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ROCKET Mortgage FIELDHOUSE



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ROCKET MORTGAGE FIELDHOUSE



PHOTOS: TREPAL PHOTOGRAPHY/CLEVELAND CAVALIERS



Creating a New, State-of-the-Art Arena through a Total Renovation

Walking into Rocket Mortgage FieldHouse, guests are greeted by the Power Portal, a dazzling display of video and sound that surrounds and immerses them in one of the venue's new signature experiences.

This is just one highlight of the recently completed two-year transformation to Rocket Mortgage FieldHouse, which was so all-encompassing that both new visitors and returning guests alike will feel as if they're walking into a brand-new venue, not one that's 25 years old.

Renovating was Cleveland's Answer for a New Venue

Originally built at a cost of \$152 million (equal to \$263 million today), Rocket Mortgage FieldHouse opened in 1994 as Gund Arena. In 2005, the building was renamed Quicken Loans Arena when Dan Gilbert, chairman and founder of Quicken Loans, acquired the Cleveland Cavaliers and the venue's operating and naming rights. With the transformation, the building was renamed after the company's retail-focused brand, Rocket Mortgage.

"The venue's new name creates

more connectivity to the brand the company is using on a customer-facing basis," said Nic Barlage, president of business operations for the Cavs and Rocket Mortgage FieldHouse. "It was a unique convergence of opportunities between the venue's transformation and Quicken Loans' rebranding happening at the same time."

The FieldHouse, which is owned by Cuyahoga County and the city of Cleveland, has been a catalyst behind nearly \$2 billion in development in Cleveland's Gateway District. Home to 2,500 residents, Rocket Mortgage FieldHouse, Progressive Field (Cleveland Indians), six hotels, unique stores and more than 60 restaurants and bars, the Gateway District is downtown Cleveland's most visited neighborhood, attracting more than five million people a year. Twenty years into a 30-year lease, rather than build a brand-new venue at a staggering cost, the Cavs worked closely with city, county and civic leaders to create a more efficient model and transform their current structure from the ground up.

"The bones of the building, the bowl and the viewing experience are exceptional," said Len Komoroski, CEO of the Cavs and Rocket Mortgage FieldHouse. "That's always been a strength of the building. But, one of its weaknesses was the lack of public space and the ingress/egress

"We believe the Rocket Mortgage FieldHouse transformation is the most holistic renovation of a major professional arena ever executed and will set the standard going forward."

LEN KOMOROSKI
CEO | Cavs and Rocket Mortgage FieldHouse

experience. We're also in the heart of the entertainment district and you can't replicate this type of location in an urban core."

The 19,432-seat Rocket Mortgage FieldHouse, which has generated more than \$650 million in state and local tax revenue since its inception, and nearly \$200 million a year in direct spending to the city and county, is home to the NBA's Cleveland Cavaliers and the AHL's Cleveland Monsters. It also hosts more than 200 ticketed and 1,400 private events and attracts more than two million visitors each year.

"Our events can attract every demographic," said Barlage, "whether you enjoy Metallica, Celine Dion, Travis Scott, want to bring your young children to a family show, or want to

see Cavaliers or Monsters games, we can cover the spectrum of interest."

In July, Rocket Mortgage FieldHouse received its highest ranking from Pollstar, the concert industry's leading trade publication, when it was ranked 27th of 200 top worldwide venues for entertainment ticket sales (not including sporting events). Additionally, the FieldHouse was ranked 11th in the U.S. for major concerts in 2019.

"This ranking shows we have one of the highest performing per capita buildings in the world," said Komoroski, "and six of the 11 U.S.-ranked venues are in New York and Los Angeles."

"One of our primary goals was to put the FieldHouse on a path to make it one of the best venues in the U.S. and the world for the next 15 to 20 years of its life span," said Barlage. "To do that, we transformed the entire building and fan experience."

With the venue's renovation, the Cavs, whose previous lease was set to expire in 2027, extended their lease seven additional years, through 2034. This commitment to play in the same facility for 40 years is among the longest in professional sports.

"Dan (Gilbert) is proud we have one of the most public-friendly leases of any mid- to small-market team in the NBA and in pro sports in general," said Komoroski.

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CLEVELAND'S MUST-SEE PROPERTY

A stunning \$185 million transformation makes this one-of-a-kind downtown location an absolute must-see, must-hear, must-play venue. We've given the home of Rock & Roll a star-studded new house!

Move-in ready

Family room seats 19,432

0 bedrooms, 264 baths

Chefs on staff include Michael Symon, Jonathon Sawyer, Rocco Whalen, Karen Small, Matt Mytro, Paul Minnillo, Fabio Salerno, and more

Multi-car garage
(with plenty of room for Grave Digger)

Central Air, but it still gets hot

Humongotron TV

Custom windows

Sweeping skyline views

Flaming pyrotechnics

Cleveland Made

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WELCOME HOME.



ROCKET MORTGAGE, FROM PAGE 2A

While the cost to build a brand new venue could have reached \$800 million or more, Rocket Mortgage FieldHouse was rebuilt at a cost of \$185 million. Originally designed as a 50/50 split with the Cavs and the city/county each paying \$70 million, the Cavs increased their portion to \$115 million to include additional transformations.

"At \$800 million, the cost to build a new venue, even with a public/private partnership, would have been a substantial lift for a community of our size," said Komoroski.

The renovation will pay for itself as the public portion of the financing comes from event-related revenue sources, primarily an existing admissions tax on tickets sold to any event at the FieldHouse.

With a public concourse footprint of 152,970 square feet, the Cavs increased the FieldHouse's public space by 37 percent. "We've gone from having amongst the least amount of public square footage of any comparable building in the league to having amongst the most," said Komoroski. "We've turned the size of our FieldHouse into an absolute strength."

"Rocket Mortgage FieldHouse sets the standard going forward for how teams can transform their building," said Barlage.

Rocket Mortgage FieldHouse

BY THE NUMBERS

605,000 | Workforce hours

\$185 million | Construction cost

152,970 square feet | Venue footprint

77,110 square feet | North Atrium curtain wall

19,432 | Seating capacity

2,700 | Construction workers

2,200 | Square feet of Power Portal LED panels

1,500 | Curtain wall color combinations

1,475 | North Atrium glass panes

1,400 | Private events

731 | 4K flat screen TVs

279 | Wireless access points

200+ | Ticketed events

62 | Reimagined suites

40 | Years Cavs will have played in the arena when the current lease ends

22 | Artists

8 | Neighborhoods

5 | Creative storytelling multimedia flex walls



An impressive 77,110-square-foot of brushed aluminum forms a massive winding curtain wall inside the North Atrium.

The North Atrium — A Front Door to Downtown Cleveland

The Cavs added 42,530 square feet to Rocket Mortgage FieldHouse by expanding and enclosing the entire north side of the venue with an exterior wall made of 1,475 panes of glass. With this open visibility, the FieldHouse is not only more connected to the city, it actually feels like an extension of the city.

"Before the transformation, we had a closed building," said Antony Bonavita, Cavs executive vice president of venue operations. "People in the city didn't know if there was an event unless they saw people walking in and out. Now, when you look at the front of our building, with the glass facade and the curtain wall, we are interactive with the city. We've raised the level of engagement and excitement."

The North Atrium provides guests with a welcome respite from the elements. The FieldHouse will host 65 events in the 121 days from November 2019 through February 2020. As fans make their way to the ticket gates, the North Atrium shelters them from the chilling winds, rain and snow that come with a northern Ohio winter.

"The North Atrium not only serves the operational and functional purpose of fan ingress and egress, it also creates an iconic window to downtown Cleveland, opening up the venue to downtown for all that activity to be seen," said Komoroski.

The Power Portal — A Stunning Immersive Experience

The Power Portal, one of the venue's signature elements, is a first-of-its-kind fully immersive LED video and

audio tunnel. Located in the Northwest Atrium at the Sherwin-Williams entrance, the portal features more than 24 million pixels in 2,200 square feet of direct view LED (DVLED) that delivers stunning 4K video, along with a cutting-edge sound system from Audiotechnik.

In the Power Portal, the sound from the video follows guests through the 39-foot tunnel. With the innovative pairing of video and audio, each guest has a unique experience, even while other guests are inside the tunnel.

"The audio experience for a fan at the front of the portal is connected to what they're seeing visually, which is different from what the person at the other end of the portal is seeing and hearing," said Mike Conley, Cavs' senior vice president and chief information officer. "The technology groups the audio and video together regardless of where it's being shown within the portal. This is the first installment in the U.S. of the pairing of this audio and video technology. It's the combination of these two technologies that make this the first of its kind."

The Power Portal features scenes related to the current event. For example, at Cavs games, the Power Portal will feature Cavs players, while for a concert, it will feature the headline artist.

"Other venues will want to copy the Power Portal because it gives you an exciting feeling as you enter the venue," said Jerry Cifarelli, founder and vice chairman of ANC, which operates all of the FieldHouse's video displays, including the new Power Portal, Canyon and Totem.

The Curtain Wall and Canyon Captivate Entering Guests

Inside the North Atrium is 77,110-square-foot of brushed aluminum that forms a massive winding curtain wall that was fabricated by Toronto-based EventScape. SHoP Architects developed the concept of the expansive glass and architectural aluminum curtain wall, while Gensler Architects, the architect of record, embellished and executed the design.

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The Power Portal is a fully immersive video and audio tunnel that can be programmed with any visual, including views of downtown Cleveland.

New Season, New Look.



The transformation of the Rocket Mortgage FieldHouse is yet another phase in Bedrock's long-term investment in downtown Cleveland. As a full-service real estate and development company, we are proud to work alongside so many partners who share in our commitment to the success of the Cavaliers and the City of Cleveland.

BedrockDetroit.com



ROCKET MORTGAGE, FROM PAGE 4A

At night, more than 1,500 color combinations of light can be directed onto the curtain wall to create movement that can change the FieldHouse's personality for any event.

Like the Power Portal, the curtain wall reflects the event. For Cavs games, the wall may be illuminated in wine and gold; for a Pink concert, it could be pink; and for Autism Awareness Night, blue.

"The glass enclosing the North Atrium is iconic in and of itself," said Komoroski, "but the brushed aluminum curtain wall gives it life and dimension and, architecturally, makes an incredible statement."

Connecting two sides of the curtain wall is the Canyon. In the Northeast Atrium, at the Cleveland-Cliffs entrance, the Canyon contains more than 8.3 million pixels in a custom, four-story hourglass shape. It adds another vibrant video experience as guests enter the main concourse.

Premier Destinations for FirstEnergy Loudville

More than half the people attending events at Rocket Mortgage FieldHouse sit in the upper concourse, aka, FirstEnergy Loudville.

"The upper level in most sports facilities doesn't have the accouterments you'd see on the lower level," said Bonavita. "Since every fan is important, we created club-like destinations there."

Loudville's two new signature spaces are the Budweiser Brew House and Overlook Bar. For the Budweiser Brew House, the Cavs removed 1,000 seats to create more than 2,500 square feet of standing-room space. With a large bar that runs the width of the section and exceptional views of the court, it has become a go-to destination for fans from any seating area.

"We wanted to elevate the fan experience throughout the building,"



When guests enter through the Cleveland-Cliffs entrance, they're greeted by a stunning visual experience on the Canyon.

said Barlage, "from event level through to the street level, club level and, ultimately, to Loudville."

On Loudville's north side, the Overlook Bar gives fans a 3,000-square-foot gathering space that provides spectacular views of downtown Cleveland and the city's skyline.

"We're going to have reverse migration, with people from the main concourse coming to Loudville to check out these great spaces," said Komoroski.

Premium Spaces and Clubs Provide High-End Amenities

With five clubs and 62 suites, the FieldHouse features more than 45,000 square feet of premium spaces that accommodate more than 2,500 people. Every space includes full-service bars, along with premium food options.

Three clubs on the event level — Litehouse Chairmans Club, Bacardi Ocho Signature Lounge and the Courtside Club — offer a

behind-the-scenes atmosphere of activities occurring on game day. The other two clubs — Huntington Legends Club and Westfield Champions Club — provide views to the game action on the Huntington Club Level.

The Cavs removed 20 suites to create the Huntington Legends Club. This new space features private, theater-style seating boxes with luxurious leather seats and drink rails. Each box is identified by the Cleveland basketball or hockey legend whose picture adorns the wall, such as Cavs' legends: Nick Mileti, team founder; Bill Fitch, team's first head coach; former general manager Wayne Embry; and players Austin Carr, Brad Daugherty, Zydrunas Ilgauskas, Larry Nance Sr., Mark Price, Bingo Smith, Nate Thurmond and more.

The Westfield Champions Club is decorated with art that celebrates the Cavs and Monsters 2016 championship titles.

The re-imagined suites and new premium spaces were designed by Detroit-based Rosetti Architects.

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Rocket Mortgage FieldHouse Partners

Naming Rights Partner

Rocket Mortgage

FieldHouse Transformation Partners

Bacardi
Bell's Brewery
Budweiser
Cleveland-Cliffs
Cleveland Clinic
Crescent Digital
Crown Royal Regal Apple
Discount Drug Mart
Everstream
FirstEnergy
FOX Sports Ohio
Goodyear
Huntington Bank
KeyBank
Litehouse Pools & Spas
Medical Mutual of Ohio
Moen
Pepsi
Saucy Brew Works
Sherwin-Williams
TCP Lighting
UPS
Westfield Insurance

Construction Partners

Whiting-Turner | general contractor
Gensler Architects | architect of record
Rossetti Architects | design architect

Additional Partners

Aramark | food service
Library Street Collective | art curator



The Budweiser Brew House gives fans in Loudville a premium destination with exceptional views of the court.



Each box in the Huntington Legends Club features photos of Cleveland's basketball and hockey legends.

ROCKET MORTGAGE, FROM PAGE 6A

Neighborhoods Provide Social Gathering Hubs

The increase in the venue's square footage allowed the Cavs to create eight social gathering hubs or neighborhoods – Northeast Atrium, Northwest Atrium, South, East and West on the main concourse; the Rotunda on the Huntington Club Level; Loudville East, featuring the Overlook Bar; and Loudville South, featuring the Budweiser Brew House.

"Each one of these neighborhoods has its own personality," said Komoroski, "just like in Cleveland, with Tremont, Ohio City or the Detroit-Shoreway neighborhoods."

"This FieldHouse is about community," said Bonavita. "Our new neighborhoods are places for people to eat, play, gather and engage with each other."

"The design team for Rocket Mortgage FieldHouse partnered with the Cleveland Cavaliers to take the user experience to a new level for athletes, sports fans and concert goers," said Ryan Sickman, principal and director of sports at Gensler Architects. "The creation of neighborhoods and social spaces throughout all levels of the arena will provide Cleveland's fans the opportunity to enjoy the events at Rocket Mortgage FieldHouse



TREPAL PHOTOGRAPHY/CLEVELAND CAVALIERS

Food and beverage options for fans in the South Neighborhood include Saucy Brew Works, Greenhouse Kitchen and Market at the Fig.

in a multitude of ways for years to come. We're honored to have worked with the Cavs over the last several years to complete this beautifully designed facility and deliver it to the city of Cleveland."

A Taste of Cleveland

Within its eight neighborhoods, the FieldHouse features an array of food and beverage choices, from standard ballgame fare to upscale options.

"Our goal was to elevate the local experience," said Kevin Kearney,

Aramark's district manager. "We focused on these great new social neighborhoods that are anchored by a wonderful diverse assortment of specialty, local concepts."

Rocket Mortgage FieldHouse features three local chefs of national renown – Michael Symon, with Symon's Burger Joint; Jonathan Sawyer, with Greenhouse Kitchen; and Rocco Whalen, with Fahrenheit. All have been featured on the Food Network and Symon and Sawyer are James Beard Foundation Award winners.

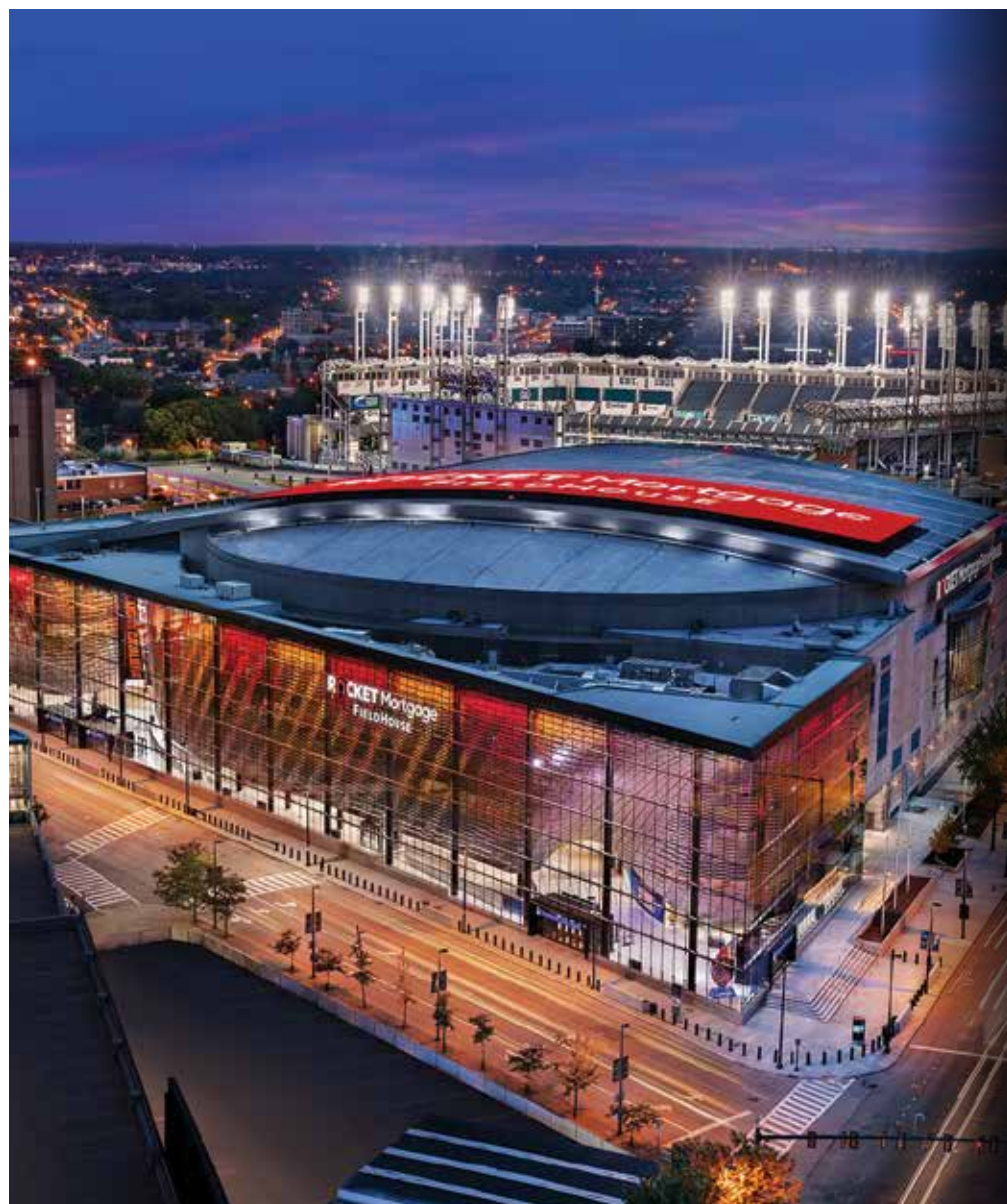
Connecting the North Atrium with the main concourse is Whalen's two-story restaurant. On the first level is Rocco's, which features quick service, self-order fun street food. The second level has Fahrenheit at Rocket Mortgage FieldHouse, a higher execution-style restaurant that seats 75 people and includes signature dishes in celebration of the restaurant's 20th anniversary.

Other local chefs are Paul Minnillo and Matt Mytro from Flour Pizza; Fabio Salerno from Bandito's, a Mexican restaurant; Karen Small of Market at the Fig, a Mediterranean-focused farm-to-table restaurant; Tiwana Scott-Williams, from PearlFlower Catering; Vic Searcy from Sauce the City; and former Cavalier Elmore Smith with Elmore's Smokehouse, a barbecue concept.

"To get an authentic feel, we built locations that are tailored to the menus and suit the desires and tastes of our local chefs," said Adam Zann, general manager of Aramark at Rocket Mortgage FieldHouse.

Anchoring the South and West neighborhoods respectively are two craft brewery offerings – Saucy Brew Works, another local, award-winning concept, from Cleveland's Hingetown neighborhood, and Michigan-based Bell's Brewery. In Loudville, the

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CONGRATULATIONS

to the Cleveland Cavaliers on the successful completion of the Rocket Mortgage FieldHouse. We are proud to have been a part of your incredible team and tremendous project that will have a positive impact on the City of Cleveland, Cuyahoga County and the rest of Northeast Ohio.

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AARON JOSEFCZYK/CLEVELAND CAVALIERS

Able to recognize food items by their size, shape and color, the Mashgin self-checkout units speed up the check out process.



AARON JOSEFCZYK/CLEVELAND CAVALIERS

Each entrance to the seating bowl is identified by a portal number, making it easier for guests to navigate the venue.

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Budweiser Brew House is a standing-room only destination that provides an open view to the arena bowl.

The Richardson Group developed and designed the branding concepts for the majority of the FieldHouse's food and beverage concepts. "We worked with the local chef partners to bring their concepts to life through interior design, graphics and branding," said Scott Richardson, founder and chief creative officer of the Richardson Group. "We gave each stand its own unique personality that relates to each chef and each concept."

The Launch Test Kitchen (LTK) in the East neighborhood is a first-of-its-kind transformational concession experience that serves as an incubator. The Cavaliers, Aramark and the Cleveland NAACP branch worked together to develop opportunities for local diverse chefs to feature their food at LTK. The first Cleveland-based chef to be showcased is Scott-Williams. Dining options will rotate every 10-12 games

throughout the season.

In some areas, such as at Symon's Burger Joint, visitors can interact with a traditional cashier or use a self-order kiosk and then pick up their food from a single centralized area. Dining options in Loudville feature a self-order kiosk that allows visitors to order from several different restaurants at a single terminal and gather their food at one location.

"In the past, if you wanted pizza, a hot dog and wings, you'd have to go to three locations," said Zann. "Now, you can go to one self-order kiosk, order all three items and pick them up together."

The venue also offers Mashgin

self-checkout technology at CLE/MKT on the main concourse, a grab-and-go convenience store, self-order environment, and at the Budweiser Brew House in Loudville. Programmed to recognize objects by their size, shape and color, the Mashgin units speed up the check out process.

Improved Wayfinding Elevates the Fan Experience

Rocket Mortgage FieldHouse features new intuitive portal and wayfinding systems, which make it easier for fans to navigate the building.

"Previously, our building was

confusing," said Bonavita. "Our seat numbering system was counter-clockwise, which is reverse from your everyday life. We wanted to simplify things by providing the clearest direction possible."

In most sports facilities, each section has two entrances. Since tickets typically identify section, row and seat numbers, fans don't know which of the two entrances they should use. This can cause backups in the concourse as fans choose one entrance, realize their seats are closer to the other entrance and reverse course.

The Cavs solved this problem by giving each seating bowl entrance a portal number. Now, not only does every seat locator include a section, row and seat number, it also includes a portal number that tells fans which seating bowl entrance to use. To further simplify the process, the seats are now numbered in a standard clockwise fashion.

Additionally, each level in the building is more descriptive. Previously,

"Previously, our building was confusing. Our seat numbering system was counter-clockwise, which is reverse from your everyday life. We wanted to simplify things by providing the clearest direction possible."

ANTONY BONAVITA

Executive Vice President of Venue Operations | **Cavs**

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they were named Level 1 through Level 5. This was confusing to fans who thought the main concourse was Level 1, when in fact, it was Level 3. Now, the level names clearly identify for fans where they are in the building – Event, Everstream Founders, Street and Huntington Club levels and FirstEnergy Loudville.

Decorating the FieldHouse

The Cavs partnered with Detroit-based Library Street Collective to curate the FieldHouse's art program, which was privately funded by Gilbert and his wife, Jennifer. The venue features work from 22 local, national and international artists, including eight artists with ties to northeast Ohio.

Each of the more than 100 pieces of contemporary art was created or selected to convey the spirit of sportsmanship and the power of resilience. Selections range from paintings and murals to light installations and sculptures.

"A personal passion for Dan and Jennifer Gilbert is art and how it meshes with these great public spaces," said Komoroski. "Art adds a lively and soulful dynamic to the building."

One of the venue's signature pieces is "Final Days", a 20-foot tall



Decorating the Northeast Atrium is Shepard Fairey's "Hi-Fidelity" mural and FAILE's "Defend the Land" painting.

sculpture by internationally-renowned artist KAWS that is located at the Cleveland-Cliffs northeast entrance. It's the first time artwork from KAWS, who is known for larger-than-life sculptures and hardedge paintings, has appeared in Cleveland.

Also appearing in Cleveland for the first time is Shepard Fairey, whose "Hi-Fidelity" large-scale mural, a tribute to music, also appears at the Cleveland-Cliffs entrance. Fairey is widely known for the "Hope" poster he created for President Barack Obama's 2008 presidential campaign.

A mural running the length of the Everstream Founders level is painted with plays from some of the top moments in Cavs' history, including "The Shot," "The Block" and "The Stop," iconic plays that occurred near the end of the Cavs historic Game 7 victory during the 2016 NBA Finals, along with the Miracle of Richfield.

The North Atrium features a flex wall with five multimedia sections that tell the history of the teams and music acts that make up the venue's storied past.

The Cavs' 2016 NBA championship

court, along with a replica of the championship trophy and ring make up one section. Another section honors Cavs legends on the Wall of Honor, which features a mosaic of custom-designed tiles that represent each honoree.

A section devoted to the Cleveland Monsters features the venue's dasher board system, an iconic memento from the team's 2016 Calder Cup championship that features 15 black "X" marks that were spray painted by the players to mark each win. It also includes a replica of the team's championship trophy and ring.

A fourth section, "Hello Cleveland", pays homage to Cleveland's music history as the home of rock 'n roll, while the final section showcases the FieldHouse's upcoming events.

"We've created the most spectacular selfie zone in Cleveland," said Tracy Marek, Cavs executive vice president and chief marketing officer.

Plaques throughout the concourse showcase facts about the Cavs and Monsters, as well as the community and Cleveland natives, such as Bob Hope and UFC champion Stipe Miocic.

"The general concourse as a whole has a very strong Cleveland feel," said Marek. "There are a lot of images throughout the concourse that repre-

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ROCKET Mortgage FIELDHOUSE

CONGRATULATIONS Cleveland

MC Group is proud to be a part of the newly renovated Rocket Mortgage FieldHouse

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HERE'S TO THE WINE AND GOLD.

Congratulations on the opening of the Rocket Mortgage FieldHouse.

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The Cleveland-Cliffs entrance offers spectacular views of downtown Cleveland. The interior features the Cavaliers Wall of Honor flex wall and the "Final Days" sculpture by KAWS.

sent our city's neighborhoods."

Large images reflective of different areas of Cleveland appear above each portal. This includes the Rock 'n Roll Hall of Fame, Playhouse Square, Public Square, Terminal Tower, the Pro Football Hall of Fame and more. It's a visual guide of all the attractions guests should visit while they're in Cleveland.

"People from Cleveland will see familiar things they take a lot of pride in," said Marek. "Conversely, visitors can walk the concourse and see everything they should experience during their visit."

Dazzling Displays

"In partnership with ANC, we've future-proofed our technological systems from an infrastructure standpoint," said Conley. "It should last 25-30 years."

To create a living, breathing dynamic landscape that could take on the look and feel of every event, the Cavs created dazzling displays, lighting and signage.

"We've pre-programmed lighting schemes for the curtain wall," said Conley. "We can pre-program event-type templates for every event. It cre-



One of the five flex walls in the North Atrium pays homage to the Cavs' 2016 NBA Championship. It features the championship court and replicas of the trophy and ring.

ates an impactful experience."

Outside the venue, with its location near two major highways that feed downtown, Rocket Mortgage FieldHouse needed a big, bold sign to announce upcoming events. This was achieved with a three-tiered, two-sided DVLED Totem at the southwest Discount Drug Mart entrance near the interstates. Optimized for long-, medium- and short-range viewing distances, the 75-foot Totem, which contains more than three million pixels, delivers valuable information through vibrant video and graphics.

There are also more than 730 HD televisions throughout the FieldHouse, including a pair of 55" monitors outside each portal on the main concourse. The displays are connected via an Internet Protocol Television System (IPTV) that remotely delivers content to each monitor.

With ANC's software platform, the team can create batches of content for each individual event. "We're producing all of the content and operating it through one platform, synchronizing everything that goes on inside and outside the arena - the Totem, Canyon, Power Portal and the concourse displays," said Cifarelli. "It's a dynamic show. And, at any moment, one advertiser can exclusively own every digital display in the venue."

"The Cavs have always been on the front edge of technology," continued Cifarelli. "They've always been recognized by the NBA as having one of the finest game presentations in the league."

It Takes a Village

Under the direction of general contractor Whiting-Turner, more than 2,700 men and women worked more than 605,000 hours on the construction.

"We had an aggressive and compressed schedule that had to fit over two summers, between basketball seasons," said John Olszewski, vice president of construction for Bedrock Detroit, which served as the Cavs representative with the construction and design teams.

The Cavs met and exceeded their local and diversity goals as 52

percent of the trade contracts were executed with minority, women-owned and small business owners. The goals were pursuant to the city of Cleveland's and Cuyahoga County's Community Benefits Agreement.

WORKFORCE	ACTUAL	GOAL
Minority	21%	16%
Female	5%	5%
Cuyahoga County	46%	25%
City of Cleveland	20%	20%

"We're proud Rocket Mortgage FieldHouse has met and exceeded these goals that could set a new benchmark for other projects of this

SEE ROCKET MORTGAGE, PAGE 11A

Non-Stop Action at Rocket Mortgage FieldHouse

Since its grand opening on September 30, Rocket Mortgage FieldHouse has hosted some of the biggest names in entertainment, including: The Black Keys, Jurassic World Live Tour, Carrie Underwood, Celine Dion and WWE Monday Night Raw.

In addition to 18 Cleveland Cavaliers basketball games and 16 Cleveland Monsters hockey matches, upcoming events at Rocket Mortgage FieldHouse to complete 2019 include:

- 10/31** Urban League of Greater Cleveland Benefit Concert
- 11/6** TOOL
- 11/11** Elton John
- 11/16** Luke Combs
- 12/27** Trans-Siberian Orchestra
- 12/29** Cleveland Classic men's basketball



ARAMARK IS PROUD TO PARTNER WITH ROCKET MORTGAGE FIELDHOUSE

Providing best in class food and beverage services to its guests. Congratulations on the new revisions and arena enhancements.

ROCKET Mortgage
FIELDHOUSE



ROCKET MORTGAGE, FROM PAGE 10A

nature," said Komoroski.

"I've never experienced people who care and work as hard as people in northeast Ohio," said Bonavita. "Everyone on this project came in every day and really cared about what they were doing. The effort and energy they put in was remarkable."

The venue's 125,000 square feet of terrazzo floors were manufactured and installed in the North Atrium and on the upper and lower concourses by Roman Mosaic & Tile Co. It was the only product used in the building that was manufactured onsite within the construction process.

"The raw components get shipped to the building and the tiles are made right there," said Doug Wilczek, operations manager for terrazzo operations at Roman Mosaic & Tile. "The end result is a product that's unique to the FieldHouse."

The building's exterior signs, along with the partnership signs in the premium spaces, were installed by MC Group, headquartered in Cleveland and one of the country's largest providers of signage, lighting and electrical solutions.

"This was a unique installation because two of the five exterior signs were on the North Atrium glass panels," said Tim Eippert, CEO of MC Group.



More than 1,475 panes of glass enclose the North Atrium, providing a magnificent reflection of downtown Cleveland.

The exterior signs, with the largest measuring 170' x 7', were created with black perforated vinyl. At night, the light shines through the perforated holes so the black lettering is no longer seen. "You get a bright, resilient white sign at night, but during the day, against the cream-colored building, there's a great contrast with the black lettering," said Eippert.

"There was great collaboration between the Cavs management group, Bedrock, and Whiting-Turner as the general contractor, Gensler

Architects as the architect of record and Rossetti Architects as the design architect," said Olszewski. "The group had good synergy throughout the process."

Securing the Big Events

The renovation has given Rocket Mortgage FieldHouse the opportunity to host the big, once-a-year events all the top venues vie for.

The FieldHouse's biggest coup was landing the NBA's 75th anniversary

All-Star Game in 2022. The venue was also the game's site in 1997 when the league celebrated its 50th anniversary.

In NCAA action, the FieldHouse will host the Women's Final Four in 2024 and the first and second rounds of the men's tournament in 2020.

"Without the transformation, we wouldn't be in the discussions to bring those events here," said Komoroski.

Hello Cleveland

"The vitality and energy that exudes from Rocket Mortgage FieldHouse is unlike any other venue in the world," said Komoroski.

"We couldn't be more excited because the opening of Rocket Mortgage FieldHouse coincides with the 50th season of Cavaliers basketball," said Barlage. "As we also look at our playlist over the next 12 months, it'll be one of the busiest times in the building's history."

"We believe the Rocket Mortgage FieldHouse transformation is the most holistic renovation of a major professional arena ever executed and will set the standard going forward," said Komoroski. "Both the interior and exterior have been completely transformed. Unless you knew otherwise in advance, you would think it's a brand-new venue." ■

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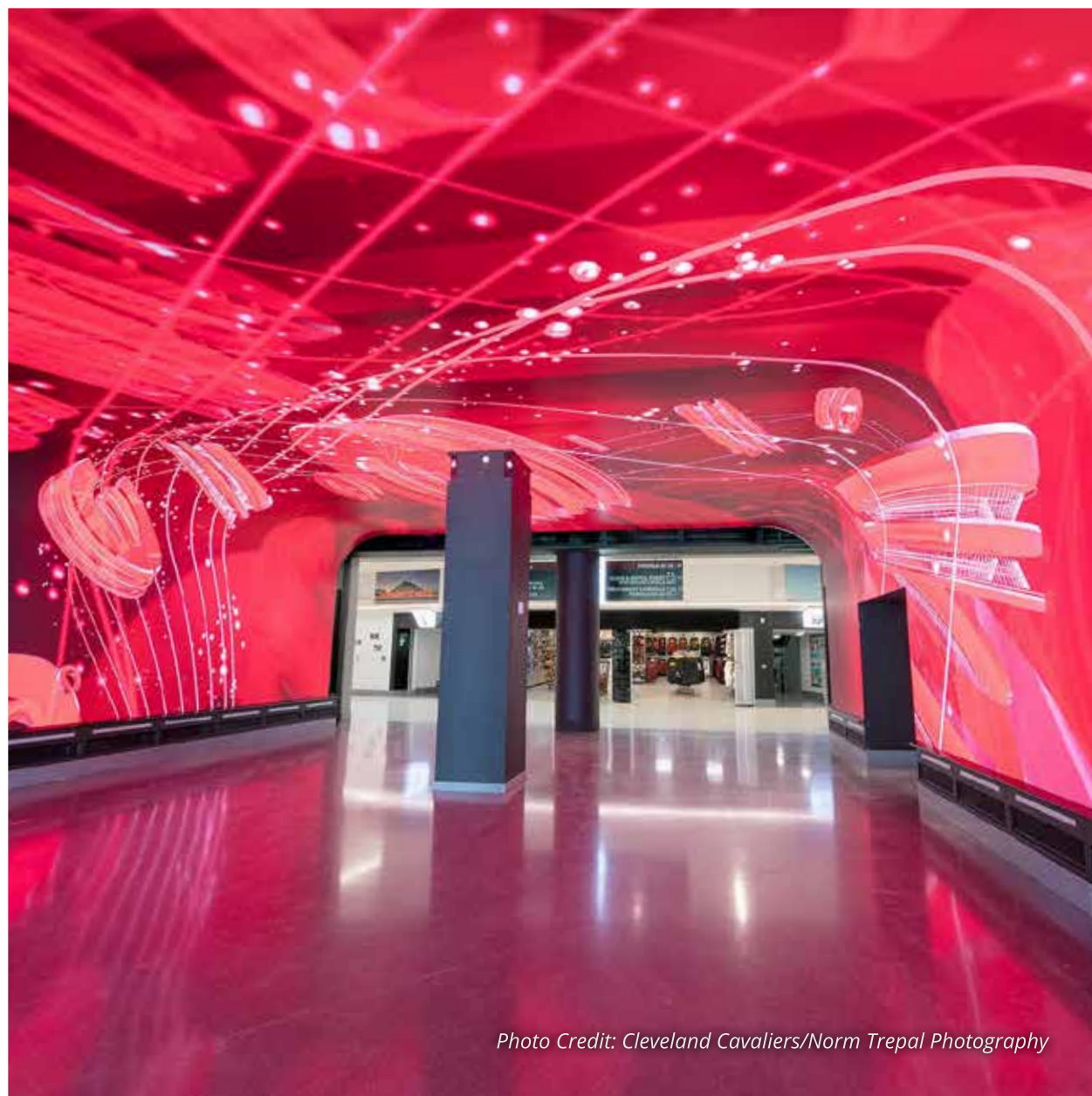


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