

hen Q2
Stadium
hosts its first
event in
June, it will
mark a significant milestone
for the city of Austin, Texas.
Although it is the state's fourth
largest city with more than 1
million residents, it did not have
a major league, world-class
stadium.

That reality started to change when Austin FC was named Major League Soccer's (MLS) 27th team in January 2019, becoming the city's first major league team. Eight months later, the club broke ground on its new home — Q2 Stadium.

Q2 stadium is a 20,500-seat, \$260 million, privately funded stadium. It will hold its first event on June 16 when the U.S. Women's National Team hosts Nigeria in an exhibition match tune-up before the Olympics. Austin FC will hold its inaugural MLS home match three days later, on June 19. In July, Q2 Stadium will host a 2021 CONCACAF Gold Cup semifinal.

In addition to being a

world-class soccer stadium, Q2 Stadium becomes Austin's largest music venue and will host a variety of exciting events.

# The Heart of Austin's Second Downtown

Located in North Austin, Q2 Stadium is just south of an area known as The Domain, which has become Austin's second downtown. "The stadium is in the center point of the metro area population," said Andy Loughnane, President of Austin FC. The area also includes commercial development with a range of tech-forward companies, retail, shopping, and bars and restaurants. "For brands interested in aligning with the growth of Austin, this is a good location for a stadium," Loughnane added.

The stadium is also next to the Capital Metro Red Line (rail), which has a nearby station. And a new station will be built adjacent to the stadium in the next few years, creating easy accessibility through public transportation.

"We analyzed many different sites and this one checked all the boxes, including proximity to The Domain, location within the city limits and a short drive from downtown," said Dan Vaillant, Senior Vice President of CAA ICON, owners' representative for Q2 Stadium.

#### **Designed for Fans**

Q2 Stadium was designed with the fan experience and fan comfort at its core. The design was based on several pillars. "We wanted to create an Austin-inspired stadium," said Loughnane. "We also wanted a fan-centric, techforward, eco-friendly stadium that would be active yearround."

The design incorporates elements that feel very familiar to Austinites. With considerable use of warm, tactile materials, the design features throughout the stadium reflect what people love about outdoor life in Austin.

"There was a strong desire to create a casual, fan-friendly environment," said Jonathan Emmett, Principal and Design Director at Gensler, the stadium's architect and design leader for Q2 Stadium. "Austin has a diverse culture with a younger demographic and a lot of people moving into town. It was important to create an environment that would have a diversity of offerings that could appeal to hardcore soccer fans and a broad range of potential fans coming into the building."

The amount of green space surrounding the stadium gives the area a park-like feel.

There are a series of soft lawn spaces that will become pregame and postgame activation spaces. These spaces will also be year-round community assets for local residents.

"Despite the pandemic, the state of Texas determined construction was an essential service," said Vaillant. "Between Austin Commercial (general contractor), Gensler, Austin FC and ourselves, it was a true collaborative process and we're able to open the building on time."



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# A Cooling Design to Combat the Heat

The stadium takes advantage of key design enhancements to reduce the impact of the Texas climate.

One of the stadium's signature elements is the roof canopy, which is the largest of all MLS teams in Texas. Q2 Stadium's canopy is five times larger than Toyota Stadium, home to FC Dallas; and 2.5 times larger than BBVA Stadium, home to Houston Dynamo FC. The canopy covers 100% of the seating bowl, concourses, plaza entries and open corners, protecting all fans from the Texas sun. It allows the team to stay authentic to the sport of soccer and play on natural grass.

The canopy was fabricated from metal decking in a curved shape that will reflect the sound from the stands back down into the bowl. "In addition to providing shelter and coverage from the elements, we looked at the canopy as an opportunity to create a loud, intimate environment, which was critical to the design," Emmett said. "We also wanted the canopy to be distinctive. It's a unique canopy that will make Q2 Stadium immediately recognizable."

Additionally, the stadium was designed with four open-air corners. "Gensler did a good job analyzing the site and its prevailing winds," said Vaillant. "This design allows air to naturally circulate throughout the building."

"Austinites have a love of outdoor spaces and gatherings and place a premium on spaces that provide both have used mesh seats, Q2 Stadium has the world's largest installation of breathable mesh seats in a major league venue.

In its short lifespan, Austin FC has developed a devout fan base. The south end of the stadium features a standing-room-only supporters' section that will accommodate 3,500 of the club's most dedicated

With Q2 Stadium's four open corners, breezes can naturally circulate throughout the building, which will help keep fans cool.

indoor and outdoor settings," said Loughnane. "Q2 Stadium accomplishes the combination of providing an indoor/outdoor experience."

And approximately 30% of the stadium seats are breathable mesh, including 4,000 seats on the stadium's east side, which will bear the brunt of the afternoon and evening sun. Although other stadiums fans.

The player-friendly pitch has been designed to thrive in the Texas climate. Despite having an open roof, due to the size of the canopy, a large amount of the pitch is in shade. This affected the type of grass the team chose. It had to be heat, shade and drought resistant. This led the team to Platinum TE Seashore

Paspalum hybrid grass, which does a good job handling those conditions.

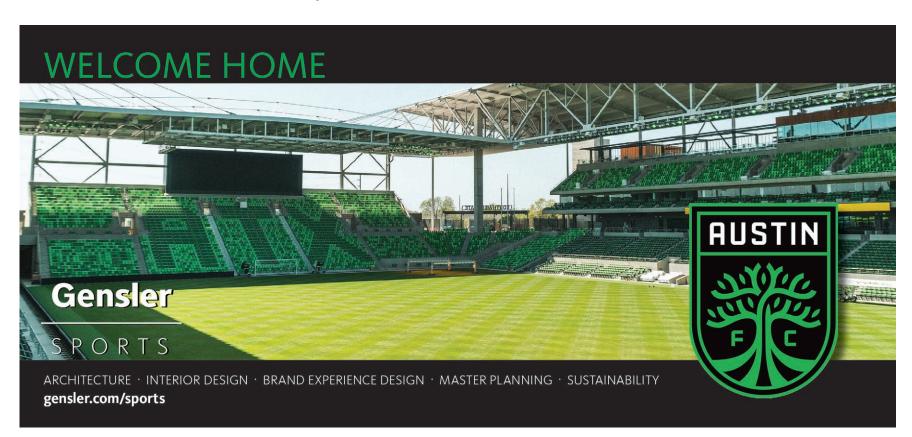
#### Premium Options for All Tastes

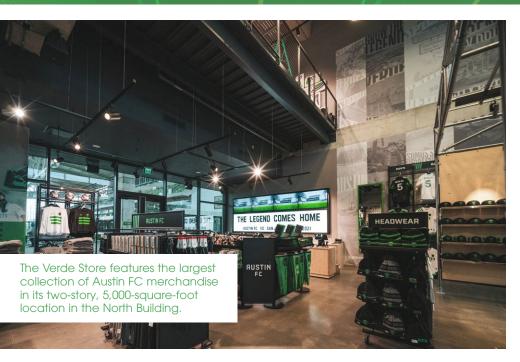
The stadium features three premium clubs — the Lexus Club, Captain Morgan Club and Q2 Field Club.

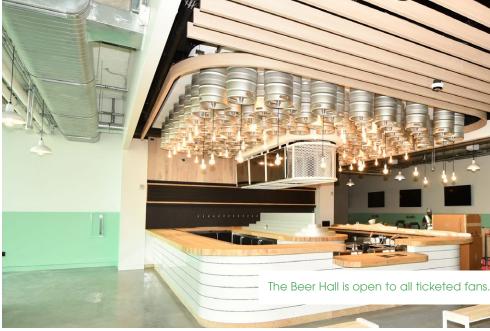
The stadium's most exclusive area, the Q2 Field Club, has a speakeasy feel and accommodates 380 people who can watch the players take the field and also has a direct line of sight to the post-match press conference room. The Lexus Club is an 11,000-square-foot premium hospitality space on the stadium's west side.

The Captain Morgan Club on the east side of the stadium is an indoor/outdoor club that accommodates about 700 members before and during matches, but is open to all ticket holders when the match is over. Food and beverage is inclusive to club members. The club features a two-story outdoor patio.

For premium seating options, fans can choose from 27 suites that seat either 16 or 32 people, along with 10- to 28-seat lofts and four-seat loges.







#### Merchandise, Food and Beer Await Fans in the North Building

One of the stadium's prime indoor spaces, the three-story North Building forms the stadium's north perimeter.

The centerpiece of the building is the two-story, 5,000-square-foot team store — The Verde Store. Open year-round, the store has the largest collection of Austin FC merchandise available either online or in person. In addition to apparel, headwear and novelty items, The Verde Store has a jersey customization station and a dedicated area for YETI, one of the team's founding partners and its jersey partner.

A 400-person Beer Hall on the second level provides a premium club experience to all ticketed guests before, during and after events. With 18 taps, the Beer Hall will feature many local craft beers. It also has 20 TV screens, a large video wall and food options.

The third floor provides flexible hospitality options for groups ranging from 10 to 50 people.

#### **Pent-up Demand**

Austin FC has set records for season ticket and merchandise sales. When the club started taking deposits for season tickets in June 2019, it set an MLS record for the largest number of season ticket deposits in a single day — 30,000. Once the team sold out of its season ticket allotment, the remaining people were added to a waitlist.

That demand has made it difficult for the team to keep merchandise in stock. Since the opening of The Verde Store, many products have sold out and lines have been out the door.

# Technology to Serve All Fans and Events

The technology package for Q2 Stadium can be summed up with three words—speed, light and sound.

Q2 Stadium has the latest WiFi and Distributed Antenna Systems (DAS) to provide maximum bandwidth and optimal coverage.

The stadium employs a revolutionary lighting system. Each of the stadium's 400 lighting fixtures that face the field are RGB LEDs, with each fixture having three LEDs: red, green and blue. With the press of a button, these lights allow the team to change the color of lighting to any of the 2 million color combinations on the color spectrum. Q2 Stadium is the first stadium to have 100%

of its sports lights as RGB LEDs at the time of construction.

Finally, the sound system was designed for the concert experience, providing musical groups with a strong sound platform.

## Largest Music Venue in Austin

Austin is well known as a go-to location for music, particularly with the music festivals Austin City Limits and South by Southwest. In addition to serving as a world-class soccer venue, Q2 stadium needed to be an outstanding venue for concerts.

"From day one, integrating the ability to put concerts in the stadium was critical," said Emmett.

The seating bowl at the stadium's south end has 3,000 seats that can be retracted for the concert stage. The roof canopy above the stage area has a rigging grid to support the load capacities for concert rigging systems. With full loading dock access and a marshaling area directly behind the stage, it's easy for groups to load in and load out.

Outside the stadium, a 2,000-square-foot amphitheater allows the venue to host smaller concerts.

# A Cashless, Paperless Experience

Q2 Stadium is a cashless and paperless building. Through a partnership with SeatGeek, all tickets will be digital to be stored in fans' mobile wallets. Additionally, before using the app to purchase single game tickets, fans can see the virtual view from their selected seat.

Merchandise and food and beverage transactions will also be cashless. Through an integration with technology partner VenueNext, fans can order their food and beverages directly through the team and stadium app. Founding partner Netspend, the stadium's Official Payment Provider, is providing payment options, including Austin FC-branded prepaid cards fans can use to pay for their merchandise and food and beverage. Fans can load funds onto their Austin FC-branded prepaid cards at the stadium's customer service locations or ticket office. The card can also be loaded via direct deposit and with cash at many retail locations. The cards give fans a great way to show their #verde pride as they can be used outside the stadium everywhere Mastercard debit cards are accepted.

"We're providing a more fan-centric payment experience," said Derek Tanis, Senior Vice President of Consumer Partnerships for Netspend. "We're facilitating a cashless transition for the stadium."

Netspend's parent company, Global Payments, is the payment processor for all transactions at the stadium. "We're operating on both sides of the ecosystem," said Tanis. "We're facilitating the accounts and physical cards for fans to make payments, but also processing those payments for Austin FC and Q2 Stadium on the back end."

#### Food and **Beverage Pays Homage to Local** Cuisine

Q2 Stadium's food and beverage experience is presented by Levy's newly launched brand, 512 Food Co. In addition to general concessions, 512 Food Co. will provide food service to the clubs and suites, as well as catering services.

In a city known for its food and drink options, Q2 Stadium pays homage to Austin's culinary fame. 512 Food Co. is partnering with the Austin restaurant community to provide many local restaurant options. One stadium location is dedicated to "Austin Table," which, in partnership with the Auguste Escoffier School of Culinary Arts, will rotate food offerings from local, minorityowned businesses.

Food options throughout the venue include pizza, wings, tacos, tamales, empanadas, barbecue and Asian fare, along with standard stadium fare, such as hamburgers, hot dogs, chili dogs, sausages, nachos and pretzels.



Additionally, the stadium has grab-and-go markets to support ease of purchase for food and beverage options.

Fans can have their food delivered or they can pick it up at designated locations. Alternatively, fans can go to a concession stand and pay using their digital wallet or credit card.

"The frictionless, touchless, cashless component of our transactional portals is a big piece of the speed and technology we've invested in," said Loughnane.

More than 30% of the team's 20,500 seats are made of mesh to combat the Texas heat.



#### **Naming Rights Partner's Values Align** with Austin FC

Q2 was announced as the stadium's naming rights partner in January 2021. Based in Austin, Q2 is a leading fintech provider of digital banking and lending solutions.

Having a local company as its naming rights partner was a top priority for the club. "We wanted to find an Austin-based company that would be interested in giving back to the community," said Loughnane.

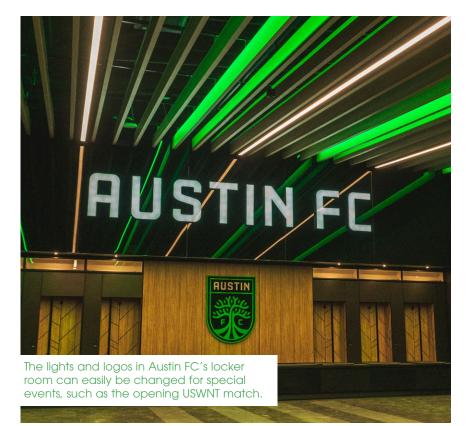
"The most meaningful moments in the history of the franchise will take place in the stadium and the naming rights partner serves as the backdrop to those moments," said Jason Miller, Senior Vice President and Head of Properties at Excel Sports Management, the agency Austin FC chose to assist in securing the stadium's naming rights. "In finding a naming rights partner, you want a brand that is like-minded, that the team is proud to align with and Austin FC found that with Q2."

In addition to being the team's Official Financial **Experience Partner and Official** Technology Sponsor, Q2 is the team's Official Community Partner. The company will create several innovative community giving platforms, including an annual campaign in which \$150,000 will be distributed to local nonprofit organizations.

Additionally, Q2 will partner with the team on a Dream Starter Competition, in which Austinites can compete for seed funding to launch or accelerate an entrepreneurial business plan.

Q2 also plans to host several events at the stadium for local nonprofits. Among these are Black Girls Code and Code2College, whose goals are to encourage diversity in the tech and science fields.







Having naming rights to Q2 Stadium is an opportunity for Q2 to distinguish itself from the rest of the highly competitive fintech and tech-forward companies that are establishing themselves in Austin. Additionally, the company will host a large number of events at the stadium.

"Q2 shares the same values as Austin FC," Miller said. "Q2 is a B2B tech company, but they secured the stadium's naming rights as a benefit for their employees, as a recruiting tool for new employees and to positively impact the community."

As part of its multiyear partnership, Q2 has entitled the Q2 Field Club, a premium seating and club experience next to the players' benches and locker room. The company also receives prominent branding, including rooftop signage above the east and west canopy and inside the supporters' section in the south end.

#### Giving Back to the **Community**

Austin FC has identified three pillars for the Austin community — inclusivity through equity, vibrancy through sustainability and confidence for creativity. In 2020, the team invested more than \$512,000 back into the central Texas community and donated \$37,000 worth of soccer equipment.

"Netspend's partnership with Austin FC is an opportunity to combine forces with an organization that is really focused on giving back to the Austin community," said Tanis. "From the very start, Austin FC has talked about the importance of community engagement, reaching out to underserved communities in Austin — and Netspend has been built around serving those communities."

# ATX

#### **GROWING THE LEGEND**

CAA ICON is proud to be a part of the first and only major league venue in Austin, Q2 Stadium and St. David's Performance Center.
Congratulations to Two Oak Ventures, Austin FC, Gensler, Austin Commercial, and everyone involved. We look forward to watching the legend grow.







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# St. David's Performance Center

The team also privately funded a \$45 million, 23-acre complex just seven miles from the stadium that is the training home of not only the Austin FC MLS team, but also the Austin FC Academy teams.

Austin FC's investment in St. David's Performance Center puts the team in the top bracket of training facilities. "The training facility is arguably one of the most, if not the most, important investments a club can make in its on-field success," said Loughnane. "It is where we pro-

duce a world-class club."

The training facility has four-and-a-half fields. The MLS club has a super pitch, which is two fields combined. These fields use Platinum TE Seashore Paspalum grass, the same grass hybrid used on the field at Q2 Stadium. A third field has a Bermuda hybrid grass, while the fourth field has an artificial surface. With these different surfaces, the team can train on the surface they'll be playing on in upcoming games. "The natural and artificial surface selection allows the team to have a distinctive blend of training platforms,"

said Loughnane.

St. David's Performance Center also has a singlestory, 30,000-square-foot building that features training and medical technologies, including cardio and physio equipment, recovery rooms, water therapy and cryogenics. It will house Austin FC and Academy players, as well as offices for the soccer operations and technical staff. "The most important thing for the training facility is that it's an incredibly welcoming place where players will feel comfortable spending their day," said Loughnane.

#### Celebrating the Grand Opening with the Team's Fans

In a short period of time,
Austin FC has developed
large-scale community
appeal. "Our supporter base
has grown in ways that
exceed our wildest expectations," said Loughnane. "The
organic growth of our supporter base is something we're
looking forward to transitioning
into the stadium, where they'll
provide an intimidating atmosphere for our opponents."



### **Q2 STADIUM** By the Numbers

<b>\$260</b> million Cost of the privately financed Q2 Stadium	<b>24.6</b> acres Size of Q2 Stadium footprint	<b>11,000</b> square feet Size of the Lexus Club	<b>3,000</b> Retractable seats for the stadium's stage
\$45 million Cost of the privately financed St. David's Performance Center	23 acres Size of the St. David's Performance Center complex	30% of 20,500 Seats with breathable mesh seating technoloy	2,500 Capacity of the outdoor amphitheater
20,500 Seating capacity	<b>8</b> acres Open, green space at Q2 Stadium	<b>5,000</b> square feet Size of The Verde Store	<b>27</b> Suites

