

# BANC OF CALIFORNIA STADIUM

## SOCCER'S NEWEST HOME IN L.A.







BANK OF CALIFORNIA

# Bank partners with LAFC to support area revitalization

As a California-based bank, specializing in serving the state's unique and diverse market, Banc of California was a natural choice as a sponsor and investor in the Los Angeles Football Club's new stadium. For the leadership at this bank, it was more than about a name on the stadium; it meant taking on an important role in the revitalization of South Los Angeles.

Los Angeles is a dynamic economic region and a wellspring for a host of professional fields and cultural diversity. These elements align with the bank's goal of being California's bank; it's the core of everything it does and who it strives to serve.

"The main focus and intention behind Banc of California Stadium is the betterment of our communities and the people who live within them," said Doug Bowers, president and chief executive officer of Banc of California. "We chose to play a leading role in bringing economic strength and social investment to the South Los Angeles community because it's

a core part of California and our primary focus as a bank is investing in California." The bank is part of a regional revitalization effort bringing close to \$2 billion in investments supporting developments from various sectors.

District 9, the area encompassing parts of the University of Southern California and the planned Lucas Museum of Narrative Art, had seen little investment since the early 1990s until 2014, when significant funding arrived in the form of federal investments that support the district's education, workforce development, healthy food access and economic opportunity.

Major League Soccer's commitment to building new stadiums in core redevelopment areas throughout the U.S., such as District 9, aligns with Banc of California's vision. Since the groundbreaking in August 2016, 1,000 long-term jobs have been created by

**SEE BOC, PAGE 8A**

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Banc of California Stadium is the first open-air stadium built in Los Angeles in more than 50 years.

# LAFC built team, fan base, sponsors, cutting-edge stadium from scratch

A state-of-the-art stadium complex, a top-tier roster of owners and a dedicated group of partners helped propel the built-from-the-ground-up expansion Los Angeles Football Club to the forefront of MLS buzz when the club played its home opener against the Seattle Sounders in April.

The privately financed \$350 million Banc of California Stadium opened in a quick 18 months with sold-out season tickets, premium spaces and an already fanatical, loyal section of 3,252 fans in the North End of the stadium.

"Having avid fans in the North End was our organizational priority from day one," said Tom Penn, LAFC co-owner and president. "Having 3,000 fans singing at the top of their lungs—that was our moonshot. We did it one supporter at a time. We listened and engaged them every step of the way. We now have one of the best supporter sections in the league. All of the excitement flows from there."

Banc of California Stadium is the first open-air stadium built in Los Angeles in more than 50 years, located next door to its predecessor, the Los Angeles Memorial Coliseum, in iconic Exposition Park. Finished a month ahead of schedule, the stadium caps a wave of construction that has seen 18 of the 23 MLS teams creating intimate soccer venues.

The ownership group, which includes notables such as Mandalay Entertainment Group chairman and CEO Peter Guber, sports stars Mia



The steep bowl, combined with 190,000 square feet of ETFE roofing, bounces a deafening roar down onto the field, building excitement and intimidating rivals.

Hamm and Earvin "Magic" Johnson, and YouTube co-founder Chad Hurley, won the expansion franchise bid in late 2014. Six months later, LAFC announced plans to open the stadium in 2018. LAFC broke ground in August 2016.

The time was ripe for Gensler Architects to glean the best practices used at venues across the MLS and raise the ante even higher.

The seating bowl is the steepest in the MLS at 34 degrees, making every seat in the house a great one. Sightlines are perfect no matter where you are in the bowl. The closest seat to the field is a mere 12 feet from the

touchline. The steep bowl, combined with 190,000 square feet of ETFE roofing, bounces a deafening roar down onto the field, building excitement and intimidating rivals.

At \$350 million, the 22,000-seat building is the most expensive soccer-specific stadium in U.S. history and has the amenities to reflect the price tag, starting with the location.

Situated in South Los Angeles, the stadium and Exposition Park are at the gateway to downtown Los Angeles, which is in the midst of a renaissance with families moving in, schools under construction and retail, dining and entertainment

building momentum.

"This is a historic spot in L.A.: Kennedy accepted his nomination for president here; Nixon donated property; it's been the site of three Olympics," said Penn. "It's critical that we invest in this part of Los Angeles, both for the renaissance of downtown and the revitalization of South Los Angeles."

Forty percent of the construction jobs went to local residents. Of the 1,000 long-term jobs at the stadium, more than a third belong to residents of the area.

Inside, the clubs and sold-out premium spaces are distinctly California cool, finished with sleek, modern, upscale touches.

The Sunset North Club seats bring fans a free-flowing atmosphere with an outdoor experience. The Field Level Club offers unparalleled access to the pitch and LAFC First Team. The Founders Club is open air with great views at center pitch. The Figueroa Club brings fans together with communal seating, while the Directors Lounge makes every member feel like an owner. The stadium also offers spacious party suites that can entertain up to 30 guests.

"In addition to sports and entertainment events, Banc of California Stadium will be home to high-end corporate hospitality and business events," said Penn. "We're already filling the calendar with corporate

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Legends has built a well-deserved reputation for outstanding hospitality. At Banc of California Stadium, Legends offers iconic local food and beverages, as well as a wide range of international flavors that reflect Los Angeles' diversity.

## Legends brought its '360-degree' platform to BOC Stadium

Los Angeles Football Club executives turned to Legends for its "360-degree services" approach to help deliver their vision for the newest MLS expansion team. From the company's Global Planning engagement to Global Sales across all sales platforms and then Hospitality inside and outside the Banc of California Stadium, Legends has been there every step of the way with LAFC.

Legends' Global Planning team started right at the beginning with LAFC, working so closely that the Legends' team became a nearly indistinguishable part of the club. As management consultants, Legends helped LAFC owners evaluate, analyze and ultimately determine their goals and vision.

Legends Global Planning team is also responsible for project development of Banc of California Stadium, including management of the overall

Legends was founded less than a decade ago by two iconic pro team owners: the Dallas Cowboys' Jerry Jones and the New York Yankees' George Steinbrenner.

budget schedule and the owner's representative for construction of the 22,000-seat stadium, in addition to project management of the new state-of-the-art LAFC training facility.

"In a situation where we're a brand new club — building out all this infrastructure, stadium, the food experience and this whole development — you have to lean on a partner in those spaces," said Tom Penn,

LAFC owner and president, earlier this year. "They've been in our four walls since day one."



Next, team members from Legends Global Sales brought their expertise for selling season tickets, premium spaces and sponsorships. LAFC is playing its inaugural season having sold out its nearly 20,000 full-season memberships and premium seating.

Legends Global Sales also worked hand in hand with LAFC in securing and negotiating the club's jersey deal with YouTube TV. Legends involvement in selling LAFC's jersey front partner kit and first streaming broadcast deal with YouTube TV comes on the heels of helping LAFC secure the historic naming rights agreement for Banc of California Stadium.

Legends has deep and innovative roots with its hospitality services and food experience, which the company also brought to the table inside and outside at Banc of California Stadium.


Legends general manager of the stadium, Chris McConnaughey, and stadium executive chef Matt Eland delivered on LAFC's vision to make the food program as locally focused as possible by giving some of the

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### LEGENDS IS PROUD TO PARTNER WITH LAFC ON THEIR FAN EXPERIENCE AT BANC OF CALIFORNIA STADIUM


**PROJECT DEVELOPMENT**




**HOSPITALITY**



**PREMIUM SALES**



**SPONSORSHIP**





LEGENDS.NET



# Mobilitie designed, built world-class seamless wireless network for LAFC

To ensure seamless wireless connectivity throughout Major League Soccer's (MLS) newest arena, Banc of California Stadium, LAFC hired Mobilitie to design and build a state-of-the-art wireless network. The California-based company is widely known for its ability to engineer, build and operate world-class systems for high-density venues, including Churchill Downs Racetrack, the National September 11 Memorial & Museum, and commercial high-rises, to name a few.

"The LAFC and Banc of California Stadium were a great fit for us," said Mobilitie's president and CEO Christos Karmis. "LAFC brought us in on the ground floor to ensure there would be great wireless coverage for the team's home opener. We have a tier 1 engineering and installation team that worked in concert with the stadium construction crews. We were also able to work closely with the architectural firm to make sure the equipment placements matched the stadium aesthetics. Coming into the early planning stages ensured that the stadium's network was ready for fans on opening day."

Mobilitie and LAFC's strong partnership was central in meeting Banc of California Stadium's tight opening day deadline. The network was constructed in a quick three months and in conjunction with the stadium's build schedule. It was on-air for opening day, April 18, and is expected to be completely integrated and optimized with all four major wireless carriers by the end of June.

The 25-zone distributed antenna system (DAS) network includes 160 antennas and more than 7 miles of cabling, enabling nearly 1.5 million square feet of wireless coverage throughout the seating areas, suites, concourses and parking lots. The system also employs a unique network layout for field-level coverage. This configuration provides increased upload and download speeds, seamless connectivity and improved reliability for fans throughout the stadium.

LAFC and Mobilitie also paid close attention to meeting aesthetic guidelines for Banc of California Stadium, the newest addition to iconic Exposition Park and the first open-air stadium built in Los Angeles in 50 years.

Mobilitie brought its wealth of experience and expertise to the Banc of California DAS project. The Newport Beach firm deploys newer wireless networks for carriers than any other company. It is also the only firm in its industry serving every professional sports league. The LAFC deployment extends Mobilitie's MLS partnership as the league's leading wireless network solutions provider.

"Our job is to install the best wireless infrastructure for today's service as well as anticipate future demands," said Karmis. "Our system

"This team and their state-of-the-art venue will be a great asset for Los Angeles for decades to come."

**CHRISTOS KARMIS**  
MOBILITIE  
President and CEO



can be upgraded as carriers adopt technologies not available yet. We work closely with all the major carriers to ensure a network that will work for all fans and mobile devices. By 2020, we expect the major carriers to move to 5G, which means cellular networks will be significantly faster. For us, that means 'densifying' our networks to be ready."

Mobilitie serves as a true neutral-host provider for venues, ensuring the best cellular experience no matter which carrier — AT&T, Verizon, Sprint or T-Mobile — fans personally use. The firm has developed a reputation for proactively collaborating with the carriers to implement new technologies and stay ahead of consumer demands.

The open secret to Mobilitie's success is its early investment into design

and engineering to deliver the best solution for individual clients. That includes anticipating all the needs for a given facility. For Banc of California Stadium, while hardly anyone has a cell phone on the field during a soccer game, the opposite is true when thousands of fans throng that same field during a concert. Antennas must be installed in the right locations and at the right angles to ensure the system can handle data loads and maintain effective signal quality for fans. Banc of California Stadium will be ready for any network eventuality.

"People think if they turn on their phone, it should just work," said Karmis. "And our goal is that, for fans, that's exactly what happens, whether they're making calls, checking emails, streaming video, texting, using apps or sending photos to friends. And as carriers transition to 5G in the coming years, the network will continue to handle next-generation services like augmented and virtual reality applications."

As mobile usage climbs, Mobilitie continues to expand its coverage, as it has for six straight years at Churchill Downs for the Kentucky Derby. With hundreds of thousands of fans in attendance, most of them with a cell phone in hand, the company ensures no one misses any opportunity to capture the excitement of the race. That commitment has resulted in record-breaking network performances, including the Churchill Downs system generating and transmitting the most voice and data traffic at the U.S.' highest-attended sport-

ing event.

Once a system such as LAFC's is up and running, Mobilitie personnel remain on site for the venue's first events to evaluate and adjust the network's performance. After those initial events, monitoring and maintenance continue at the company's remote operations center.

Along with its DAS network capabilities, Mobilitie provides an array of other intelligent infrastructure solutions, including high-density Wi-Fi and indoor and outdoor small cell networks and communication towers. In addition, Mobilitie employs top industry experts to help carriers and venues address challenges, as well as colocation management to help clients generate the maximum financial benefits from their systems.

Mobilitie's Advanced Technology Group engineers innovative wireless solutions that improve wireless service at the largest and most complex venues across all major industries—including entertainment, real estate, hospitality, education, healthcare, government and transportation.

"The Banc of California Stadium team and the LAFC group have been great partners," said Karmis. "They've been very flexible, proactive and accommodating for us. Even though they've had everything else to worry about, from concessions to the certificate of occupancy, they stayed on top of approvals and feedback for us so that we could maintain our own schedule. This team and their state-of-the-art venue will be a great asset for Los Angeles for decades to come." ■



Fans are ensured constant cell coverage throughout BOC Stadium, starting well before they reach the front gates.





## Mobilitie keeps us connected.

Mobilitie builds the wireless networks that keep your customers connected – today and tomorrow. Our high-density wireless infrastructure, including Distributed Antenna Systems (DAS), Small Cells and Wi-Fi networks, is designed to enable the richest and most interactive mobile experiences, as well as voice and data services.

MOBILITIE'S ALL-STAR COVERAGE TEAM INCLUDES THE LARGEST VENUES ACROSS ALL PROFESSIONAL SPORTS LEAGUES



NFL



NBA



NHL



MLB



MLS

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intelligent infrastructure





The Banc of California worked with LAFC to create a fun, dynamic, engaging program to teach financial literacy to students in Los Angeles. The bank's own staff members take time to teach the classes.

#### BOC, FROM PAGE 2A

the stadium, according to Chris Garcia, the bank's vice president of community relations. A third of those jobs are filled by residents who were previously unemployed, and area residents filled about 40 percent of the construction jobs.

LAFC and Banc of California partnered to create a financial literacy program for students in District 9, utilizing soccer and delivering the material via a new online program using the latest technology. Both the sport and technology added a new level of fun to the program engaging local youth. The inaugural eight-week program at four schools involved about 150 students. In addition, the bank has invested heavily in financial literacy efforts in the Los Angeles school system to create an interesting and

## Los Angeles is a dynamic economic region and a wellspring for a host of professional fields and cultural diversity.

entertaining program for students to learn the fundamentals of personal banking. The bank has contributed more than \$750,000 to these initiatives and its employees teach the programs throughout city.

"It is breathtaking what has been accomplished in those two fast years, not only at Banc of California Stadium but also for the entire district. I cannot wait to see what happens here over the next two years," said Gary Dunn, executive vice president of commu-

nity development for Banc of California.

"Our vision for the stadium is that it becomes more than just a naming partnership, and rather that it becomes a point of connection to the surrounding community, specifically District 9," Bowers stated. "We are proud to say that we are the official bank of the Los Angeles Football Club, that we are actively providing important programs to the surrounding communities, and that we are

expanding youth development programs. We're reaching out to city officials and bringing this partnership to life in as many ways as we can possibly dream. That's why we say, 'Together We Win.' That's what it means when Banc of California commits to a relationship."

Banc of California is a \$10 billion financial institution headquartered in Santa Ana and provides a comprehensive range of commercial, real estate, private and personal banking services with more than 30 branches from Santa Barbara to San Diego. The bank has recently begun expanding into Northern California.





# KORE Software helped maximize sales for tickets, premium, sponsors

Two years ago, when Los Angeles Football Club executives began selling for the 2018 inaugural season, they faced every obstacle imaginable, including the most important and difficult tasks of maximizing sponsorship, premium and season sales revenues before the team even existed and in one of the most competitive sports markets in the world. The silver lining? They were starting from scratch and could build sales teams, processes and systems to exactly match the club's future needs and growth.

LAFC executives knew that to go from zero names in its database to selling out the inaugural season, the No. 1 priority had to be developing meaningful relationships with fans, the community and corporate partners. They needed a technology partner that could meet all business intelligence, sponsorship, and customer relationship needs from a single integrated platform and could help curate a high-performance sales operation that would set the tone for years to come.

LAFC's executives turned to the clear choice: KORE Software, a company uniquely capable of providing best-of-breed software solutions, custom development and exceptional customer success guidance.

With the vision and tenacity of LAFC's staff and the help of KORE's sponsorship, ticketing, premium sales and data warehousing applications,



KORE's integrated technology platform made it possible for LAFC's sales team to sell out suites, loge boxes, clubs and season ticket memberships before the stadium opened.

the results have been outstanding: fully sold-out suites and loge boxes with up to 10-year commitments and 17,500 memberships sold for the 2018 season, all before Banc of California Stadium was complete.

"LAFC started from scratch in a very crowded marketplace," said Adam Grow, KORE's vice president of customer success and strategy. "By using our entire suite of products, LAFC has built a full ecosystem on an integrated platform that will allow the club to operate its entire operation smoothly, efficiently and with maxi-

mum room for growth and flexibility. We're happy we could be the team's one-stop partner. LAFC has used a strategy that marks this club as a market contender from the very start."

A key component to any successful software implementation is quality data and user adoption. One hallmark of KORE's applications is their intuitive workflow and ease of use for end users. Even the most complicated processes are streamlined to create organizational efficiency and maintain data integrity.

As a result, LAFC has full user-adop-

tion and can count on the data pipeline to be more than 98 percent accurate at all times. That translates to timely executive reports, faster decision making, more time for sales and less time on minutiae.

"We can look at the data and determine instantly if we need to shift our focus to a specific category," said Ryan Bishara, director of corporate partnership strategy for LAFC. "The biggest payoff that KORE Software provides my team is a thoughtful user interface. Every process is streamlined, intuitive and user friendly."

Bishara and the LAFC team are one of the early adopters of KORE's latest sponsorship activation tool, KONNECT™.

KONNECT™ is a property-to-partner collaboration portal that allows all stakeholders to communicate and share files plus execute activation plans from one source.

"Our new KONNECT™ tool really takes our Sponsorship & Partner Engagement™ application to the next level," Grow said. "Properties already have the ability to manage their inventory, rate cards, contracts and fulfillment from the system. Now with KONNECT™, properties and their sponsor partners can be far better aligned. Sponsors with activations across multiple teams will also use it to manage their full portfolio of sponsorship-investments data in a single login. Until our platform, it was all Excel spreadsheets."

## Congratulations from your friends and partners at KORE Software!

# 100%

Sold out of suites and loge boxes

# 17,500

Memberships sold for the 2018 inaugural season

# 6

Founding corporate partners







The stadium's ETFE roof reduces glare and heat on the packed stands, while leaving the field open to the California sky.

## LAFC, FROM PAGE 4A

bookings."

In the supporters section, fans stand shoulder to shoulder, which builds an electric and unified stadium atmosphere on match days. U.S.-based SC Railing designed the section with the first-of-its-kind rail seating system to eliminate sightline obstructions, as well as bring comfort and safety to fans. Banc of California Stadium's supporters section is the only safe-standing section on the West Coast and the first safe-standing rail seats in North America.

LAFC committed to keeping memberships in the supporters section affordable for every fan, which includes the growing "3252," an independent supporters union for LAFC. The name comes from the seating capacity in the North End.

LAFC's partners, including Banc of California, YouTube TV, Heineken, Toyota, Delta and Aeromexico, have robust activations and spaces throughout the facilities, such as the bank's entrance plaza.

Outside, the sleek industrial stadium has integrated a bike path into the Figueroa Corridor Streetscape project (MyFigueroa), an effort to turn the area into a pedestrian and bike-friendly corridor. Banc of California Stadium built 440 bicycle parking spaces to accommodate the growth. The stadium encourages other green transportation with easy access to L.A.'s Metro Rail system and by dedicating 20 percent of its parking to EV-ready infrastructure.

The football club has also built a \$30 million, state-of-the-art training facility on the east side of downtown on the campus of Cal State LA. The central location is ideal for LAFC's

The seating bowl is the steepest in the MLS at 34 degrees, making every seat in the house a great one. Sightlines are perfect no matter where you are in the bowl.

Academy programming and makes it possible to align all of the soccer operations, from the youth players to university athletes to the MLS team.

LAFC launched its youth academy in 2016, well before the MLS team began play, and partnered with Slammers Futbol Club to debut the first Girls Development Academy program for elite players in fall 2017.

"We're designed to be a world-class entertainment center. We'll be a host site for the 2028 Olympic Games. We're already filling the calendar with exciting events such as the annual iHeartRadio Wango Tango in June and the Borussia Dortmund friendly in late May," said Penn. "I like to say we've created the Camden Yards of soccer."

## LEGENDS, FROM PAGE 5A

city's most popular restaurants a presence at the stadium. Seoul Sausage, which sells street food in Koreatown; Chico's Tacos, a famous joint in downtown L.A.; and Bludso's BBQ, which serves Texas-style barbecue, are some of the local brands showcased at Banc of California Stadium.

"We will provide a genuine reflection of Los Angeles' vibrant food character and you'll get to experience what Angelenos really love about our city and our region," said McConaughy. "Our offering encompasses the real, local Los Angeles food scene, along with excellent traditional global cuisines, healthy options and upgrades to the traditional fanfare," said McConaughy. Later this summer, an international food experience, The Fields LA, will open adjacent to Banc of California Stadium that will be operated in partnership with Legends and LAFC.

Legends was founded less than a decade ago by two iconic pro team owners: the Dallas Cowboys' Jerry Jones and the New York Yankees' George Steinbrenner. The two of them were looking for a different approach to game day and for ways to provide unexpected and exciting experiences at a time when the Cow-



Legends brings its hospitality to suites, clubs, loge boxes and concession stands throughout the stadium.

boys and Yankees were both moving into new stadiums.

In 10 short years, the company has built a holistic platform, expanding planning, and sales and hospitality teams to Legends International. Legends iconic sports clients across Europe include FC Barcelona, Atletico Madrid, Twickenham Stadium, Wim-

bledon, and Tottenham Hotspur FC. In addition to the Los Angeles Football Club, the company's U.S. clients include: Golden 1 Center, Manchester City FC, University of Notre Dame, Oakland Raiders, Los Angeles Angels, Los Angeles Rams, Los Angeles Chargers, Atlanta Falcons, NFL, University of Southern California, Los Angeles

Memorial Coliseum, Super Bowl 50 and Indianapolis 500. The firm has blazed a wider path than professional and collegiate sports, bringing its expertise to an impressive resume of attractions and entertainment venues. For example, Legends partners with Live Nation in 40 music venues. Legends Attractions currently operates several observatory experiences across the U.S. and Europe, including One World Observatory in New York City, OUE Skyspace in Los Angeles, The View from The Shard - London's tallest visitor attraction, CEB Tower at Central Place in the Washington D.C. metro area, and Sky View Observatory in Seattle. Additional plans are to operate SkyRise Miami when it opens in 2022.

"Banc of California Stadium is a testament to true partnership and the Legends 360-degree holistic platform at work," said Shervin Mirhashemi, Legends president and CEO. "The collaborative innovation that took place over the life of the project can be seen through the global planning and project development of the stadium, first-of-its-kind sponsorships and premium seating plan, and the local culinary experience inside and outside the stadium. We couldn't be more proud to be affiliated with the first-class ownership group and this cutting edge and visionary project."



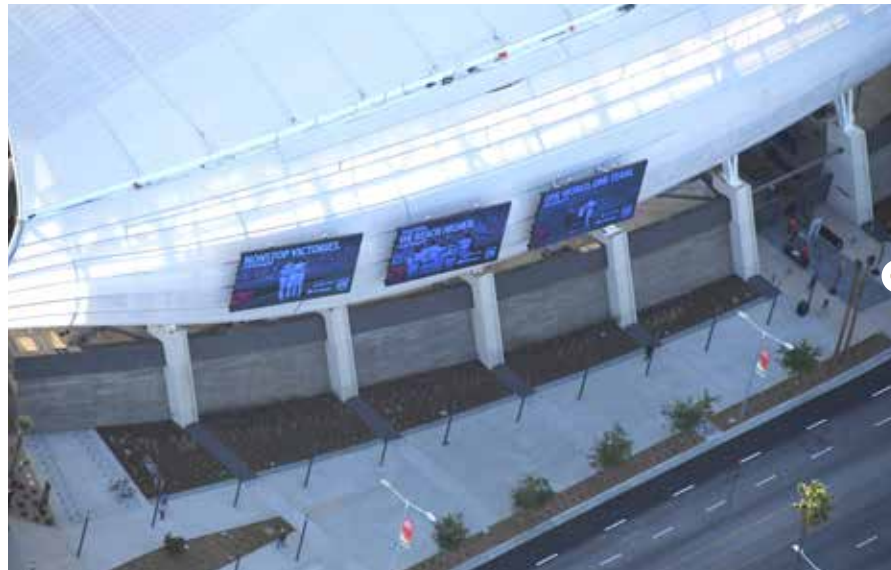
## BY THE NUMBERS

### • Team: Los Angeles Football Club

- Location: Iconic Exposition Park, Los Angeles
- Cost: \$350 million
- Architect: Gensler
- General contractor: PCL Construction
- Opening date: April 2018
- Groundbreaking: August 2016
- First home game: April 29 against the Seattle Sounders
- Seating capacity: 22,000
- Ticket price: \$20 for supporters section
- Description: First open-air stadium built in L.A. since 1962
- Design: Intimate European-style with California modern industrial finishings
- Distinction: Awarded LEED Silver status
- Suites: 33 total
- Loge boxes: 46
- Club spaces: 5

### • The bowl: One of MLS' steepest at 34 degrees

- Intimacy: Closest seat is 12 feet from the field
- The field: 86,000 square feet of natural Bermuda grass
- The structure: 5 million pounds of steel
- The roofing: 190,000 square feet of ETFE over stands to reduce glare and heat
- The food: Local and international flavors provided by Legends Hospitality



- The merchandising: Supplied by Fanatics
- Wi-Fi: 360 access points served by a 10 Gbps circuit
- IPTV system: 400 displays throughout the stadium
- Contactless payments accepted: ApplePay, Android Pay and Samsung Pay
- Team database: 170,000 live entertainment consumers and growing
- Outdoor digital signs: Can reach 6 million-plus Expo Park visitors annually

- Press box: 1 plus a dedicated interview room
- Radio rooms: 3
- Easily accessible Metro stations: 2
- Permanent bicycle parking spaces: 100 with more on game day
- Bike path: 1, connected to the Figueroa bike corridor
- EV charging stations: 5 percent of total parking with room to expand
- Dressing rooms for traveling shows: 6, as well as premium VIP spaces
- The loading docks: Room for three trucks simultaneously; two additional if needed
- Stage platform: Designed to accommodate major tour productions

### • Community impact: \$3 billion total output

- Jobs: 3,000 overall
- Local hires: 40 percent
- Sales tax paid: \$2.7 million in construction sales taxes





# THE HEART OF LOS ANGELES

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