

THE STADIUM BUSINESS AWARDS 2017

.....
Recognising leadership, innovation & achievement in the delivery, operation and
management of sports facilities globally

THE WINNERS



22 June 2017 • Croke Park • Dublin



VENUE OF THE YEAR

For the world's best stadium, arena or sports venue. From the small local club venue to the mega-capacity national sports stadium which deserves recognition for its outstanding performance over the past 12 months

...and the award goes to...

MetLife Stadium, USA



A Word from the Judges

"The scale and complexity of the operation at MetLife Stadium is surely worthy of an award in any year... But 2016 was exceptional, as the stadium hosted its busiest season since opening in 2010: 61 major events and more than three million guests – with nine major events in the month of August alone. The stats are simply unassailable. MetLife Stadium is this year's Venue of the Year winner."

The Finalists

- Golden 1 Center, USA
- Liverpool FC's Anfield, UK
- **MetLife Stadium, USA**
- Vodafone Arena, Turkey
- Stade Pierre-Mauroy, France
- U.S. Bank Stadium, USA
- Parc Olympique Lyonnais, France





...and the award goes to...

Vivek Ranadivé

Owner & Chairman, Sacramento Kings, USA



A Word from the Judges

"In a sports world dominated by wealthy and distant owners, Vivek has not let his own success obscure the importance of fans and community. He views the Sacramento Kings as a platform which people look to as community leaders, activists and role models. Under his leadership in Sacramento, he opened the most technologically advanced and sustainable arena in the world. Vivek has ensured the team he owns didn't lose sight of its responsibility to the community. He mandated the arena not only create a spectacular home for basketball and sports technology, but that it positively impact the regional economy through apprenticeships and local food sourcing."

The Finalists

- Ron VanDeVeen, President & CEO, MetLife Stadium, USA
- Ian Ayre, Managing Director, TSV 1860 (former CEO, Liverpool FC), Germany
- **Vivek Ranadivé, Owner & Chairman, Sacramento Kings, USA**
- Donna-Maria Cullen, Executive Director, Tottenham Hotspur FC, UK
- Robin Buchanan, General Manager, Celtic Park, UK
- Paul Doorn, Chief Executive Officer, Venues NSW, Australia

EXECUTIVE OF THE YEAR

For the sports venue leader, pioneer or visionary that has over-delivered in the past 12 months





...and the award goes to...

Dr. Kimberly Mahoney

Assistant Professor of Sport Management
University of New Haven, USA



A Word from the Judges

"The epitome of an unsung hero, Kimberly has delivered the greatest impact behind-the-scenes during 20+ years working in facility and event management including NBA, NFL, NHL and major US intercollegiate facilities. She continues to send the 'elevator back down' through her teaching and textbooks on venue management – providing the foundations for our industry's next generation of rising stars."

The Finalists

- Lian Tetley, Membership Manager, Eden Park, New Zealand
- **Dr Kimberly Mahoney, Assist Professor, University of New Haven, USA**
- Paul Cuttill, General Manager – Conference & Events, Liverpool FC, UK
- Andy Fraser, Safety Officer & Paul Lazarus, Chief Steward at Allianz Park (Saracens RFC), UK
- Sue Channells, Exec Assistant to CEO, Sydney Cricket Ground & Sports Trust, Australia
- Nico Briskorn, Head of CSR, VfL Wolfsburg, Germany

UNSUNG HERO AWARD

For an individual (or team) that delivers consistently outstanding service to a particular stadium, arena or major sports venue... without recognition!





...and the award goes to...

Golden 1 Center

Sacramento Kings, USA



A Word from the Judges

"Golden 1 Center – the new home of the Sacramento Kings – sets a new standard for excellence in arena technology. Built with 'more code than concrete', this venue is unlocking the potential of technology, data and analysis to hyper-personalise each and every visit. The Kings' app is just one of the standout solutions at this technology platform"

The Finalists

- Access Control and Security Platform at Rome's stadio Olimpico (CONI/Zucchetti), Italy
- Retractable Roof at Arthur Ashe Stadium (USTA), USA
- Audio Installation at OBO Stadium-Libreville (DAS Audio), Gabon
- My One Buffalo app for Bills, Sabres, Bandits and HarborCenter (SkiData/Experience LLC), USA
- **Golden 1 Center (Sacramento Kings), USA**
- Connected Stadium installation at Camp Nou (FC Barcelona), Spain

VENUE TECHNOLOGY AWARD

For the stadium, arena or major sports venue that has delivered innovative technology to transform and improve the way it operates





...and the award goes to...

Open Camp

at Estadi Olímpic Lluís Companys, Spain

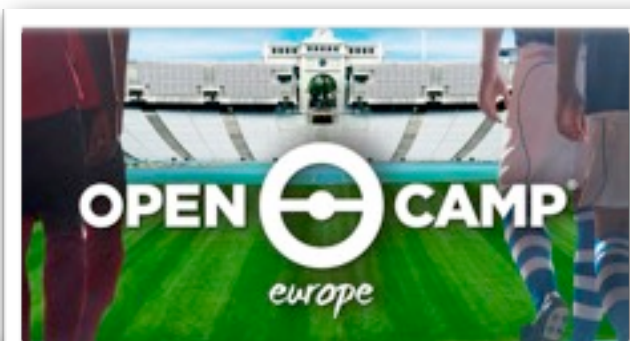


A Word from the Judges

"The legacy of Olympic venues is increasingly in the headlines for the wrong reasons. In Barcelona, visionaries from the public and private sector have embraced a new sports concept to breathe life into historic venues and drive a new generation of sports fans, participants and visitors through active lifestyles"

COMMUNITY AWARD

Awarded to the individual, team or venue that has achieved success in the pursuit of community-driven venue management



The Finalists

- Albion in the Community (AIRC) at AmEx Stadium (Brighton & Hove Albion FC), UK
- Sons of the West Men's Health Program (Western Bulldogs Community Foundation), Australia
- Fort Bragg Field ballpark for Independence Day and beyond (MLB/US Military/Populous), US
- Augmented Reality for Disabled Supporters at Allianz Arena (Bayern Munich FC), Germany
- Community Events at Everbank Field (Jacksonville Jaguars), USA
- **Open Camp at Estadi Olímpic Lluís Companys, Spain**
- Bespoke Chinese tours and visitor experiences at Old Trafford (Manchester United FC), UK
- #ClubGOTM community video programme (Cardiff City FC), UK
- Community Teams on 3G Pitch at Park Avenue Stadium (Aberystwyth Town FC)





SALES & MARKETING AWARD

For the individual/organisation with the most effective sales or marketing initiative which has delivered new audiences, new revenues and new partnerships

...and the award goes to...

Cityzens Weekend

Etihad Stadium, Manchester City FC, UK



A Word from the Judges

"Challenged with launching a new club badge, a new manager, a new website and a new playing kit – the marketing experts at Manchester City FC turned to their greatest assets: its fans and its facilities. City Football Academy – never before opened to fans – was transformed into a free, two-day football festival putting 20,000+ supporters (and millions more online) at the heart of the experience with fun, engaging activities for all ages. Simply brilliant!"

The Finalists

- **Cityzens Weekend at Etihad Stadium (Manchester City FC), UK**
- Seeing is Believing – SPVRS Stadium Project Virtual Reality Suite (Tottenham Hotspur FC), UK
- Cinema at the 'G presented by Bank of Melbourne (Melbourne Cricket Ground), Australia
- Half-Season Ticket Campaign (Bolton Wanderers FC), UK
- Commercialising under-utilised assets / New Partnerships at Eden Park, New Zealand
- Nothing Will Be The Same 2016/17 Season Ticket Campaign (Everton FC), UK





...and the award goes to...

Safe Standing

at Celtic Park, Celtic FC, UK



A Word from the Judges

"On 16 June 2016, Celtic FC become the first club in the UK to install rail seats to enhance spectator safety for standing fans, with the first of nearly 3,000 fitted at Celtic Park. The project was the culmination of six years' work by the pioneering club which has made clear its intention of letting fans stand again – in safety – to improve the atmosphere. The club has been listening to its fans – and has again delivered."

The Finalists

- 2016 Carling Black Label Champion Cup at FNB Stadium, South Africa
- Touchpoint-driven Red Thread Team at Anfield (Liverpool FC), UK
- **Safe Standing / Rail Seating at Celtic Park (Celtic FC), UK**
- Matchday at Etihad Stadium (Manchester City FC), UK
- Integrated fan experience at Golden 1 Center (Sacramento Kings), USA
- Fan Engagement Platforms at Vivint Smart Home Arena (Utah Jazz/Vivint/Boingo), USA

FAN EXPERIENCE AWARD

For the stadium, arena or major sports venue that has delivered consistently outstanding levels of service and fan experience at every stage of the customer journey





EVENT OF THE YEAR AWARD

For the best sports or non-sports event, guest event, concert or one-off spectacle held at a major sports venue in the last 12 months

...and the award goes to...

A-League Grand Final

National Football Federation at Adelaide Oval
Australia



A Word from the Judges

"United's home ground, with just 16,500 seats, would never cope with demand. Adelaide United finished its fairytale 2016 season by going from the bottom of the ladder after 6 rounds, to winning the A-League Grand Final in front of 53,000 enraptured fans as a guest team at Adelaide Oval cricket ground. The victory smashed attendance records, boosted tourism, and galvanized the sporting state's enthusiasm like no other event in 2016"



The Finalists

- A-League Grand Final (National Football Federation) at Adelaide Oval, Australia
- Bellew v Makabu WBC World Title Fight at Goodison Park (Everton FC), UK
- Copa America Centenario USA 2016 at Levi's Stadium, USA
- Harlequins' Big Game at Twickenham Stadium, UK
- Sydney 7s at Allianz Stadium, Australia
- NFL Monday Night Football (Raiders v Texans) at Estadio Azteca, Mexico



...and the award goes to...

PSG Stadium App

Parc des Princes, Paris Saint-Germain FC, France



About the Winner

PSG's mobile app combines the best of in-stadia and digital services. The app provides live content during games (multi-cam replays, slo-mo, stats, predictions) along with additional services such as news feeds, social plug-ins and a game predictor.

A Word from the Judges

"There are plenty of team and venue apps out there, but PSG has taken its offer to another level with augmented reality, integrated mobile tickets and even taxi bookings"

The Finalists

- First Responder Communications at Vivint Smart Home Arena (Utah Jazz/ Vivint/Boingo), USA
- Commonwealth Bank RoofClimb at Adelaide Oval (SMA), Australia
- Vantage Labour Management Solution at Etihad Stadium (Verteda), UK
- Clean Cube Bins at Sydney Cricket Ground (Smart City Solutions), Australia
- Hospitality Sales and Operations Management platform at RSC Anderlecht (iXpole), Belgium
- PSG Stadium App at Parc des Princes (Paris Saint-Germain), France

PRODUCT INNOVATION

For a product or service that has uniquely transformed and improved the way stadiums, arenas and sports venues do business.





THE DAVID VICKERS AWARD

For a new stadium, arena or major sports venue that opened (or re-opened after renovations) to great success over the last 12 months

...and the award goes to...

US Bank Stadium

Minnesota Vikings, USA



About the Winner

US Bank Stadium, which opened in July 2016 in Minneapolis, is a 66,650-seat, multi-purpose venue that boasts the first transparent ETFE roof on a sports facility in the US, and serves as the home of the NFL's Minnesota Vikings.

A Word from the Judges

"Instantly recognisable, with a true public-private delivery partnership, US Bank Stadium was delivered ahead of schedule – and continues to deliver signature events, community engagement and enthralled fans"

The Finalists

- Golden 1 Center (Sacramento Kings), USA
- The Main Stand at Anfield (Liverpool FC), UK
- Ashton Gate Stadium (Bristol Sport), UK
- Allianz Stadion (SK Rapid Wien), Austria
- Parc des Princes (Paris St Germain), France
- National Football Stadium at Windsor Park, UK
- **US Bank Stadium (Minnesota Vikings), USA**



...In memory of...

David Vickers

About David

"Early in the nineties, David Vickers came to work as Finance Director at the newly opened Sheffield Arena, which is where I first met him. This was the beginning of a long relationship, both professional and personal. Those of you who were around then will remember things were a bit more relaxed than they are today, there was no way that David would have flown by the seat of his pants but he accepted and fitted in with those of us who did. He would smile his wonderful smile, which always made his face crumple, make some laconic remark and then get on with things. Whilst a lot of us moved on to other venues, David remained true to his beloved Sheffield. It is normally an exaggeration to say someone was globally liked but of David that is absolutely true. Sheffield was where he was happiest, where his football team, United, were, and where he and his beloved Kathryn lived. David didn't have a bad bone or thought in his body, he's gone too soon and the world is going to miss him. There aren't too many around like him, unfortunately. David truly was one of life's 'Diamond Geezers'...Thank you for being in our lives, David."

Carl Martin

"Despite David Vickers being a qualified accountant we shouldn't hold that against him as he really was a venue man through and through. I first met him in 1997 when then Apollo Leisure beat out the incumbent SMG to the management contract of the Sheffield Arena. Apollo's usual modus operandi was to fire the older (more expensive) management team and put in our younger (cheaper) managers but David Vickers was different. Sheffield Arena was in his DNA and in his quiet unassuming way he ran the smoothest of operations. David was the consummate professional, despite me trying to lead him astray on many occasions. Whatever the scenario, be it management or bidding, David always exuded a calm and assured demeanour and was a hugely valuable member of our team." As his wife remarked at his funeral....." A gentleman passed this way"

Paul Latham





...and the award goes to...

Levi's Stadium

San Francisco 49ers, USA



About the Winner

Levi's Stadium was designed to be one of the most sustainable sports and entertainment venues in the country, all the while serving as an economic hearth to Santa Clara, California – with countless daily operations and projects that work to best-serve the larger community.

A Word from the Judges

"It's not easy being big and green in California, but the 49ers have implemented all the solutions at their disposal – from solar arrays and water recycling through to community education and even a rooftop farm – to make a real difference"

The Finalists

- CSR & Community Programme at Telia 5G Areena, Finland
- CSR Management and Reporting (GRI) at Volkswagen Arena (VfL Wolfsburg), Germany
- Environmental Responsibility at the MCG (Melbourne Cricket Club), Australia
- Reds Going Green programme at Anfield (Liverpool FC), UK
- Sustainability and Community-Driven Venue Management at Avaya Stadium (San Jose Earthquakes), USA
- Sustainable Stadium for Sustainable Citizens at Levi's Stadium (San Francisco 49ers), USA

ENVIRONMENTAL AWARD

Awarded to the individual, team or venue that has achieved success in the pursuit of sustainable venue management





...and the award goes to...

The Red Thread Team

for Customer experience training at Anfield,
Liverpool FC, UK



About the Winner

Liverpool FC's Red Thread team delivered an internal culture and customer experience training programme to raise the bar on the matchday experience at Anfield.

A Word from the Judges

"Alongside its investment in a new stand, Liverpool FC invested in the very best staff training and fan experience initiative. There are lessons here for every sports club that wants to build better experiences"

The Finalists

- New Premium areas at Stadio Olimpico (CONI), Italy
- **Red Thread Team's customer experience training at Anfield (Liverpool FC), UK**
- Seeing is Believing – SPVRS Stadium Project Virtual Reality Suite (Tottenham Hotspur FC), UK
- Hospitality Sales and Operations Management platform at RSC Anderlecht (iXpole), Belgium
- The Miami Dolphins Member Discount program and access control programme at Hard Rock Stadium (Miami Dolphins/SkiData), USA
- Qjacker food and drink pre-ordering solution at National Exhibition Centre (NEC) Birmingham (NEC Group / Amadeus / Verteda), UK

PREMIUM & HOSPITALITY AWARD

For the stadium, arena or major sports venue that has delivered exceptional service or innovation to their premium seat, suite or hospitality business





.and the award goes to...

Cedar Packaging

INDUSTRY SUPPLIER AWARD

To recognise the consistent services and industry support by a product or service supplier.



About the Winner

TheStadiumBusiness Summit delegates have spoken, and our winner of Supplier of the Year 2017 is Cedar Packaging, recognised for their bespoke, innovative and beautifully presented ticket presentations. The customer journey is important every step of the way.

The Finalists

- TimeTarget
- Legends Hospitality
- PMY Group
- Centerplate
- Cedar Packaging
- SeatGeek
- Two Circles





OUTSTANDING ACHIEVEMENT AWARD

Recognising an individual that has shown exceptional commitment, service and leadership to the stadium industry over a sustained period of time. (And no, they don't have to be retiring any time soon!)

...and the award goes to...

Robin Buchanan

General Manager, Celtic Park, UK



About the Winner

Robin Buchanan has been Stadium General Manager of the 60,500 capacity Celtic Park for 15 years.

A Word from the Judges

"As well as his 'day job' of ensuring the safety and enjoyment of every game at the stadium, Robin has gone further than anyone to drive forward safe standing to the benefit of the fans and the atmosphere. His efforts have demonstrated that safe standing – if planned and implemented properly – can be implemented safely and can improve the matchday experience of all fans"





...and the award goes to...

The Operations and Management Teams of
Lancashire County Cricket Club
at Emirates Old Trafford
& Manchester United FC
at Old Trafford

for delivery of the One Love Manchester benefit concert

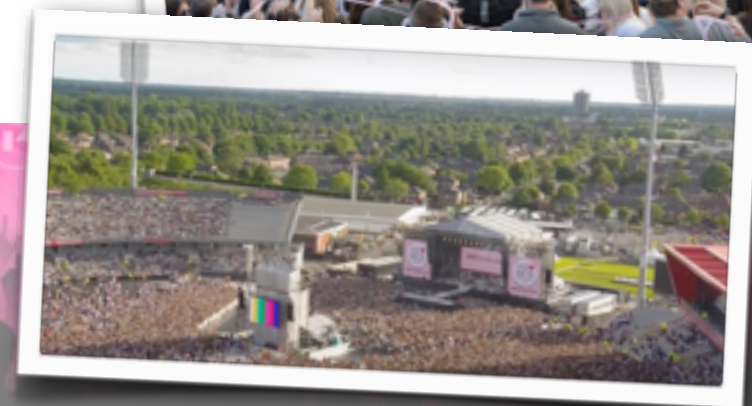
JUDGES' CHOICE AWARD

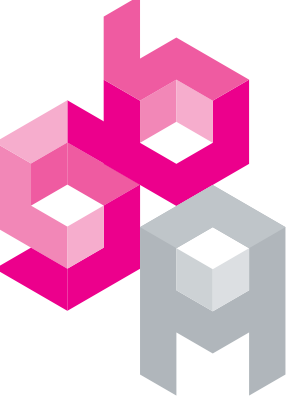
Awarded to the entry deemed worthy of recognition by our 2017 Judging Panel regardless of category



A Word from the Judges

"Delivered in a true spirit of solidarity and professionalism, this concert – with so many headline artists – was delivered by the operations teams of two venues which decided to co-operate for the greater good of a city."





...with thanks to...

The 2017 Judges

OUR JUDGES

.....
*Thank you to our international judging panel
for their support and commitment to
TheStadiumBusiness Awards 2017*



Our Judges (clockwise from top left)

- Chris Overholt, CEO & Secretary General, Canadian Olympic Committee, Canada
- Ebru Köksal, UEFA Consultant/Board Member MNT Health Services & Women in Football, Turkey
- Peter McKenna, Stadium Director, Croke Park, Ireland
- Tery Howard, SVP/CTO, Miami Dolphins, USA
- Ian Nuttall, Founder, TheStadiumBusiness, UK
- Paul Barber, Chief Executive Officer, Brighton & Hove Albion FC, UK
- Karen Eyre-White, Chief Executive, Sports Ground Safety Authority (SGSA), UK

