it will serve as a beautiful community playground. The Backyard will host youth sports leagues, as well as clinics, farmers markets and festivals.

"We envision using that space and the rest of the exterior campus to do all kinds of activities, aligned with our businesses but also our foundation's interests," Fernandez said.

Inside the stadium, Blank intends to hold back about five percent of seat inventory for community involvement, such as groups from YMCAs and the Boys and Girls Club.

"It's a big initiative of Arthur's to make sure the building is inclusive," said Michael Drake, chief revenue officer of AMB Group.

**Leveraging sponsors' core competencies**

As companies signed on as Mercedes-Benz Stadium founding partners, they were asked by AMB Group: "How do we leverage your core competency to help benefit the Westside community?"

Equifax, for example, has not only increased its philanthropic giving on the Westside and offered employees volunteer opportunities there, the consumer reporting agency has also opened the On The Rise Financial Center in the neighborhood. The center provides unbanked and underbanked Westside residents access to bank services, financial coaching and credit counseling.

"It makes sense for our partner since it aligns with who they are as a business," Fernandez said.

**What's now, what's next**

When Fernandez was hired by Blank three and a half years ago, his first task was to launch the Westside Works jobs program. Crime and safety issues facing the community were next on the list.

"When we got here it was known as a heroin trafficking capital of the southeast — there was a lot of drug and gang activity. You were about 2.5 times more likely to be a victim of violent crime here than on average in metro Atlanta," Fernandez said.

The Arthur M. Blank Family Foundation entered into a partnership with the Atlanta Police Foundation, which works closely with the Atlanta Police Department, as well as with neighborhood associations, to think through what could be done to address the challenges.

The APD then developed a Westside security plan the Arthur M. Blank Family Foundation helps support financially. Elements of the plan include 100 security cameras and license plate readers around the neighborhood; the construction of homes on those city blocks for police officers to live in (the goal is to have 25 officers living in the neighborhood by 2019); a neighborhood security patrol of off-duty cops, called Westside Blue; and the opening of the At-Promise Youth Center, an abandoned schoolhouse that's been revitalized to serve as a place for youth development partners to help put kids on the right path.

From 2015 to 2016, the Westside saw a 38 percent decrease in crime. "That's a great start but there's still a long way to



JASON HALES

Treena Washington is one of over 160 Westside residents who helped build Mercedes-Benz Stadium.

go," Fernandez said.

Jobs and crime were the first two items on the foundation's to-do list. It's also working on education, health and civic empowerment.

In regard to health, Fernandez said, "In the first year, we've been able to stand up a community health worker program that helps residents connect with other residents and talk to them to get insurance or to a doctor."

Overall, the focus of the AMB Foundation is to help bridge the gap between one of the most downtrodden, forgotten and disenfranchised areas of Atlanta and the new sports facility adjacent to it.

"How do we change that narrative," Fernandez characterized his group's charge. "How do we ensure we have a shared prosperity — or to use Falcons' language, how do we all rise together?" ■

**CONGRATULATIONS**

Legends is a proud partner of the Atlanta Falcons and their new home, Mercedes-Benz Stadium.

#RiseUp



# Perfect alignment leads to Mercedes-Benz's naming rights deal with Atlanta's new stadium



Mercedes-Benz USA saw branding the new home of the Falcons and Atlanta United as the perfect way to introduce itself to its new city.

Everything lined up perfectly for Mercedes-Benz's naming rights partnership with the Falcons' and Atlanta United's spectacular new stadium:

- Putting its name on the stadium was the ideal way for the company to trumpet the move of its U.S. headquarters to the city of Atlanta.

- The luxury automaker's corporate sensibilities — elegance, state-of-the-art technology, customer service excellence and a commitment to community involvement — align with Arthur Blank's vision for the new home of his NFL and MLS franchises. All of those qualities are integral to the sports and entertainment mecca.

- Home to not only the Falcons and Atlanta United, the stadium will also host the world's biggest events, with the college football National Championship Game, the Super Bowl and NCAA Men's Tournament Final Four scheduled over the next three years. "The best or nothing," is Mercedes-Benz's 100-year-old tagline, and the best events are what will take place at Mercedes-Benz Stadium.

The result of this perfect alignment: A 27-year naming rights partnership with AMB Sports and Entertainment's (AMBSE) new facility, the single largest marketing deal ever constructed globally in the carmakers' history, was announced in August 2015.

"If this was just another stadium that looked and acted like any other stadium out there, Mercedes-Benz wouldn't have been as enamored," said Steve Cannon, whose transition from president and CEO of Mercedes-Benz USA to CEO of AMB Group was completed in February 2016, about six months after the naming rights deal was announced. "But in the heart at Atlanta, there is this incredible futuristic building that makes such a design statement and has a commitment to the most incredible fan experience and technology, and a commitment to

revitalization of the Westside (one of the most impoverished neighborhoods in the country). The number of overlaps was just amazing."

Here's a deeper look at the aspects that make Mercedes-Benz and the stadium an ideal match.

## The move to Atlanta

After evaluating about 20 geographies and whittling the list to three, Atlanta was the easy choice to be the new home of Mercedes-Benz USA, according to Drew Slaven, vice president of marketing.

"Atlanta came to the top unanimously with a group of about eight of us who ultimately made the decision for reasons of cost of living, business environment, quality of life, arts, sports, food was really important to us, and it also has one of the best airports in America and the largest in the world (Hartsfield-Jackson Atlanta International Airport). We can get anywhere quickly. We can fly directly to Stuttgart (where Mercedes-Benz's global headquarters is based) from this airport, which you cannot do from New York."

Upon confirming its relocation from New Jersey to Atlanta in January 2015, Mercedes-Benz USA wanted to make its presence known — and in a big way.

"When we made that internal decision to relocate, Steve Cannon said to me in my capacity as CMO, 'Let's do something to announce the arrival of Mercedes-Benz in the city of Atlanta,'" Slaven said. "I think Steve thought I'd come back with a media/billboard plan that would run for about a month saying, 'We're happy to be a part of Atlanta.' Instead I brought him back close to a \$2 billion stadium to put our name on. It's the biggest billboard imaginable."

The stadium was also to be located downtown and serve as the new centerpiece of the city's gorgeous skyline. The downtown location was paramount to the deal, according to Tim Zulawski, chief

commercial office at AMBSE. Mercedes-Benz wanted to be connected to the fabric of Atlanta, not the outskirts.

"If this was out in the suburbs, like many stadiums are being built, this deal would have never happened," Zulawski said.

## Cutting through the clutter

With about six million people living in Atlanta and 11 million across the state of Georgia, the marketplace has tremendous buying power, but also robust competition in the auto sector. The car company needed a way to rise above its competitors.

"Mercedes-Benz wants to make an immediate impact on the marketplace, the community, the greater region," Zulawski added. "The deal helps them cut through the clutter, and they can use the stadium as a launch pad for their own messaging and content and to affect the complete sales chain that's important to them, from consumers to suppliers."

Both inside and outside the stadium, there are elements that will help Mercedes-Benz achieve the goal of cutting through the clutter.

The roof features a Mercedes-Benz logo that is 110 feet in diameter, 66-foot wide logos on two of the sides and 12-foot word marks on the other two sides. The branding will be visible to everyone from the millions of people flowing through the stadium's gates each year to the hundred million-plus flying annually in and out of Hartsfield-Jackson.

Inside the stadium, Mercedes-Benz owns the only fixed signage in an otherwise all-digital building.

"There will be times when they're one of one commercial message on the inner bowl," Zulawski said. "Where else can you say that in sports? And yet the canvas is the largest inner-bowl canvas in sports on which to deliver your message. So you have the largest canvas and also the cleanest."

Cannon asked rhetorically, "If you're Mercedes-Benz, how many opportunities do you get to put your brand in a clean environment?"

## Fan experience/Customer experience

While fan experience was at the forefront of every design decision that went into the new stadium, Mercedes-Benz has "solidified our belief that customer experience is the No. 1 thing we can deliver," Slaven said.

So as AMBSE is committed to delivering an unmatched sports and entertainment experience to its fans, Mercedes-Benz's activation of its sponsorship dovetails with that mission.

Through virtual reality technology, fans will have the opportunity to feel what it's like to drive a 600-horsepower Mercedes-Benz vehicle — they'll even be able to smell burning rubber.

"It'll move you, literally through the brilliance of virtual reality, out of the stadium and onto various racetracks around America," Slaven said.

And like everything else at Mercedes-Benz Stadium, the price is right, too.

"Arthur's not charging an arm and a leg for a hamburger, and we're not charging anything to sit in the seat," Slaven added. "You don't have to have a (premium) ticket, you don't have to be (a Mercedes-Benz) owner."

To showcase its investment in electric and hybrid vehicles, Mercedes-Benz is setting up phone charging stations around the stadium. The service is also free and in line with AMB Group's effort to keep fans connected to the stadium experience via their mobile devices. To use the service, fans simply hand their phones to a concierge and return 20 minutes later with their devices fully charged.

"AMB Group wants to heighten fan experience — we're one of those ways in which they're doing it," Slaven said.

CONTINUED ON 9A



Mercedes-Benz branding will be visible to fans visiting the new stadium, as well as to millions of people flying in and out of Atlanta.

**CONTINUED FROM 8A**

"Activation inside the stadium for us is going to be at an all-time high. We're looking at it as a stage for us to do various showcases."

**Community involvement**

Blank's vision for the stadium to serve as a catalyst for the city's impoverished Westside meshes with Mercedes-Benz's commitment to community involvement.

Over the five-year period that started the day the naming rights partnership was announced, Mercedes-Benz will have invested \$5 million in various programs

and organizations that serve the Westside, according to Slaven.

Mercedes-Benz employees have already participated in 70 community projects, investing over 4,000 total hours, numbers that will continue to grow.

"On the same day the naming rights partnership was announced, we said, 'We're committed to partnering with stadium ownership on something broader than just the physical stadium and that's the neighborhood within which it resides,'" Slaven said.

"Community involvement is something we've always taken seriously," he added. "We didn't want to be simply a corporate

naming partner that painted our logo on the roof and would show up every Sunday and drive away. We committed, along with AMBSE and some other companies in the city, to say, 'Let's put a lot of focus on making the Westside better.'"

**Quality of the highest standard**

From fan experience to state-of-the-art technology to attracting the world's best events to its elegant design, no expense has been spared in making sure Mercedes-Benz Stadium is a superior sports and entertainment complex. Mercedes-Benz, of course, prides itself on making the world's finest vehicles.

Analogizing the beauty of the stadium with the beauty of Mercedes-Benz vehicles, Cannon said, "The stadium looks like it could be the hood ornament on a Mercedes-Benz. Mercedes-Benz fell in love with the design aesthetic. For Mercedes-Benz, it's all about design."

Said Slaven, "We believe the stadium is the finest product in sports and entertainment venues, not simply in the United States but on the planet. ... It is going to be recognized as the world's benchmark stadium and referred to on every occasion — the Super Bowl, the college football National Championship Game, the Final Four, major concerts — as Mercedes Benz Stadium." ■



# BIGGER THAN SPORTS

More than revolutionizing the fan experience and hosting the world's greatest events. Beyond championships, goals and touchdowns. Mercedes-Benz Stadium will serve as a catalyst for transforming the historic Westside of Atlanta and improving the quality of life for its youth and their families.



[MercedesBenzStadium.com](http://MercedesBenzStadium.com)

# Move to Mercedes-Benz Stadium provides boost to already stellar Atlanta United

When Atlanta United take the field against FC Dallas at Mercedes-Benz Stadium on Sept. 10, the Atlanta side's first MLS match at the new facility, it will be *their* stadium. Not the Falcons' stadium — Atlanta United's stadium.

That's because Mercedes-Benz Stadium was designed to be revolutionary in its flexibility. With the literal flip of a switch, the building transforms from an NFL stadium for the Falcons to a soccer stadium for Atlanta United, from a college football field for the Alabama-Florida State Chick-fil-A Kickoff Game to a basketball arena for the Final Four, to a concert venue for Garth Brooks.

Such ability for rapid change has never before been seen at any sports and entertainment venue in the world.

The transformation for Atlanta United games begins with a curtain system that closes the upper bowl in a far more organic way than the sports industry is used to seeing. The maneuver reduces the stadium's capacity from about 71,000 for Falcons games to 40,000 for Atlanta United matches, in line with the mentality to keep demand high and sell out every event.

It also provides a jolt of energy to the soccer game day environment

"It enhances the volume, and it helps keep the atmosphere more intimate," said Darren Eales, president of Atlanta United.

Mercedes-Benz Stadium also features seats that retract in the corners, allowing space for a full-size, FIFA-regulation pitch.

Also, when it's time to play soccer, there will be no football yard markers on the pitch, lines that are annoying to soccer fans and players.

Additionally, nearly all the signage in the new stadium is digital — the only static signage belongs to naming rights partner Mercedes-Benz. This means the Halo Board, mega-column video board, ribbon boards and all other LED displays can switch from Falcons logos and colors to Atlanta United branding with the touch of a button.

"We could have a Saturday night game with the curtains down, branded Atlanta

United with the LED, the Halo Board, the whole experience with the players coming through the tunnel, and the next day when you come for a Falcons game, it will feel like a totally different stadium," Eales said. "It's going to be a pretty amazing experience for our fans."

Atlanta United even have their own locker room in their own half of the stadium.

"We have one side of the building, the Falcons have their side. They're on the east side, we're on the west side," Eales said. "We have our own dedicated locker room, our own dedicated procession out onto the field."

So for Atlanta United games, both teams will come onto midfield together, the same pregame ritual seen at the more traditional soccer markets of Europe or South America.

"Atlanta United won't feel like the little brother that swims inside a football stadium that's not really their home," said Steve Cannon, CEO of AMB Group.

The dynamic goes beyond Mercedes-Benz Stadium's two primary tenants — the Falcons and Atlanta United. When a college football game is held in the stadium, it will be branded and colorized so that the two teams feel like it's their home, too.

Said Jared Miller, chief digital officer and senior vice president analytics and technology at AMB Sports and Entertainment, "We have the ability to turn this building overnight, really on the flip of a switch. When we have less than 24 hours to go from an Atlanta United match to a Falcons game, that is a huge undertaking for our staff logistically. But digitally, it will be seamless and we'll be able to say, 'Boom, we're ready to go, now we're the Atlanta Falcons,' and two days later, it's a college game, and a few days later it's a concert. It's going to feel like home to whoever is in that building."

Rich McKay, president of AMB Sports and Entertainment, said of the stadium design and construction process, "We spent a lot of time asking, 'How should this stadium work for soccer, how should this stadium work for



Players like Miguel Almirón have Atlanta United thriving in their inaugural season.

a concert? When we set up for the Final Four, how is this stadium going to work, and how when people walk in they're going to say, 'Wow, this stadium was designed for this event.' ... It doesn't feel like our building that we covered in signs."

## What a start!

A crowd of 55,297 turned out at Bobby Dodd Stadium on March 5 for Atlanta United's inaugural match, as they welcomed the New York Red Bulls. The momentum of big crowds has continued ever since.

Averaging nearly 47,000 fans per game, Atlanta United is on pace to break MLS's single-season attendance record — not the record for an expansion franchise, the record for any club in league's 22-year history.

In fact, attendance at Atlanta United matches would draw the envy of most soccer clubs in Europe. Their average gate would rank 24th in Europe, one spot ahead of French giants Paris Saint-Germain.

"The atmosphere has blown me away," said Eales, who, as former director of football administration at Tottenham Hotspur of the English Premier League, knows a thing or two about the sport's environment internationally. "Packed houses, everybody in Atlanta United shirts. They stand up the whole game, the passion, the energy. I thought it would take time for the fans to work on their chants, get into the game themselves, as the season went on it would get louder and louder, but from day one they've been just crazy."

Atlanta United's business indicators are strong across the board. Their season-ticket base is 35,000, tops in MLS. They've accounted for 25 percent of the merchandise sold on mlssoccer.com, and they were top three in merch sales last year, before the team even took to the pitch.

"We have a crazy group of avids that has projected out to the city and made

Atlanta United the most interesting and unique addition to the Atlanta sports landscape," Cannon said. "It is talking its way around Atlanta. We are the absolute poster child of Major League Soccer, not the poster child of expansions teams — the poster child for Major League Soccer, period. We didn't even have a team in December."

On the field, United is on pace to make the MLS playoffs and to lead the league in goals scored in their inaugural season.

With Mercedes-Benz Stadium as their home, in addition to a best-in-class training facility, the \$60 million Children's Healthcare of Atlanta Training Ground in Marietta, Atlanta United's future is even brighter.

"We've got the type of facilities that blow the rest of MLS away," Eales said. "In a salary cap environment, in a league where you're trying to compete for players, we have the best training grounds and the biggest crowds. That certainly gives us an edge when we're trying to recruit players."

## Atlanta, a soccer city

With their record-breaking crowds and passionate fan base, Atlanta United has proved Atlanta to be a soccer city. The team's success fits perfectly with AMB Sports and Entertainment's charge to bring the biggest events to the city's beautiful new Mercedes-Benz Stadium.

"With the support that's been shown for United, we'll be able to draw global soccer events, international friendlies that may not have approached Atlanta in the past," said Tim Zulawski, chief commercial officer for AMB Group.

In fact, don't be surprised if the biggest of all international sporting events chooses Atlanta as one of its sites, as the U.S., Mexico and Canada are working on a joint bid to host the World Cup in 2026.

Said Eales, "With the top stadium in world and a proven fan base, there's an excellent chance we'll be one of those venues." ■



Thanks to a passionate soccer fan base, Atlanta United is on pace to break MLS's attendance record in their first season.

# Mercedes-Benz Stadium sustainability initiatives lead way for sports venues of the future

Mercedes-Benz Stadium is on track to become the world's first professional outdoor stadium to achieve LEED Platinum certification. The distinction would mark one of a multitude of firsts for the pioneering sports and entertainment facility in downtown Atlanta, and the sustainability model AMB Sports and Entertainment (AMBSE) is putting forth will be one for all future sports venues to follow.

The Leadership in Energy and Environmental Design (LEED) rating system, devised by the United States Green Building Council, is a benchmark used to measure a building's environmental performance. The Platinum certification is the highest a facility can be awarded.

"It is a hard feat to attain," Scott Jenkins, general manager of Mercedes-Benz Stadium, said of Platinum certification. "It takes a significant commitment right from the beginning in the design stage and to continue to make those decisions as you go through the construction of the building to make sure you reach those standards and accumulate those points (required for Platinum)."

Jenkins added of the stadium, "Arthur (Blank) had a vision to build something unique and raise the bar in this industry, and sustainability was one piece to the puzzle."

## The path to Platinum

Jenkins credits multiple aspects of Mercedes-Benz Stadium for helping the building reach the LEED Platinum level, putting energy optimization at the top of the list.

"The thing that pushed us over the hump to where we can achieve Platinum is with the energy side of the building, and that has to do with having almost all LED lighting — super-efficient lighting — and then a sizable renewable energy production on sight."

Not everyone in the sports business realizes the positive environmental advantage LED lighting provides, according to Jenkins.

"It is a big improvement in our industry in terms of greatly reducing the energy we need for lighting and also extending the life of those fixtures, which also reduces maintenance costs," he said. "It's a no-brainer. Any new building going forward is going to be LED lit because the old, conventional ways of lighting are going away."

In partnership with Georgia Power, a Mercedes-Benz Stadium founding partner, AMBSE deployed about 4,000 solar panels as part of the project. Jenkins' favorite part of the renewable energy components at the new building: They'll be visible to fans and part of the game day experience.

"When you walk up to the stadium, you're going to be walking under solar-power canopies, and when you park in a couple of places, you'll be parking underneath solar canopies," he said. "In the hot, humid weather of Atlanta, shade certainly is helpful, so not only is it providing us renewable energy, it's also providing shade and shelter for our fans in a visible way."

Also part of the energy efficiency push, ten electric vehicle charging stations will be installed in parking areas surrounding the stadium, providing the capability to charge 48 vehicles simultaneously.

Electric vehicle charging stations may seem like cutting edge now, but it won't be long until they are the norm, according to Jenkins.

All told, the energy efficiency initiatives will reduce the building's energy use by 30 percent.

Water conservation is another critical environmental component toward Platinum.

Mercedes-Benz Stadium is getting every water credit available under LEED, Jenkins said.

A major piece of the water conservation effort is a 680,000-gallon cistern to collect rain water that can be reused for a 1.1 million gallon cooling tower and to irrigate the landscaping around the building.

"We'll use about 47 percent less water on this project as a result of this initiative," Jenkins said.

The water initiative also fits with Blank's vision of using Mercedes-Benz Stadium to spur revitalization of the Westside of Atlanta, one of the poorest neighborhoods in the United States, that sits adjacent to the facility.

"The (Arthur M. Blank Family) Foundation is putting a tremendous amount of effort in improving the (Westside) community, and with the storm water management system we have, we're doing our part to help mitigate flooding issues it's been plagued with over time," Jenkins said.

The stadium is nestled in the heart of downtown, so fans have plenty of public transportation options to get to games and events. There's also a bike valet to encourage people to pedal to the new venue.

Additionally, chefs preparing some of the delicious fare available at the stadium will be able to gather ingredients from edible gardens around the building.

"We're trying to incorporate visible aspects of the environmental design of the project," Jenkins reiterated. "That exhibits the kind of leadership we hope to set for the future."

## Leading by doing the right thing

The sustainability initiative at Mercedes-Benz Stadium has a positive economic impact for AMB Group properties, to be sure, but there is a greater good at work here. Striving for environmental health is simply the right thing to do, and Blank, Jenkins and the rest of the Atlanta stadium team are doing their part to point the sports industry in the right direction.

"While reducing our energy by 30 percent and reducing our water by 47 percent certainly has payback, it's more about doing what's right environmentally, doing what's right for the community," Jenkins said.

It is also embraced by corporate partners and fans of the Falcons and Atlanta United. In addition to Georgia Power, Jenkins mentioned Novartis and Coca-Cola as stadium founding partners to which sustainability is of particular importance.

"As we talked about the quality of the project and reimagining the stadium experience, this was clearly part of that narrative," Jenkins said. "Whether it's the technology side of the project, the food and beverage program, the architecture, the roof, the Halo Video Board, everything we were looking to do was to raise the bar significantly, and it resonated with our corporate partners, it resonated with our fans, because it was another indication of, 'this is different, this is better, this is game-changing.'"

Sports venues coming online should take notice, too.

"You've got to credit the United States Green Building Council and standards like LEED for driving some of the innovation, putting these efforts into practice so it becomes mainstream," Jenkins said.

"Venues of the future are all going to have these features that you see in the LEED Platinum stadium, and this is going to become the normal way of doing business. It's exciting to be involved in a project where we can lead the way." ■

## MERCEDES-BENZ STADIUM BY THE NUMBERS MERCEDDES-BENZ STADIUM VS. THE GEORGIA DOME

STADIUM SPECIFICATIONS	Mercedes-Benz STADIUM	GEORGIA DOME
OPEN DATE:	2017	1992
COST TO BUILD:	\$1.5 BILLION	\$214 MILLION
FUNDING TO BUILD:	PUBLIC/PRIVATE	PUBLIC
PUBLIC TRANSPORTATION:		
CONSTRUCTION TIME:	39 MONTHS	28 MONTHS
PARKING SPACES:	21,000 Total Spaces	19,211 Total Spaces
STADIUM HEIGHT:	305 FEET (30 stories)	275 FEET (27 stories)
FIELD LEVEL:	Field Level is 1,018 FEET Above Sea Level	Field Level is 985 FEET Above Sea Level
TOTAL STADIUM SQUARE FOOTAGE:	2,000,000 Square Feet	1,600,000 Square Feet
TOTAL CONCRETE:	150,000 Cubic Yards	110,000 Cubic Yards
TOTAL STRUCTURAL STEEL:	23K 27,000 Tons	8.3K 8,300 Tons
ROOF SIZE:	14.5 ACRES	8.6 ACRES
TOTAL SEATING CAPACITY (FOOTBALL):	71,000 Total Seats (Expandable to 75,000)	71,250 Total Seats (No Expandable Seating)
CLUB SEATS:	7,600 Club Seats	5,740 Club Seats
NUMBER OF SUITES:	190 Suites	171 Suites
CONCESSIONS POINT OF SALE:	673 Points of Sale	407 Points of Sale
BAR/RESTAURANTS:	24 Bars/Restaurants	4 Bars/Restaurants
BEER TAPS:	1,264 Beer Taps	30 Beer Taps
ESCALATORS:	25 Escalators	12 Escalators
ELEVATORS:	20 Elevators	9 Elevators
SCOREBOARD SQUARE FOOTAGE (NFL RANK):	63,800 Square Feet (1ST)*	4,800 Square Feet (22ND)*
SPORTS LIGHTING:	460 LED Sports Lights	832 METAL HALIDE Sports Lights

# THANK YOU

## TO ALL OF OUR FOUNDING PARTNERS



A remarkable achievement made possible by our impressive foundation.

Thanks to all our founding partners who have helped build a new modern marvel.

With your support, Atlanta is now home to the finest venue in the world.



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