

THE STADIUM BUSINESS AWARDS

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

Our 2020 Winners

22 APRIL 2020 -COVID-19 NOTE

*Nominations for the *TheStadiumBusiness Awards 2020* closed on 24 January 2020 and as such the shortlists showcase primarily the achievements of the stadium sector in 2019, before the industry lockdown due to COVID-19 outbreak. Rather than postponing, *TheStadiumBusiness* is announcing the Winners at this time (as scheduled) to provide some ideas and inspiration for our sector ahead of its much-anticipated return post-virus.



www.stadiumbusinesssummit.com/awards



SUSTAINABILITY & COMMUNITY AWARD

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

...and the award goes to

Mental Health First-Aid Initiative

at The NEC Group

About the Winner

NEC Group's Mental Health First Aiders were launched at Ariana Grande's The Sweetener World Tour at Arena Birmingham in September 2019. The show was identified as having an audience that could particularly benefit from having mental health support available, especially after the tragic events at Manchester Arena in 2017. The NEC Group currently has 20 employees trained as MHFAs, who have now also offered support at performances by Little Mix and The 1975. The venue operator is currently training even more volunteers, with plans to roll out the initiative further across a number of upcoming shows. This employee-led initiative is a first in the arena sector – and one that should be replicated.



Image: NEC Group

Also in the Category Shortlist this year:

- Big Sleep Out - Preston North End FC
- Compostable Packaging Initiative at SCG (Sydney Cricket Ground/Biopark)
- Kiyan Prince Foundation Stadium naming rights (Kiyan Prince Foundation/QPR FC)
- First LEED Platinum certification for sports venue O+M (US Bank Stadium)
- "Infinitely Recyclable" aluminium cup - Pepsi Center/Kroenke Sports & Entertainment
- Vegan First kiosk at Stamford Bridge (Chelsea FC)



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

Metallica & SF Symphony Orchestra

opening San Francisco's Chase Center

About the Winner

The opening of the Warriors' new arena, Chase Center, represented a much needed addition to San Francisco and marked the culmination of a 20-year plan to revitalise its Mission Bay neighbourhood. For its opening the Warriors wanted to do something that was not only unique to the Bay Area, but would also have worldwide appeal. Given that, it only made sense to have the biggest Bay Area band of all time, Metallica, and pair them with the San Francisco Symphony Orchestra for a special one-off show for Chase Center's opener. Not only did the performance celebrate the opening of Chase Center, but also the 20th anniversary of Metallica and the Symphony's collaboration from 1999 which resulted in the Grammy Award-winning live album "S&M". A truly world-class, one-off spectacle to launch a new venue history.

Also in the Category Shortlist this year:

- First NFL International Game at Tottenham Hotspur Stadium, London
- Manchester United FC tour (Optus Stadium/VenuesLive/Tourism WA), Perth
- Match in Africa 6: Federer-Nadal (Cape Town Stadium), Cape Town
- MLB London Series (London Stadium), London
- Miami Open makeover at Hard Rock Stadium, Miami



Images: Metallica/Chase Center



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

49ers Executive Huddle

49ers/SAP

About the Winner

The San Francisco 49ers introduced the Executive Huddle presented by SAP, with its full complement of features upon the opening of NFL's 2019 season. The result of a season of beta testing, more than a year of development, and years of research and progression on fan-centric service improvements, the Executive Huddle provides the 49ers Business Strategy & Analytics (BSA) team with real-time data and visualisations spanning multiple data sources to track, sense, and respond in the moment to real life challenges such as parking bottlenecks, restroom cleanliness, and food shortages during games to enhance the fan experience. This platform marks a fundamental step away from post-event recaps towards real-time venue operations.



Also in the Category Shortlist this year:

- Intel's True View system at Capital One Arena/Fiserv Forum/State Farm Arena
- 601 Analytics Platform (Miami Heat/601 Analytics)
- Matchday Easy Mobility platform (AS Roma/Stadio Olimpico)
- Immersive Education at National Soccer Hall of Fame at Toyota Stadium, Frisco
- Frictionless Purchasing at Citi Field (New York Mets/Aramark/Clear/Mashgin)





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

Kath Phipps

Receptionist, Aon Training Complex, Manchester United FC

About the Winner

Manchester United may well be one of the biggest brands on the planet, but it remains at its heart a 'family club' – and, for 52 years, Kath Phipps has been like a mum to so many at the club. She started working for Manchester United FC in 1968, in the same year that United became the first English club to win the European Cup. Working initially for Sir Matt Busby, she has since worked for another 10 managers including the legendary Sir Alex Ferguson. Today she is based at the Carrington Training ground (greeting all players and coaching staff every morning) but she has been a crucial link with the club at the highest level to the FA, Premier League, UEFA and FIFA. On matchdays Kath is the first person to greet all VIP guests at the Directors Entrance. She epitomises the Busby approach at United: It's about more than just breeding great players, it's about being good people too.



Images: MUFC/Instagram/Facebook

Also in the Category Shortlist this year:

- Ricardo Casañez, Head of Venue Operations, Club Atletico de Madrid, Spain
- Shaun Oliver, Vice-President of Operations, Red Bull Arena, USA
- Doug Metcalfe, Stadium and Operations Manager, Burnley FC, UK
- Thomas Skov Petersen, Head of Marketing, Brøndby IF, Denmark
- Volunteer Army at Gazprom Arena, Russia





PRODUCT INNOVATION

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

...and the award goes to

Staydium Glamping

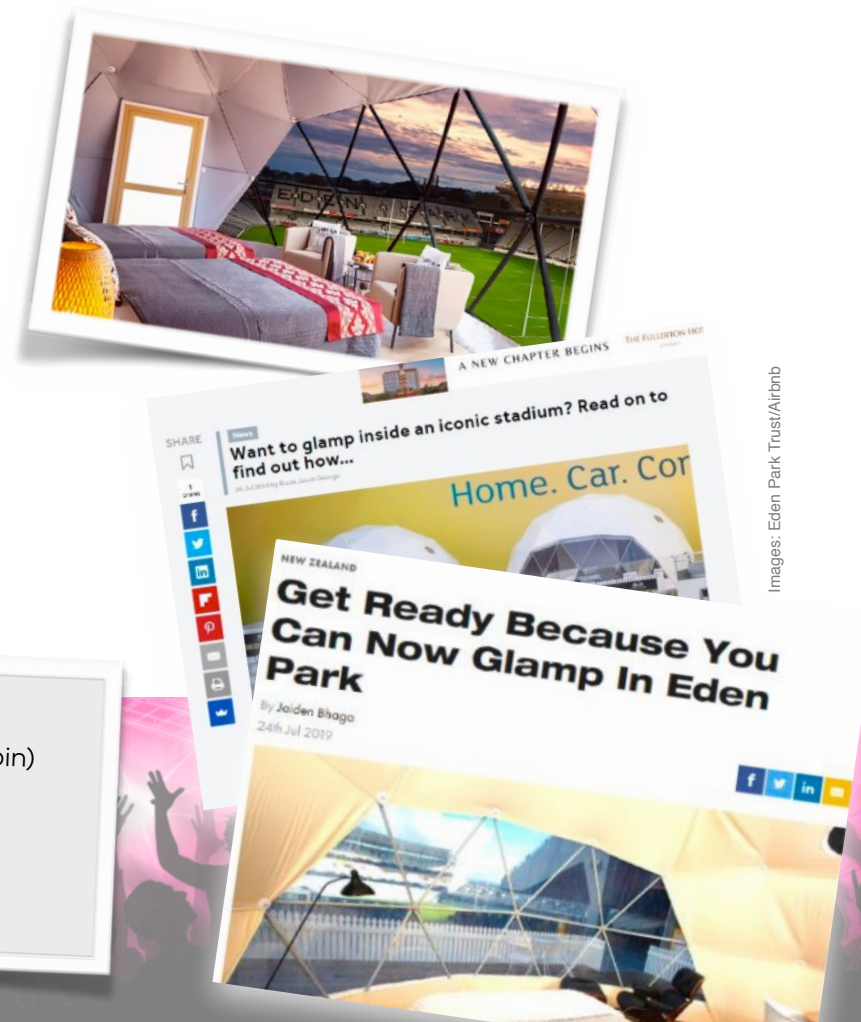
at Eden Park, New Zealand (Airbnb/Samsung)

About the Winner

Staydium Glamping arrived at Eden Park in July 2019. The concept was created to utilise empty spaces, build further alternative revenue streams and gain wider visibility for the venue to tourists. Two custom-designed domes (fitted out by furniture supplier Nood and technology partner Samsung) now sit in the north-eastern corner of the 117-year-old stadium and overlook one of the world's most famous playing fields. An enviable view of the hallowed turf, private bathrooms and premium finishings are just some of the benefits the Staydium Glamping boasts to ensure guests don't miss any of the action unfolding below them. The two-person facilities are available to be booked via Airbnb on both matchdays and non-match days for sports fans and tourists alike to enjoy.

Also in the Category Shortlist this year:

- In-arena, Checkout-free Convenience store at Golden1 Center (Sacramento Kings/Zippin)
- Menu-Inclusive Season Ticketing at Levi's Stadium/49ers (49ers/Levy)
- Uhuru's UriCall app-free in-seat ordering (Kyushu Grand Sumo Tournament)
- LAVA real-time customer experience marketing platform (Staples Center/LA Live)
- Suite Exchange platform at Chase Center, San Francisco



Images: Eden Park Trust/Airbnb



FAN EXPERIENCE AWARD

For the stadium, arena or major sports venue that has delivered outstanding levels of service to enhance the fan experience

...and the award goes to

Curva Futura

at Cagliari Calcio, Italy

About the Winner

How do we build the next generation of stadium fan? A first of its kind in Italy, Serie A football club Cagliari opened 'Curva Futura' last year, a new section of the Sardegna Arena dedicated entirely to children and positive messaging. Partnering with the local Carlo Enrico Giulini Foundation, Curva Futura provides a safe, welcoming and progressive environment for up to 150 children to enjoy Sunday match fixtures. The related youth project Scuola di Tifo (Fan School) – which involves an education path leading to tickets to Curva Futura as a reward – has connected with over 8,000 children and 2,000 teachers in the past year. As such, Cagliari has shown a way to build and reward a future, positive fanbase.

Also in the Category Shortlist this year:

- Fan Experience approach at Coca-Cola Arena, Dubai
- Customer Journey at Sydney Cricket Ground, Australia
- Brøndby IF's new FanZone, Denmark
- Gritty Makeovers – Flyers / Wells Fargo Center, USA
- HSBC World Rugby Sevens at Cape Town Stadium, South Africa
- The 'High Street' Concourse at Tottenham Hotspur Stadium, UK



Images: Cagliari-Calcio



SPONSORSHIP, 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

Coca-Cola Arena launch

in a new market, UAE

About the Winner

The Middle East is one of the world's last untapped touring markets. It was always going to take a venue to be bold in its positioning to break that trend. The launch of Coca-Cola Arena required complex negotiations with construction companies, contractors and promoters whilst simultaneously leading the search for naming rights and key partners. The Coca-Cola naming rights deal sent shockwaves around the regional industry. Never before had a global brand invested in such a way into the Dubai market. Coca-Cola Arena was launched with the region's most respected media in attendance, a finished and gleaming venue and two A-list acts announced back-to-back. Dubai is now seen as a viable international touring stop and event venue thanks to Coca-Cola Arena.

Also in the Category Shortlist this year:

- SoFi Stadium/LASED Premier Sales Center (Rams and Chargers), Los Angeles
- Chase Center partnership (SF Warriors/JP Morgan Chase)
- Assembly Room/New City Terrace at Wells Fargo Center
- Cloud-Based VIP sales solution at SportPaleis Group
- The (new) International Suite at Old Trafford (Manchester United FC)



Images: Coca-Cola Arena



EXECUTIVE OF THE YEAR

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

...and the award goes to

Rick Welts

President and COO, Golden State Warriors

About the Winner

In what was a major shift for the Golden State Warriors, team president and COO Rick Welts guided the organisation through a successful transition from a basketball team to a sports and entertainment company, which included directing the development of the team's new state-of-the-art arena, Chase Center, which opened in September 2019. Among his groundbreaking initiatives were the integration of transit+event ticketing along with free bike valet, express bus shuttle service and ferry options. Welts oversaw some 10,000 individuals from 260 organisations in the construction of Chase Center; closed sponsorship deals with an impressive list of founding partners, along with naming rights partner JP Morgan Chase; steered 5G-enablement and the largest centerhung scoreboard in the NBA; unveiled the Suite Exchange platform - an industry first for suiteholders; and further, numerous fan-focused initiatives.



Images: NBA / AFP

Also in the Category Shortlist this year:

- Kieran Nulty, Vice-President of Arena Experience, Fiserv Forum
- Valerie Camillo, President - Business Operations, Philadelphia Flyers/Wells Fargo Center
- Eric Woolworth, President - Business Operations, Miami HEAT Group
- Guy Ngata, Chief Executive Officer, Coca-Cola Arena
- Andy O'Sullivan, Venue Director, Tottenham Hotspur Stadium



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 previous 12 months**

...and the award goes to

Tottenham Hotspur Stadium

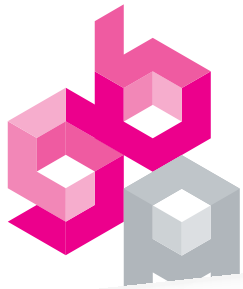
About the Winner

Since opening in April 2019, the new, 62,000-capacity Tottenham Hotspur Stadium has set a new benchmark for the fan experience in European football. The Populous-designed venue has a fully retractable playing surface, is the first purpose-built home for the NFL in Europe and has been designed to deliver an outstanding matchday atmosphere for both sports and entertainment. With uninterrupted sightlines and spectators closer to the pitch than at any comparable ground in the UK, the steep stands create a tighter, more compact stadium bowl. Fan spaces include the five-storey atrium in the South Stand with food stalls, a microbrewery and a 65-metre bar – the longest in Europe. Whilst the facilities and fit-out are impressive in themselves, it is the performance of the venue as a business and as a fan destination that stands out.

The finalists this year also included:

- Allianz Field, Minnesota
- Chase Center, San Francisco
- Coca-Cola Arena, Dubai
- Golden1 Center, Sacramento
- Lord's Cricket Ground, London
- Optus Stadium, Perth





THE 2020 JUDGING PANEL

Our international judging panel



Our sincere thanks to the following industry experts and venue leaders (from top, left-right):

- Michael Bolingbroke, Senior Executive in Entertainment, Leisure & Sport
- Mika Sulin, Chairman, Sport & Live Vision
- David Manica, Principal, MANICA Architecture
- Professor Denise Barrett-Baxendale MBE, Chief Executive Officer, Everton FC
- Raj Saha, General Manager, Fiserv Forum
- Christine Lau, Director, Sports & Community Programming, Singapore Sports Hub
- Mike Bohndiek, CEO, PTI Smarter Venues
- Ian Nuttall, Founder, TheStadiumBusiness
- Peter Bryan, Vice-President of Construction and Development, Chase Center
- Milton OBrien, Director of Commercial, Venues Canberra
- Marie Lindqvist, VP & General Manager, Stockholm Live

For more inspirational ideas for your venue business, visit us at TheStadiumBusiness.com