



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



A letter from the director

Dear Colleagues,

This is it! This is my last letter as director for the region. Next month Todd Hunt CFE will be entertaining all y'all; catching you up on the latest, greatest; and in general, being the region's go to person.

Yeayyy!!!

It's been fun but I'm happy to hand it over to Todd. Having worked alongside Todd over the years, I have confidence that he will advance and protect the region's interests as he represents us on the IAVM Board of Directors. A second generation venue manager, he has a true passion for our industry and he's deeply entrenched in the South. We will be in great hands!

As I ponder the changes in the past two years, I realize we've had quite a few, both at the organizational level and the venue level. Many of us breathed a huge sigh of relief when Brad Mayne took the helm of the organization. Having a strong leader who understands our business is key to our success. A number of the changes implemented since Brad stepped in were already in progress, but Brad and his team at HQ are there to support us in all our endeavors. They are the glue that holds all the various venue types working together for the common cause.

We all recognize the value of networking. Over the years, as we attempted to address business with like venues, we created various conferences which targeted individual needs-arenas, convention centers, performing arts, stadiums, universities, security, etc-until the spinoffs spun out of control by robbing the original version of its impact and ability to finance the organization.

This past year saw the end of the sector conferences as we knew them; however, they were re-invented as sector group focuses at *VenueConnect*. The decision to proceed in this direction was well debated and agonized over, I assure you. This year's conference is the culmination following years of discussions.

I hope many of you will have the opportunity to attend *VenueConnect* in Nashville. It promises to be

phenomenal! While you are there, as you network with your colleagues, spend time with your friends, and shop the trade show, do let our vendor and service partners know how much we appreciate their support. If they weren't there for us, we couldn't afford to function as an organization-certainly not as we now know it.

I have one more special request: please say "thank you" to the IAVM staff who have worked so hard to make this conference possible. And exceptional!

As I sign off on the last letter as director of the region, I want to offer my sincere gratitude for those of you who have worked so hard for Region 5, and for IAVM as a whole. These are the people who work quietly but diligently in the shadows to strengthen the region and to keep us connected. Besides the list of officers and committee chairs at <http://iavm.org/regions/region-5-officers>, many chapter planners, R5 conference planners, allied partners, and newsletter editors have all contributed to make this region great. For your service, I thank you, and the region thanks you.

Best wishes,



August 1st, 2017

Region 5 IAVM News

Welcome our new director

Todd Hunt will be taking over as director of IAVM Region 5 as of August 10th. Todd is the Executive Director of the BancorpSouth Arena and Conference Center in Tupelo, Mississippi. We are very excited to welcome him and look forward to seeing what exciting direction he takes Region 5.

WE WANT YOU!

Do you want to become involved in IAVM Region 5? Do you want to meet colleagues who share your passion for our industry? A great way to achieve your goal is to sign up for a Region 5 committee. You will receive far more than you give and make some incredible friendships to boot! You won't be sorry, so complete the form today and return as directed.

[Download the 2017 Volunteer Form](#)

[Region 5 IAVM Job Postings](#)

GREATER RICHMOND CONVENTION CENTER

[Outside Sales Manager](#)

The Outside Sales Manager initiates contact with new and repeat customers to promote and sell the use of the convention center. The Outside Sales Manager enhances the relationship between users of the convention center and Center staff.

GREATER RICHMOND CONVENTION CENTER

[Sales Assistant \(Part-time\)](#)

The Part-Time Sales Assistant provides assistance and administrative support to the Sales & Marketing Department.

Alabama

BIRMINGHAM, AL - The Birmingham Jefferson Convention Complex had the honor to serve as the base of operations for the 2017 National Senior Games held in Birmingham June 2-15, 2017. More than 25,000 athletes and family members visited the Magic City for the Senior Games' 30 th anniversary, and they all started their experience with registration and opening activities, including the "lighting of the flame" at the BJCC.

The BJCC also hosted many of the indoor sporting events associated with the games throughout the complex, including basketball, shuffleboard, pickleball, badminton, table tennis and horseshoes.

The Games, a 19-sport, biennial competition for men and women 50 and over, is the largest multi-sport event in the world for seniors. The senior games were held at 20 sport venues across the metro area, with the BJCC serving as the hub. The BJCC's two hotels, the Sheraton Birmingham and Westin Birmingham, were sold out during the nearly two weeks of activities and the BJCC's adjacent entertainment district, Uptown, was alive and buzzing with activity from participants and guests in town for the games.

The Greater Birmingham Convention and Visitors Bureau estimates Senior Games brought in \$38.4 million in economic activity to the metro area and \$6.75 million in lodging expenses that benefited area hotels and restaurants. The Senior Games kicked off the competition with a Flame Arrival ceremony in the Uptown district and also held a Celebration of Athletes event at Legacy Arena that featured singer Pat Boone, who is 83 and competed in basketball at the Senior Games, and Kathrine Switzer, the first woman to run in the Boston Marathon who also ran in the Senior Games' 10K.



Florida

GAINSVILLE, FL - The Stephen C. O'Connell Center has selected Dave Straley to serve as an Event Coordinator. Straley has been with the O'Connell Center as the Interim Event Coordinator since October 2016, when Philip Costa vacated the position. In this position, he will oversee annual events hosted in arena and serve as the administrative liaison for the changeover and floor crew divisions of the student work force.

Straley is a graduate of the University of Florida, having earned a Bachelor's of Science in Sport Management with a minor in entrepreneurship. He has been with the O'Connell Center since 2013, beginning as a student crew member and then working his way up to the changeover division head.



LAKELAND, FL - The RP Funding Center (formerly the Lakeland Center) will begin a \$14 million dollar renovation starting in Spring 2017 with the focus being the consolidation its two convention halls, Sikes Hall and Exhibit Hall into 50,000 square feet of continuous exhibition space. In addition the number of break-out and meeting rooms will increase by more than fifty percent, along with additional upgrades including; carpeting, lighting and increased pre-function space.

The George Jenkins Arena, once the "home to rock n' roll" in central Florida which remains pretty much as it did since opening in 1974 will be retrofitted to become more ADA accessible with the addition of elevators and an escalator. There will also be space upgrades, and a facelift to arena's exterior entrances, concession stands, restrooms and concourse areas.

The renovation is to be funded by means of a partnership between the City of Lakeland and the Polk County Tourist Development Council. The project funds will be derived via a bond issue backed by the full faith and credit of the City of Lakeland. Debt service payments for the bond issue will be shared through a contractual agreement with the Polk County Tourist Development Council. The process will start with the development of a Request for Qualifications (RFQ) for Architectural and Engineering services to begin the overall budget, design and final construction schedule.

The Lakeland Center last underwent renovation in 1996 which featured the addition of the Exhibit Hall; meeting rooms and enclosing all the venues under one roof.

"We're very excited about the upcoming renovations to our facility and are committed to our customers to make everything as seamless as possible during the construction process," said Tony Camarillo, Executive Director of the Lakeland Center.

To see the artist renderings, please visit www.thelakelandcenter.com



ORLANDO, FL - Orlando Venues, the City of Orlando department that manages the Amway Center, Camping World Stadium and Tinker Field, recently hired Kevin Brown as Booking & Revenue Development Division Manager. In this newly created position, Brown will focus on developing and executing booking and sales strategies to secure a variety of sporting events, concerts, music festivals, family shows and community events. He will also be responsible for cultivating new opportunities which play a vital role in generating revenue for Orlando Venues while also negotiating venue contractual terms with promoters.

"I'm very excited to come back home to my favorite city in the world. The chance to bring concerts and events to both the Amway Center and Camping World Stadium is truly a dream job for me," said Brown. "I look forward to working alongside an amazing team and continuing to push Orlando forward as one of the top concert destinations in the country"

Prior to joining Orlando Venues, Brown was the senior talent buyer for House of Blues New Orleans and, before that, a booker with Live Nation Worldwide. Earlier in his career he was a talent booker and social media manager for the Orlando Calling Music Festival, a joint partnership between Festival Republic, LTD. and Live Nation. Upon graduating from the University of Florida with a Bachelor of Science in Business Administration - Marketing, Brown began his career with William Morris Endeavor Entertainment in Los Angeles as a music agent assistant.

"We are excited to have Kevin join the Orlando Venues team where his booking experience, skill set and concert industry contacts will bolster the City's efforts to provide diverse programming among our venues," said Allen Johnson, Chief Venues Officer for Orlando Venues. "We've been fortunate to host several milestone events at our venues recently including WrestleMania, the NFL Pro Bowl, NCAA March Madness and many high-profile concerts so he will be instrumental in our growth and continued success."

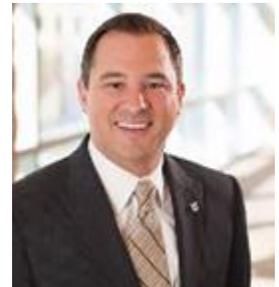


Georgia

ATLANTA, GA - Georgia World Congress Center Authority Bolsters Leadership Team The Georgia World

Congress Center Authority has made several recent strategic hires and promotions as the organization pursues its vision to be globally recognized as the No. 1 convention, sports and entertainment destination in the world. Joining the Authority recently:

Damon Bell, a proven sales leader with more than two decades of hospitality industry experience, is the new Sr. Director of Convention Sales. Bell came on board at a time of historic growth as the agency's downtown Atlanta campus undergoes a dramatic metamorphosis, including the addition of state-of-the-art Mercedes-Benz Stadium, decommissioning of the Georgia Dome, major upgrades to the Georgia World Congress Center and Centennial Olympic Park - and development of an upscale, on-site headquarters convention hotel.



Holly Richmond, Director of Communications. She is a communications veteran with more than 20 years of public relations and marketing experience in consumer, sports, corporate and health industries. Richmond joined GWCCA from North Highland, where she served as strategic communications consultant for Chick-fil-A's IT Learning & Communications department. Prior to her work at Chick-fil-A, Richmond served in leadership roles at Edelman, Ogilvy Public Relations and MSLGroup where worked with some of the nation's most recognizable brands, including AstraZeneca, Cracker Barrel, Coca-Cola, University of Phoenix and Best Buy.

Bryan Huggett, with a diverse background in facility management as well as event operations, theaters, performing arts centers, convention centers and hotels, is the new Director of Facility Management. He comes to the Authority from Hilton Worldwide Hotels, where he was the Director of Operations, overseeing three different properties in the metro Atlanta area. His background is in electrical engineering and he understands the importance of a clean process. Recently appointed to new leadership roles:



Adam Straight, the Authority's former Sr. Director of Project and Program Management, was appointed to the position of Sr. Director of Campus Operations. Having achieved significant milestones on the master project schedule, including the selection of construction managers to lead both the Centennial Olympic Park visioning projects and the Georgia World Congress Center's contiguous exhibition facility expansion, the timing was right to shift Straight into the day-to-day operations.

Jeff Oden, who has been a GWCCA team member for 25 years in a variety of roles, was promoted to Director of Project and Program Management. He was named Employee of the Year in 2014 for Engineering.



Duluth, GA. - Infinite Energy Center has announced leadership and organizational changes to support the long-term growth of the company. Effective immediately, the executive team will be comprised of Dan Markham, Executive Director of Sales, Booking, and Event Management; Robyn Ali, Executive Director of Marketing and Business Development; Rhett Smathers, Executive Director of Finance; Tim Vogt, Executive Director of Operations; and Ron Jackson, Executive Director of Guest Services.

"With new leadership talent and the restructuring changes, I am confident this will improve efficiency and strengthen our communication channels," said Joey Dennis, general manager of Infinite Energy Center. "We have established an executive team with a wealth of industry experience and knowledge to launch our staff to the next level of success."



As executive director of sales, booking, and event management, Dan Markham will manage all sales and booking efforts for the entire campus while supporting the event management team for the Forum and Theater. Markham joined the sales team at the Center in 2007 and quickly advanced to the role of director of booking where he has booked more than 900 events over his career. Markham's 30 years of professional facility management experience makes him a natural fit for this promotion.

With Robyn Ali's new role as executive director of marketing and business development, she will oversee all aspects of the company's B2B and B2C to marketing efforts, including suite sales, sponsorships, and event advertising. Ali began her career at the Center in 2007 and worked her way up from administrative support roles to director of marketing, a position she has held since 2011. Ali's enthusiasm, innovative thinking and insight from working with various departments over the years makes her an asset for the future of the company.



Rhett Smathers will continue his role in finance as executive director of finance. Smathers has been with the Center since 2000 and has been an integral part of the leadership team over the years. His wide-ranging knowledge relating to financial management, budgeting, purchasing and risk management has been a huge contribution to the successes at the Center.



As executive director of operations, Tim Vogt has been hired to lead all aspects of engineering, operations, technical services, and informational technology campus-wide. This newly created position will group all back-of-house services under one division. Vogt will be returning to the Infinite Energy Center team after a 10-year hiatus. Vogt not only brings twenty years of extensive experience in facility management, operations, and event production but also project management for renovation and construction plans.

With continued efforts to ensure a safe and comfortable environment, a new department has been created to focus on providing the best customer service throughout the entire guest experience. As the executive director of guest services, Ron Jackson will oversee this department which covers all aspects of guest relations including security, ticket takers, ushers and ticket office. His executive role at the Center over the last six years and his vast knowledge of facility management make him the ideal leader for this new department.



Louisiana

NEW ORLEANS, LA - New Orleans Ernest N. Morial Convention Center and Centerplate employees demonstrated an overwhelming spirit of generosity at the Convention Center's annual "CANstruction" food drive.

Individual Convention Center employees made charitable donations to support the food drive. Centerplate, the Convention Center's exclusive food and beverage provider, matched the Center's donation and leveraged their purchasing power to buy canned goods in bulk for the donation.

The food donation was presented to a local charity, Giving HOPE New Orleans, a non-profit dedicated to "changing lives through love." The organization operates the Food Pantry of New Orleans, a full service Food Pantry and Hot Meal distribution center serving senior citizens and children in the New Orleans East area.

Giving HOPE estimated that the Convention Center and Centerplate employees' donation would feed New Orleans' hungry for one week. "Thanks to the generous donation from Convention Center and Centerplate employees, Giving HOPE will be able to prepare 548 hot meals for senior citizens and 72 hot meals for children," said Rebecca Cuellar, who serves on the board of directors of Giving HOPE.



NEW ORLEANS, LA - Senior Event Manager Cassie Jones represented the New Orleans Ernest N. Morial Convention Center as a Class Representative at the IAVM Venue Management School (VMS), which is considered one of the best professional education programs for venue managers. The New Orleans Ernest N. Morial Convention Center's Exhibit Services Coordinator, Nicole Newton, also attended. The VMS, now in its 30th year, offers venue professionals the chance to explore their overall understanding of principles and practices for venue management.

More than 150 venue management professionals participated in the session, held in early June at the Oglebay Resort and Conference Center in Wheeling, WV. This year, Jones and Brent Hodson, Director of Marketing, Spectra-EnCana Events Centre in Dawson Creek, BC, were elected to serve as their group's Class Representatives. Jones and Hodson will work with the Class Reps from the other two VMS groups to plan next year's VMS Year 1 mentor program, speed networking, dine around, fun night, graduation ceremony and the fundraising portion of the event. The 2017 Class Representatives will be guided by Phil Jordan, CFE, Director of Salt Lake County Center for the Arts.



The VMS program, consists of two (2) week-long courses of intensive instruction held over two consecutive years. The VMS curriculum covers topics such as event management, life safety, marketing and advertising, crowd management and the guest experience. The second year of VMS covers areas such as leadership and image, cost control, risk management and insurance, and strategic business planning.



Jones has served as Senior Event Manager at the New Orleans Ernest N. Morial Convention Center since 2015. She previously served as Event Manager at Duke Energy Convention Center (DECC) in Cincinnati, OH, and was named "DECC Manager of the Year," in 2014. In 2011, during her tenure as Event Manager at the Durham Performing Arts Center (DPAC) in Durham, NC, Jones was recognized with a Star award for her outstanding professional service to DPAC. She previously held the position of Event Manager at the Oregon Convention Center in Portland, Oregon. A native of Kirtland, OH, Jones holds a Bachelor of Science in Education from Bowling Green State University in Ohio.



[Mississippi - Please submit your news and events to iavmr5@gmail.com](mailto:iavmr5@gmail.com)

North Carolina

CHARLOTTE, NC - The NBA on Wednesday named Hornets Sports & Entertainment Vice President of Guest Services & Event Staffing Marlene Hendricks the winner of the inaugural Pete Winemiller Guest Experience Innovation Award.

Named after the late senior vice president of guest relations for the Oklahoma City Thunder, the award recognizes an NBA team executive who creates a world-class service experience for fans. The criteria includes innovating and enhancing the game experience for guests and employees, sharing knowledge with the league's greater guest services community and embodying positive values when interacting with fans.

"We are thrilled that the NBA has recognized Marlene for her outstanding work here in Charlotte," said Hornets Sports & Entertainment President & COO Fred Whitfield. "She is committed to constantly improving the experience of our patrons and our employees. Her dedication is unmatched and we are incredibly proud of her achievements."

Hendricks, who has been in her role since Spectrum Center opened in 2005, has exemplified excellence in guest services throughout her tenure with the organization. She helped develop the HSE Service Promise - "Spectacular Fun and Memories that Marvel" - and has ingrained the philosophy in the

organization's culture.

Under Hendricks' leadership, HSE has installed detailed training programs to ensure team members embody the Service Promise and exhibit its five defining pillars: Passion, Positive, Proudful, Proactive and Problem-Solving. The training emphasizes the importance of creating positive interactions at every step of a guest's journey and includes all full-time and part-time team members, as well as vendors and third parties. The program also recognizes successful team members with rewards and incentives initiated by guests, managers, supervisors and HSE executives.

Through creative and innovative programming, Hendricks has helped ensure guests leave Spectrum Center with positive impressions and memorable experiences. Her achievements include implementing the Random Acts of Kindness initiative, which gives guests coupons for free gifts as tokens of appreciation. She also developed the First Time Kids and First Time Fans programs, sending first-time guests home with freebies and, in some cases, rewards like seat upgrades.

The NBA founded the Pete Winemiller Guest Experience Innovation Award earlier this year. The recipient is decided by a committee of internal and external customer experience experts.



[Puerto Rico - Please submit your news and events to iavmr5@gmail.com](mailto:iavmr5@gmail.com)

South Carolina

FLORENCE, SC - The SMG-managed Florence Civic Center's multi-million dollar expansion and remodeling project reached the halfway point on July 20th. This milestone was marked with a Topping Off Ceremony that included a luncheon for all the construction workers from Thompson Turner Construction, Civic Center Staff, venue partners, sponsors and key community influencers.

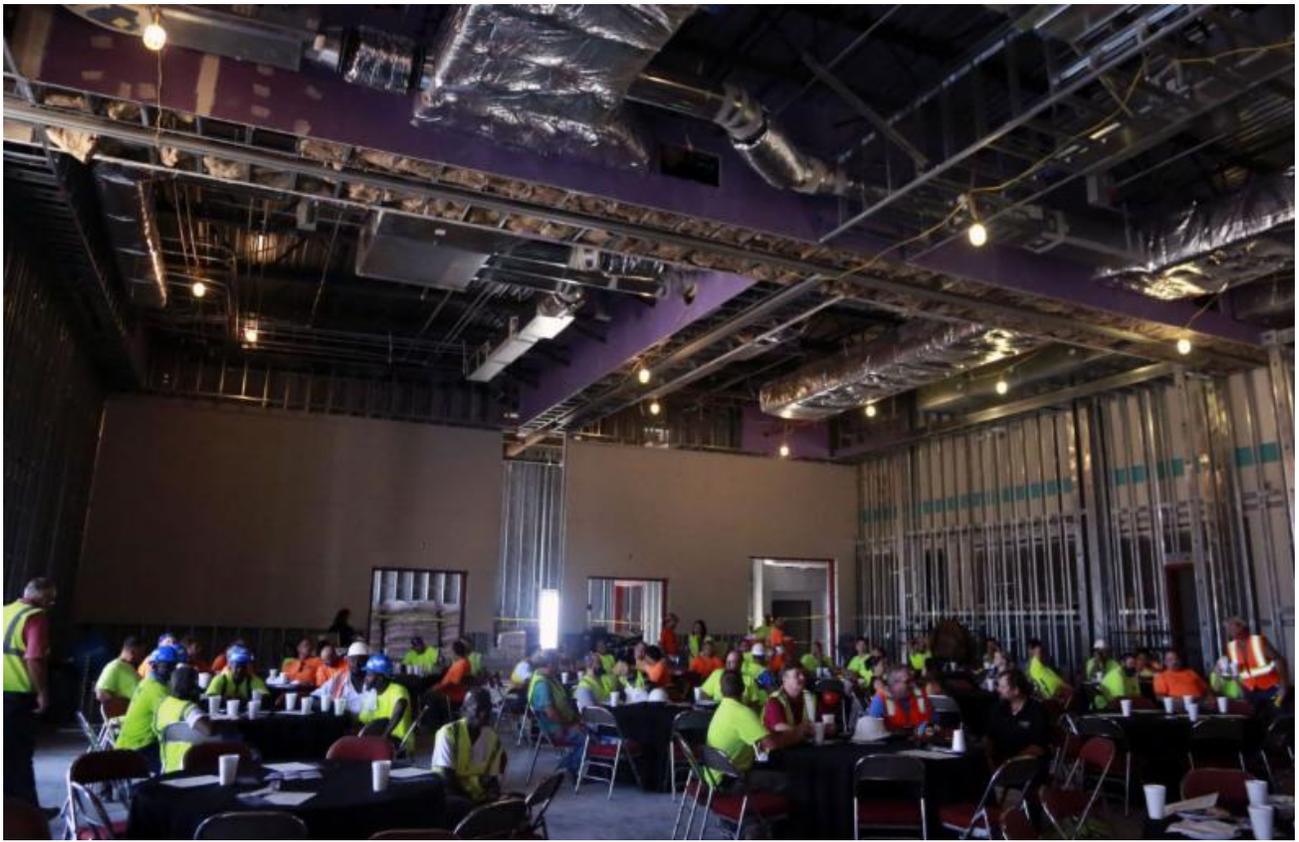
Media was also present to provide press coverage for the celebration and film speeches from several city and county leaders. Speakers included Florence Chamber of Commerce President Mike Miller, Florence Mayor Pro Tem Buddy Brand, Florence County Finance Director Kevin Yokim and the venue's Interim General Manager Paul Beard. Thompson Turner Construction's Vice President Hal Turner opened the ceremony with a welcome message and construction update; special guest SMG Regional Vice President Thom Connors was also on-site and addressed the crowd.

The Topping Off ceremony marked the end of major construction and the beginning of the interior design and outdoor aesthetics. Everyone in attendance was able to sign the final steel

beam prior to placement and forever leaving their mark on the venue. "The topping off ceremony was a great opportunity for us to thank all the engineers and construction personnel for their hard work and maintaining a safe work zone. The event also allowed us to share our gratitude to everyone involved and who made this expansion possible," said Paul Beard, Interim General Manager for SMG Florence Civic Center.

The expansion and remodeling project is adding another 25,000 sq. ft. of space to the facility including 6 additional breakout rooms, a junior ballroom, pre-function area, added conference space, a new 5,000-square-foot kitchen and many remodel upgrades to existing structures. The Florence Civic Center will soon be able to offer a total 60,000 sq. ft. of event space with many more breakout options. Construction is ahead of schedule to date and projected to be completed in March of 2018.







Tennessee

KNOXVILLE, TN - In an effort to celebrate venues across the country, staff members of EventBooking, a software company based in Knoxville, TN are embarking on a national road-trip to host a series of industry workshops in multiple cities across the US.

EventBooking serves over 700 venues across 5 continents, enabling personnel within arenas, convention centers, theatres, and performing arts centers to book events and manage their venue through an online platform.

Complete with a company-branded RV, the tour will consist of 17 visits to venues in 17 different cities, where CEO John Platillero and two other EventBooking team members will engage with venue professionals from each location in a workshop discussion about the industry.

Their hope is to gather insight about the evolution of technology used within venues, as well as the future technology of booking, marketing, and managing events. All event and venue professionals are encouraged to attend in a city near them, free of charge.

John Platillero, who founded EventBooking in 1999, stated, "EventBooking became the most-trusted booking system in the world by listening. To that end, this road-trip is just another great way to listen to the industry we serve, be fully engaged, and hear first-hand about the direction it's headed. And as a company based in Knoxville, TN, it's not often enough we get to see the people we serve face-to-face."

The workshop tour has been dubbed The Road to VenueConnect, as the trip will culminate at the annual International Association of Venue Managers (IAVM) VenueConnect conference-held this year in Nashville, TN. Equipped with comprehensive feedback from across the country, EventBooking will present their findings at the industry conference on August 8 th during a "Venue Chat" session.

**More information about The Road to VenueConnect can be found at:
www.eventbooking.com/road-venue-connect-2017/**



Virginia / Washington / Maryland

FAIRFAX, VA - George Mason University selected Basketball Products International (BPI) to supply wall-braced and portable basketball backstops for the renovated Recreation and Athletic Complex (RAC). The RAC serves as the main practice facility of the GMU's men's and women's basketball teams.



RICHMOND, VA - The Greater Richmond Convention Center announced that it has received the 2017 [TripAdvisor®](#) Certificate of Excellence. Now in its seventh year, the achievement celebrates hospitality businesses that have consistently achieved great traveler reviews on TripAdvisor over the past year. Certificate of Excellence recipients include event venues, accommodations, restaurants and attractions located all over the world that have continually delivered a quality customer experience.

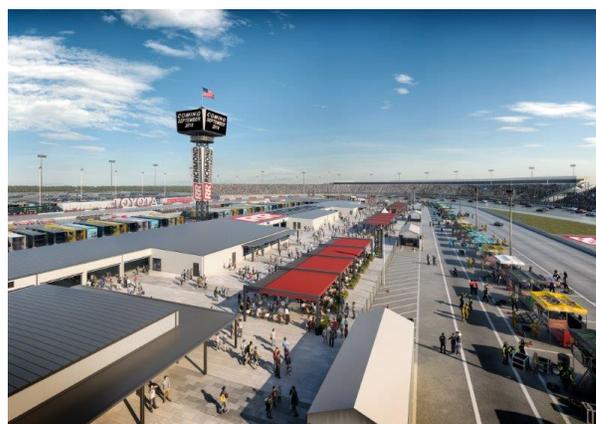
"The Spectra team at the Greater Richmond Convention Center is excited that TripAdvisor has given us this recognition for the second year in a row," said Michael Meyers, Spectra's General Manager at the GRCC. "There is nothing more important than being recognized by our customers. Since the Certificate of Excellence is based on customer reviews, the achievement is a big vote of confidence in our work and in the staff's commitment to our clients, guests and partners."

"TripAdvisor is excited to announce the recipients of the 2017 Certificate of Excellence, which celebrates hospitality businesses that have consistently received strong praise and ratings from travelers," said Heather Leisman, vice president of industry marketing, TripAdvisor. "This recognition allows us to publicly honor businesses that are actively engaging with customers and using feedback to help travelers identify and confidently book the perfect trip."

The Certificate of Excellence takes into account the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

RICHMOND, VA - Richmond Raceway (Richmond), along with its parent company, International Speedway Corporation (ISC), announced today the details of Richmond Raceway Reimagined, a \$30 million infield redevelopment project. The new project will bring new attractions and enhanced amenities for fans, teams, sponsors and other stakeholders to the historic Richmond infield. This new attraction will launch over Richmond Raceway's first NASCAR playoff weekend on Sept. 21-22, 2018.

Richmond Raceway Reimagined will provide the facility a completely redesigned and modernized infield to Richmond. Race fans will be able to get closer than ever to NASCAR's best with new Monster Energy NASCAR Cup Series garages and a fan viewing walkway providing full immersion into the sport. Fans will also be able to watch race cars complete their runs through inspection stations in the new infield.



"This is a great day for ISC and Richmond Raceway, and even more importantly for the great racing fans in the Commonwealth of Virginia," ISC Chief Executive Officer Lesa France Kennedy said. "We are always seeking ways to provide unique fan experiences at our facilities and this

project is certainly a terrific example. Richmond Raceway has an incredible history and we look forward to its bright future engaging fans in a new way with this infield redevelopment."

"Richmond Raceway Reimagined is a commitment by ISC to the future of the sport and the iconic racing experience in Richmond," said Richmond President Dennis Bickmeier. "The track has been a racing destination for over 70 years, and this investment will help ensure the bright future of the facility for the next 70 years."

In addition to the new garage walkways and inspection viewing areas, other new attractions include expansive Richmond infield social and engagement areas with concessions. Gatorade Victory Lane will now be staged in closer view of the grandstands for fans to have a better experience celebrating with Richmond race winners. The location will provide new fan engagement opportunities for pre-race access, driver appearances, and entertainment programming. An 80-person club experience with roof access will overlook Gatorade Victory Lane as part of the modernized infield. Two new garage suites with a view into the Monster Energy NASCAR Cup Series garages will provide an unprecedented experience in Richmond; similar to modern stadiums and arenas around the world. Media will be hosted in a new Media Center with broadcast booths, a conference room, and hospitality space.



infield redevelopment project. The modernized infield is scheduled to open for the first NASCAR playoff weekend at Richmond Raceway in the fall of 2018.

"Since opening our Richmond office almost a decade ago, Barton Malow has enjoyed building a relationship with Richmond Raceway," said Sr. Project Director, Dan Buchta. "It's been ten years since first working at the track and it has been amazing to watch the motorsports experience grow the way that it has. Barton Malow is proud to be a part of the new redevelopment and we look forward to bringing our experience and passion to this historic project that will enhance the Richmond fan experience for years to come."

"When we started work on Richmond Raceway Reimagined, Dennis Bickmeier shared a conversation he had with a group of Richmond race fans. They loved the track, but had never been in the Cup garages - it was the one place they would love to experience," said DLR Group Principal Robert J. Carlson. "DLR Group is proud to be a part of the team that helps those fans realize their dream."

With the 2018 RICHMOND NATION renewal period open, members who renew or join for next season will have the first opportunity to purchase tickets for the modernized infield. This exclusive access to purchase tickets in the new infield is another new membership benefit for 2018 RICHMOND NATION patrons, and is one of many enticements that make being a RICHMOND NATION member a must for next season. For more information on renewing a RICHMOND NATION membership for 2018, visit rir.com/richmondnation or call 866-455- RACE (7223).

Additional amenities and enhancements include a new vehicle crossover gate on the backstretch, a relocated tram route delivering fans closer to the front door of the track, a new pedestrian tunnel, 80 new consumer RV spaces, and infield drainage improvements.

Barton Malow, one of the leading sports facility builders in the nation, is the contractor and the DLR Group is the architect for Richmond Raceway Reimagined. Richmond-based HG Design Studio is the civil engineer on the



Allied Member News - Please submit your news and events to iavmr5@gmail.com

IAVM Region 5 | 635 Fritz, Dr. Suite 100, Coppell, TX 75019

STAY CONNECTED:

