



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5

## NOVEMBER 2022 NEWSLETTER

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# NEWS & VENUE UPDATES

## ALABAMA



TUSCALOOSA - Mayor Walt Maddox has appointed Kay Day Arts & Entertainment Director and General Manager of the Tuscaloosa Amphitheater effective immediately. Day has served as the Operations Manager for the Tuscaloosa Amphitheater since February of 2018.

Prior to working with the City, Day served in roles including Director of Marketing, Marketing Operations Manager and Director of Special Events. She also served as an Event Manager with Nike, where she worked in the creation and implementation of major sports events such as the Super Bowl, Men's Final Four and the US Open. During her time at Nike, Kay Day also managed the launch of Brand Jordan at NIKETOWN New York and the Brand Jordan event at Bellagio in Las Vegas.

"Kay has played a critical role in the success of the Tuscaloosa Amphitheater in the five seasons she has served as Operations Manager," Mayor Walt Maddox said. "With over 35 years of experience in the highest level in the sports and entertainment industries, I have no doubt that she will continue to make a positive impact to our City."

Day has been an Alabama Athletics Commissioner since 2019 and is a member of the Holy Spirit Catholic Church in Tuscaloosa. She is also a 2022 graduate of IAVM's Venue Management School.

## FLORIDA



### Stormy Weather Can't Stop Red Hot Chili Peppers Show at Orlando's Camping World Stadium

ORLANDO - Red Hot Chili Peppers, the legendary Southern California alternative funk rockers, played Camping World Stadium on September 15 and while the night ended up a big success, the show experienced a two-hour weather delay before it could get underway. With gates opening at 5:00pm and the opener, Thundercat, scheduled to hit stage at 6:30pm, massive storm cells began rolling over Orlando in typical Florida fashion.

Roughly half of the 40,000+ attendees had entered the stadium when a shelter-in-place order was established.

With heavy rain and lightning nearby, lots surrounding the stadium were forced to close so parking attendants could seek shelter. A stormwater pipe in the immediate vicinity also broke causing some flooding and requiring several lot entrances to be moved. Meanwhile, fans that had already entered the venue were required to remain within the concourses until the inclement weather had passed and the shelter-in-place order was lifted.

Throughout the delay, Camping World Stadium senior management, led by Chief Venues Officer Allen Johnson, along with the promoter, Live Nation, artist management, Orlando Police Department, Orlando Fire Department and several stadium partners gathered at security command to assess the situation, track the storm's movement and continually update guests on the latest developments. Twitter quickly became instrumental for sharing numerous real-time updates as @CWStadium kicked into high gear.

Ultimately, when the storm cleared, parking lots were reopened and fans were allowed to reenter the bowl. Stadium staff carefully ensured that general admission fans that had been standing directly in front of the stage before the storm arrived, were able to return to their coveted locations. Finally, at 8:30pm, Thundercat began his set, followed by The Strokes and then Red Hot Chili Peppers, the show's headliner. While most of the fans were soaked, it didn't seem to matter. They were thrilled the concert wasn't canceled.

The Red Hot Chili Peppers show wrapped a record-breaking year as Camping World Stadium hosted an unprecedented six concerts in 2022 including Billy Joel (March 12), Garth Brooks (March 26), Paul McCartney (May 28), Def Leppard & Mötley Crüe (June 19) and Bad Bunny (August 5).

Orlando Venues, the City of Orlando department that manages Camping World Stadium, oversees four other public venues including Amway Center, Tinker Field, Mennello Museum of American Art and Harry P. Leu Gardens.



## Miami Beach Convention Center Awarded Northstar's 2022 Stella Award, the Meeting Industry's Highest Honor

MIAMI BEACH - The **Miami Beach Convention Center** (MBCC) is excited to announce its latest accomplishment, named one of the world's best convention centers by Northstar Meetings Group

in their 2022 Stella Awards. The Miami Beach Convention Center has been awarded a Silver Stella Award as a Best Convention Center in the Southeast U.S.

Just announced this week, the list includes a total of 220 organizations considered the best around the globe for consistently delivering quality service and innovation to meeting and event professionals. This



year marks the 6th Annual Stella Awards that determine the meeting industry's highest honor, recognizing hotels, convention centers, conference centers, airlines, cruise lines, DMOs/CVBs, and DMCs. This year, nearly 6,000 votes were cast from around the world for the 561 destinations, hotels, and service providers nominated in 16 categories across six regions in the United States and worldwide. Winners were selected for achieving overall excellence, superb food and beverage, professionalism of the staff, sustainability initiatives, and other critical aspects of the meetings and event experience.

"Congratulations to all on this prestigious list. This was a total team effort, and we could not be prouder and more humbled to have received the meeting industry's highest honor," said Freddie Peterson, General Manager of the MBCC. "Our first-class venue in a world-class destination is a product of the unwavering dedication and commitment of our MBCC teams, contract partners, and the teams at the City of Miami Beach and the Greater Miami Convention & Visitors Bureau. As always, it's all about delivering exceptional events, driving excellence in customer service and venue management while creating memorable experiences."

Re-imagined following a \$620-million-dollar renovation, the expanded MBCC includes a new 60,000 square-foot Grand Ballroom, four junior ballrooms, almost 500,000 sq. ft. of exhibition space, an expanded Grand Lobby, pre-function areas that are bathed in natural light, up to 84 breakout rooms, approximately 800 roof deck parking spaces, almost 2,100 miles of cabling to support all IT communications, \$7.1 million dollars' worth of art curated by the City of Miami Beach Art in Public Places program and a six-acre (Pride Park) and three-acre (Collins Canal Park) public green spaces that can serve as incremental event space. The MBCC Campus includes two new event spaces: Venu, a space for elegant private events and upscale meetings, and The Rum Room, a 1920s restaurant with an enticing tapas-style menu and local South Florida rums. The MBCC is proud to have earned Global Biorisk Advisory Council® (GBAC) STAR™ Facility Accreditation, the gold standard for facilities and venues worldwide, and LEED® Silver Certification as part of the venue's \$620-million-dollar expansion project, which includes many environmentally friendly features.

Managed by OVG360, a division of Oak View Group, the MBCC regularly hosts some of the world's most talked-about events—like Art Basel Miami Beach and the Miami International Boat Show, the largest boat and yacht event in the world.

## GEORGIA



DULUTH - We just hired a new Sales Manager, Andy Haskell at Gas South District in Duluth, GA.

Andy comes to Gas South District with over 20 years of experience in events, sports, and sales. He will be handling several of the SMERF accounts for our Convention Center including educational, faith based, fraternal, sports, government, and entertainment. Andy is a great addition to our growing sales team.

## LOUISIANA

**New Orleans Ernest N. Morial Convention Center Names Chris Bundick as Director of Financial Planning and Reporting**

NEW ORLEANS - Chris Bundick has been named the



Director of Financial Planning and Reporting for the New Orleans Ernest N. Morial Convention Center, the sixth largest convention center in the nation. Bundick will be responsible for providing strategic leadership in managing of financial planning, budgeting, analytics, and the comprehensive reporting process.

Bundick brings 24 years of experience in financial planning and reporting to his new role. He began his career as an auditor for the Office of the Louisiana Legislative Auditor in Monroe. He continued on his career path, sharpening his skills as the Controller for the New Orleans Baptist Theological Seminary where he oversaw all of their financial accounting processes for its multi-million dollar budget, financial audits, post office operations, investments, and more.

Most recently, Bundick served as the Vice President of Finance and Operations (CFO), of the University of Holy Cross in New Orleans. There, he managed a multi-million dollar budget and emphasized a culture of unity and transparency. Bundick managed a team of

more than 20 staff members with expertise in various fields from accounting to facilities operations to technology and beyond. As he did in his prior positions, Bundick was able to establish a culture and system of accountability that proved to be successful, leading his former organization through ten consecutive annual audits without any material weakness findings.

Bundick is a licensed minister with a Master of Divinity degree from the New Orleans Baptist Theological Seminary and enjoys sailing, golfing, serving at his church, and spending time with his family in his free time.

“As we look to continue on the path of delivering innovative events in a world-class destination, we are happy to welcome Chris to our Convention Center team,” said Alita Caparotta, Convention Center Vice President of Finance and Administration. “As an expert in financial planning, Chris will assist our organization in staying financially efficient and ensuring our financial goals are met as we continue to expand our offerings as a leader in our industry. Chris is a team-oriented, results-driven professional and we are happy to have him on our team.”

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## Impact Study for Convention Center Hotel Completed

NEW ORLEANS -- The New Orleans Ernest N. Morial Convention Center is pleased to announce that HVS Convention, Sports, & Entertainment has completed a hotel market study to determine the viability and advantages of a proposed Convention Center Headquarters Hotel. The goal of the project is to enhance the ability of the Convention Center to compete with other “tier 1” convention destinations such as Chicago, Orlando, Las Vegas and Atlanta, all of which have connected hotels.

“Building a new hotel right here on our campus will be a major benefit, not only to the New Orleans Ernest N. Morial Convention Center but also to our clients,” said Convention Center President, Michael J. Sawaya. “We are encouraged by the findings of this updated HVS study and look forward to the day a new hotel will give our guests and event attendees the convenience of having top-notch accommodations on site.”

An update to a 2018 study for a 1,200-room headquarters hotel, the new HVS study considered both 600 and 900 room options, with 50,000 square feet of event space on property located adjacent to the convention center.

The study uses the assumption that the hotel would open in 2027 and concluded that a 600-room hotel is the most viable and would be an important addition to the lodging market. A 900-room hotel could also be profitable before debt payment. After the hotel’s stabilization in 2030, annually, the hotel is expected to induce 96,000 net new room nights in the market, generate \$122 million in new direct spending, support 1,100 new jobs and contribute over \$14 million in new hotel, sales and property taxes. The new hotel would also produce an estimated 26 new events at the convention center per year.



## The New Orleans Ernest N. Morial Convention Center Achieves LEED Gold Certification

NEW ORLEANS - The New Orleans Ernest N. Morial Convention Center (NOENMCC) has achieved its first Leadership in Energy and Environmental Design (LEED) Gold certification, a major milestone in its ongoing commitment to sustainability. A building rating system that provides a framework for healthy, highly efficient,

green buildings, LEED certification is a globally recognized symbol of sustainability achievement and leadership.

This official certification from the **U.S. Green Building Council (USGBC)** makes the NOENMCC the largest LEED-certified project in Louisiana, the largest convention center project in the U.S. certified under LEED v4.1 Operations and Maintenance and the first convention center in the world to be awarded initial certification under **LEED v4.10+M**. The latest version of LEED certification, v4.1 raises the bar on building standards for energy efficiency, water conservation, indoor air quality and waste reduction.

“Earning LEED certification shows that our Convention Center is not just a major economic driver for the region but also a responsible environmental leader in the state,” said Michael J. Sawaya, Convention Center President. “Being recognized as a LEED Gold certified facility under the most current qualifying standards is confirmation that the many energy-saving investments, building upgrades, and green initiatives we have implemented are helping to reduce our carbon footprint while also making the facility better for our guests, employees and neighbors. With our steadfast commitment to sustainable practices, we are proving every day that our convention center in New Orleans is Built to Host.”

“Transforming our buildings and spaces happens one project at a time. The New Orleans Ernest N. Morial Convention Center understands the value of LEED and has shown extraordinary leadership in reshaping the market,” said Peter Templeton, president and CEO of USGBC. “The success of LEED is due to the partnership and support of those committed to advancing green building and sustainability. Each new LEED certification brings us one step closer to revolutionizing the spaces where we live, learn, work and play.”

Earlier this year, the NOENMCC completed a \$20.6 million project to reduce energy-related expenses and improve the overall visitor experience. In addition to an overhaul of the facility's lighting and air conditioning systems, the upgrades included the installation of 87 water bottle filling stations and low-flow fixtures in 37 sets of restrooms. The NOENMCC also expanded recycling to include the more than one million square feet of exhibit space and planted 200 trees in its new 7.5-acre pedestrian park that features rain gardens to help manage stormwater.

One especially impactful part of the certification process was a waste audit exercise with a special “trash team” – composed of leadership and staff – sorting through event garbage. The Convention Center's food and beverage partner Sodexo has also taken a leading role in composting waste, utilizing compostable serving ware and coordinating food donations. In addition, LEED v4.1 is a certification based on data, measurable reductions in energy use, water use and waste. For an initial certification of an existing building, achieving LEED v4.1 Gold is a major accomplishment.

“As you begin to walk the journey of LEED Certification, there are many factors that you must quickly identify and leverage to the overall success of the mission,” said Adam J. Straight, NOENMCC's Vice President of Operations. “Buy-in from across the board, support from leadership and commitment to and from all stakeholders, are just a few examples of those resources. From day one, there has been no doubt or drift from those principles, and today is a clear example and result of that dedication. I am so very proud of everyone involved to achieve such an honor and to those who continue to support our initiatives toward our community, our region and our state.”

The Convention Center's certification process was spearheaded by Linda Baynham, Director of



Sustainability and Corporate Social Responsibility. As the facility continues to implement its \$557 million capital improvement program, she will continue to pursue sustainability initiatives. Some of the Convention Center's current and upcoming capital improvement projects include installing a more energy-efficient roof, electric vehicle charging stations and new LED lighting in the meeting rooms and lobbies.

"Informa Markets is one of the largest producers of business-to-business events in the world, including Waste Expo which regularly visits New Orleans, and our company has taken the lead toward our industry becoming zero waste and net zero carbon," said Kevin Thornton, Senior Vice President of Informa Markets. "The New Orleans Ernest N. Morial Convention Center's Gold LEED certification is exactly what event organizers are looking for when evaluating destinations to conduct events."

The announcement was celebrated with a plaque unveiling and reception at the Convention Center on October 26.

## NORTH CAROLINA



RALEIGH - Byron Johnson, Director of Public Safety and Security at the Raleigh Convention and Performing Arts Complex in Raleigh, North Carolina served double-duty as both a moderator and panelist on a panel for the World of Bluegrass Conference hosted by the International Bluegrass Music Association. Topics included how to manage security, emergency evacuations, and inclement weather at music events.

## TENNESSEE



### **Big Machine Music City Grand Prix Announces Strategic Executive Leadership Changes**

NASHVILLE - The Big Machine Music City Grand Prix announced a series of executive-level promotions to strengthen their overall organization and support the growth of the event as they enter their third year in August 2023. The three-day festival of racing and music features the NTT IndyCar Series on the streets of

Nashville and multiple concerts from many of music's biggest stars

Most notable of the executive changes, Jason Rittenberry will assume the additional role of President. Rittenberry has served as Chief Operating Officer from the inception of the event. In his new role as President & Chief Operating Officer he will continue to oversee all operations of the event and on track motorsports activity. A 22-year veteran of motorsports and entertainment, Rittenberry previously served as Chief Strategy Officer at Circuit of The Americas overseeing the Formula One United States Grand Prix and Austin 360 Amphitheater. His career includes tenure as President & CEO of IRG Sports + Entertainment and President & General Manager of Memphis Motorsports Park.

Liz Allison has been named Executive Vice President. Allison, having served as Director of Partnerships,

Client Services and Special Events, since joining the team in January of 2021, will expand her responsibilities in this new executive role. Allison has over 25-years of motorsports client services, special events and premium hospitality experience in NASCAR. Allison is the wife of the late Davey Allison, and later a member of the sports media covering motorsports. As Executive Vice President, she will continue to oversee strategic and investor relations, partnerships, guest experiences and premium hospitality.

Tony Cotman, the original course designed for the Big Machine Music City Grand Prix, has been named Director of Infrastructure in addition to his role as Track Designer. Cotman will continue to oversee the course design, work closely with motorsports sanctioning bodies, and manage the organization's rapidly growing infrastructure inventory. Cotman has over 25-years of motorsports experience and also serves as President of NZR Consulting. He has a unique background in race course and track design, construction and operations and serves as the designer of multiple racing circuits worldwide. Cotman previously served as the Vice President of Competition for IndyCar, Vice President of Operations for ChampCar and as an IndyCar Steward and Racetrack Engineer and Designer. He currently serves as the US Representative to the Federation Internationale de l'Automobile (FIA).

Brad Margolis has been named as Chief Financial Officer, Vice President of Finance and Administration. In addition to finance and administration, Margolis will oversee the ticketing sales and operations for the Big Machine Music City Grand Prix. Prior to the MCGP, Margolis spent the last 13 years working with a single-family office that built and invested in consumer businesses spanning media and entertainment, festivals, restaurants, sports, and technology. He holds a BBA in Accounting from the University of Georgia and an MBA from Columbia Business School.

"I'm incredibly proud of this executive team. There is well over 100 years of motorsports and festival experience between this group of leaders", stated Matt Crews, CEO. "Dedication, hard work, passion, and leadership from this team is immeasurable and will be instrumental in our continued growth and position us as one of Nashville and motorsports marquee events."

In addition to these executive level changes, the organization announced the following senior management promotions. Charlie Legeman promoted to Sr Director of Sales and Partnerships, Kent Russell promoted to Sr. Director of Ticketing and Kristen Moser promoted to Sr. Director of Operations.

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## **Memphis Grizzlies Announce Big River Steel Edge, a Newly Renovated Space on FedExForum Terrace Level**

MEMPHIS – The Memphis Grizzlies announced today the Big River Steel Edge, a newly renovated space on the Terrace level of FedExForum that will provide an enhanced fan experience. In addition, the Terrace Level of FedExForum will now be known as Big River Steel Terrace.

The Big River Steel Edge builds on the ever-growing fan experience within FedExForum and provides guests a new way to watch their favorite events at FedExForum. In partnership with U.S. Steel's Big River Steel, the Big River Steel Edge creates a new destination for fans each game day and is located on the newly renamed Big River Steel Terrace, the top level of FedExForum.

This new space can be found between sections 201 and 232 and features 34 TVs, as well as a refreshed and revitalized bar and grill with an updated menu for patrons to enjoy. The BRS Edge overlooks both the court from the west end of the arena bowl and the Grand Lobby of FedExForum, creating a dynamic open flow to the Big River Steel Terrace. Fans will also have access to an outdoor space overlooking the city skyline from the Big River Steel Edge.

"We are truly excited to enhance the fan experience through the creation of this innovative Terrace Level destination and our partnership with Big River Steel," said Memphis Grizzlies President Jason Wexler. "We wanted to create a place where fans can gather to absorb the atmosphere of the game as a social experience while sharing in Big River Steel's commitment to the local community and region. We know our fans will embrace this as a premier destination within FedExForum and are pleased to be able launch the Big River Steel Edge."

Big River Steel opened in northeast Arkansas in 2014 with a commitment to invest in the most advanced technology and superior product development capabilities. The company strives to create a more sustainable future for employees, customers, and communities. With their partnership with the Grizzlies, Big River Steel plans to expand their reach into Memphis and the surrounding areas.



"We are thrilled to partner with the Memphis Grizzlies to highlight the innovation of Big River Steel," said Dan Brown, U.S. Steel Senior Vice President of Advanced Technology Steelmaking and Chief Operating Officer of Big River Steel Works. "Through this dynamic and multi-faceted partnership, we look forward to the great work we will do together to engage with the communities we call home."

## BOARD MEMBER SPOTLIGHT

### ELISA "PUTT" PUTMAN REGION 5 SECRETARY



**Job Title/Venue(Company)** – SVP/COO, Music City Center

**Hometown** – Nashville, TN

**Current City** – Nashville, TN

**What's the first venue you worked in?** Starwood Amphitheater

**What's your favorite memory during your time in the industry?** I was fortunate to get the opportunity early in my career to not only work the NAMM show in Nashville for 20 years, but also work as a floor manager for their shows at the Los Angeles Convention Center and Anaheim Convention Center. My fellow floor managers (Stan Mazyck, John Riddle, and Jim "Boom Boom" McDonald) were seasoned pros and graciously taught me everything they knew about the tradeshow business.

**How has IAVM helped you in your career?** The people I have met through the years have been great friends and an invaluable resource.

**What do you do when you're not working? How do you relax?** Golf, hiking, and working on my property. I'm not one to sit still much.

## SAVE THE DATE

### UPCOMING EVENTS

**Guest X** - Atlanta, Georgia | January 30 - February 1, 2023

**Academy for Venue Safety and Security (AVSS)** - Pittsburgh, Pennsylvania | February 25 - March 3, 2023

**Super Regional Conference (Regions 1, 2, 3, & 5)** | Kansas City, MO | April 30 - May 2, 2023

**Venue Management School (VMS) & The Graduate Institute** - Tampa, Florida | June 3 - 10, 2023

**Venue Connect 2023** - Pittsburgh, Pennsylvania | July 31 - August 3, 2023

Interested in joining a Region 5 committee?

Reach out to Carol Moore at [carol@newnancentre.com](mailto:carol@newnancentre.com)



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