



### **About Amway Center**

The Orlando Magic developed the Amway Center, which will compete to host major national events, concerts and family shows. The facility opened in the fall of 2010, and is operated by the City of Orlando and owned by the Central Florida community. The Amway Center was designed to reflect the character of the community, meet the goals of the users and build on the legacy of sports and entertainment in Orlando. The building's exterior features a modern blend of glass and metal materials, along with ever-changing graphics via a monumental wall along one façade. A 180-foot tall tower serves as a beacon amid the downtown skyline. At 875,000 square feet, the new arena is almost triple the size of the old Amway Arena (367,000 square feet). The building features a sustainable, environmentally-friendly design, unmatched technology, featuring 1,100 digital monitors and the tallest, high-definition videoboard in an NBA venue, and multiple premium amenities available to all patrons in the building. Every level of ticket buyer will have access to: the Budweiser Baseline Bar and food court, Club Restaurant, Nutrilite Magic Fan Experience, Orlando Info. Garden, Gentleman Jack Terrace, STUFF's Magic Castle presented by Club Wyndham and multiple indoor-outdoor spaces which celebrate Florida's climate.



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## **Amway Center: Enter Legend**

AmwayCenter.com

From a vision to blueprints to reality.

The Orlando Magic served as the developer of the new downtown Amway Center which will compete to host major national events, concerts and family shows. The facility is owned and operated by the City of Orlando on behalf of the Central Florida community.

The Amway Center was designed to reflect the character of the community, meet the goals of the users and build on the legacy of sports and entertainment in Orlando.

The building's exterior features a modern blend of glass and metal materials, along with ever-changing graphics via a monumental wall along one façade. A 180-foot tall tower and spire serves as a beacon amid the downtown skyline.

### **Amenities for all levels of ticket buyers**

At 875,000 square feet, the new arena is almost triple the size of the old Amway Arena. The building features a sustainable, environmentally-friendly design, unmatched technology, featuring 1,100 digital monitors and the tallest, high-definition videoboard in an NBA venue, and multiple premium amenities available to all patrons in the building.

Every level of ticket buyer will have access to a number of premium amenities, including the:

- The Budweiser Baseline Bar
- Club Restaurant
- Nutrilite Magic Fan Experience
- Orlando on Demand Info. Garden
- STUFF's Magic Castle presented by Club Wyndham
- Gentlemen Jack Terrace

- Sky Bar
- Multiple indoor-outdoor spaces which celebrate Florida's climate.

"It's a great day for Central Florida. History will look back on this day in the same light as the day that Walt Disney announced he was building his theme park in Orlando," Magic President Alex Martins said the night of the approval, July 26, 2007, adding: "I would like to thank Mayor Rich Crotty and Mayor Buddy Dyer, as well as both the County and City Commissions for their vision and leadership. I would also like to thank the Walt Disney World Company, Universal Orlando, SeaWorld, the Central Florida Hotel and Lodging Association, the Orlando/Orange County Convention and Visitors Bureau, as well as the entire Orlando tourism and business community for their active participation in ensuring this positive outcome for new downtown sports and entertainment facilities for the people who call Central Florida home."

The Magic were major financial participants in the public-private partnership - contributing \$50 million toward construction of the Amway Center, \$10 million toward the arts center, and \$25 million toward construction of five community recreation centers. The Magic's other contributions toward operations, fundraising and financing push the team's total participation in the downtown venue projects to more than \$150 million.

In a historic move, the Magic agreed that Amway Center would be designed and constructed to meet the certification criteria for an environmentally "green" building development standard.

"We want this facility to not only serve our community but to reflect our community's values," Martins said.

Populous, formerly HOK Sport, was selected as designer of the Amway Center. Hunt Construction group was selected as the construction manager. The official groundbreaking celebration was held July 25, 2008. The events center was named the Amway Center on August 5, 2008 and the building opened to the public for the first time on October 1, 2010.

Inside the arena, patrons will find modern amenities in a comfortable setting – perfect for hosting family events as well as basketball games. Concourses are spacious, offering unique concessions and activities for kids and adults alike. The Budweiser Baseline Bar on the main Terrace concourse overlooks the event floor, and children will enjoy spending time in the kid-oriented STUFF's Magic Castle presented by Club Wyndham and retail opportunities on the upper Promenade concourse.

“From the inside out, beginning to end we were committed to developing a world class venue that would bring a myriad of events that would appeal to the diverse taste of Central Florida residents,” said Mayor Buddy Dyer. “Whether it’s a child experiencing his or her first basketball game or two friends singing along at a concert, these are the shared experiences and memories that will be created at the Amway Center.”

The Magic’s old home, Amway Arena, housed 17,500 seats in just 367,000 square feet of space. The new arena features 875,000 square feet of space – more room to incorporate more modern day amenities found in most professional arenas of the day – and seating which will be expandable to more than 20,000 seats to accommodate major national events.

The new \$380 million facility features eight levels, five public concourses, 37 restrooms, 55 concession points of sale, 60 suites, 68 loge boxes, 1,400 club seats. The Amway Center features up to 17 hospitality spaces for rental on a per event basis.

### **Uniquely Orlando**

“We took a hard and long look at the essence of Orlando before coming up with a design that we believe reflects the best and most distinctive aspects of this community,” said AIA, Populous Sport Senior Designer Brad Clark. “And just as importantly, the building will set a new standard in sustainable design as one of the greenest professional sports facilities in the country.”

To celebrate Central Florida’s moderate climate, the building is filled with a variety of indoor-outdoor spaces. For instance, once guests enter the voluminous, 80-foot-tall Disney Atrium main lobby, they are able to return to the outdoors via a spacious balcony, the Gentleman Jack Terrace, overlooking Church Street.

The arena was designed to respond to its distinct urban setting while revealing the activities occurring within. Bounded by Church Street, Hughey Avenue, South Street and Division Avenue, the arena’s primary entrance faces north to Church Street, creating a natural extension of the nearby downtown entertainment core. The Church Street entry features a large public entry plaza connecting the arena’s spacious entry lobby.

“In designing the community’s new center we feel we created the framework for a facility that will be the catalyst for economic revitalization in downtown’s west side, while establishing a flexible design that will serve as a great home and attract the nation’s premier events,” added the Magic’s Martins. “The building

has a design unique to Orlando, while providing a framework for environmental sustainability.”

### **Jobs in a tough economy**

The massive construction project served as a boon to the local construction business in a time when jobs were scarce because of the sharp downturn of the nation's economy.

The Magic and City of Orlando worked closely with local minority and women-owned businesses — some of which were based out of the nearby Parramore community — awarding them with more than 30 percent of the contracts totaling \$90-plus million, exceeding the 24 percent benchmark established by the City of Orlando.

Of the 170-plus minority and women-owned firms which worked to construct the facility, 61 were African-American-owned firms, 51 women-owned firms, 36 Hispanic-owned firms, 20 Asian-American-owned firms and two Native-American-owned firms.

### **Environmentally-friendly**

Sustainable design and construction specifics focused on the opportunities to create an environmentally-friendly building in various categories. Among them: providing water efficiency; optimizing energy and atmosphere protection; conserving materials and resources; monitoring indoor environmental quality and health; selecting environmentally preferred operations and maintenance.

These elements combine to create one of the most environmentally-friendly, high-performing professional arenas in the country.

Amway Center includes such sustainable design and construction elements as:

- Remediating a brownfield site that is connected to numerous high density residential, retail and community developments
- Creating a pedestrian-oriented, vegetated plaza area at arena entrances
- Treating storm water runoff from the arena site
- Incorporating a special roofing material to reduce the building cooling load

- Installing low-flow plumbing fixtures
- Improving the building ventilation and lighting systems with various monitoring devices
- Using recycled content materials during construction, and monitoring construction waste to divert materials from landfills
- Implementing a green housekeeping program
- Providing space for storage and collection of recyclable materials
- Incorporating green building signage elements throughout the building to educate visitors about sustainability.

### **Most technologically advanced building in North America**

Harris Corporation is the official technology partner of Amway Center. The arena has more than 1,100 screens of high-definition content via Internet Protocol Television and a state-of-the-art digital signage network which maximizes fan engagement and interaction, distributes an unprecedented amount of patron information, as well as providing unlimited opportunities for advertisers and sponsors.

The Daktronics center-hung scoreboard alone includes four primary high definition LED video displays with 840 lines of resolution, eight auxiliary video/scoring/statistics displays and two LED ring displays. The venue will be the first in the world to utilize high resolution 6 mm surface mount LED pixel technology on all of the center-hung digital displays. More than 9 million individual LEDs will be used in the 18 displays incorporated into the center-hung scoreboard. Overall dimensions of the center-hung scoreboard are 42 feet by 41 feet by 41 feet (HxWxD), making it the tallest and most capable of any in NBA venues. Complementing the primary scoreboard will be two LED ribbon boards mounted on the interior fascia of the seating decks.

The bigger size, flexibility and advanced technology allows Orlando to attract bigger concerts, major political conventions and compete for more major sporting events such as conference and NCAA tournaments.

Amway Center is located just south of Church Street on the west side of I-4 in downtown Orlando.

“We've designed a facility that has so many built-in amenities for every level of ticket-buyer,” Martins said. “So many of these buildings in the past have been designed where a lot of the amenities have focused only on the premium ticket-buyer, the courtside seat holder or the club seat holder. But here with the new Amway Center, we have bars, restaurants and clubs on every level for every ticket-buyer; and that's for Magic games and every event. So it really is a building that has a high level of amenity for everybody.”

“Over the past three years, we have focused on revitalizing the Parramore neighborhood and have experienced a resurgence in our downtown,” said Orlando Mayor Buddy Dyer as the design for the building was unveiled on December 11, 2007. “Today marks another important day in our efforts, as the facility takes shape with the design unveiling of this new landmark...a landmark that will be a gathering place for all of Orlando and Central Florida.”





## **Public/Private Partnership**

The Amway Center is one part of the largest public building projects in Central Florida history. Led by the vision of Mayor Buddy Dyer, Orlando developed a unique \$1.1 billion public/private investment in three state-of-the-art community venues (a new events center, performing arts center and renovation to the Florida Citrus Bowl).

While many American cities have built these types of venues, none have developed them all as a single comprehensive project. Here in Central Florida these projects have become a reality because of a strategic public-private partnership. In 2006, the Tourist Development Council recommended the use of the Tourist Development Tax to support the construction of the community venues, marking the first time the hospitality and tourism industry agreed to leverage TDT to support projects geared primarily toward Central Florida residents. The Orlando Magic were also major financial participants contributing more than \$150 million toward operations, fundraising and financing. In July 2007, the Orlando City Council and the Orange County Board of Commissioners made history, giving the green light for one of the region's most significant public, multi-building projects, paving the way for three downtown assets.

Beyond access to the buildings themselves, the entire Central Florida region is benefiting from the projects through THE BLUEPRINT, a city-led effort to ensure residents have access to jobs and economic development opportunities related to the project. In the midst of a global recession, many contractors and small businesses have credited the project with helping keep their company afloat during tough times. More than 120 local companies had contracts on the Amway Center and minority and women-owned companies received nearly \$95 million in contracts. The construction of the Amway Center has helped to stabilize unemployment but is also part of a larger strategic plan to revitalize downtown Orlando.

Upon taking office in 2003, Mayor Dyer set forth a bold vision for Central Florida's core – downtown Orlando, which included the community venue projects. With the approval of the community venue projects in 2007, more than \$1.3 billion

worth of construction projects have been completed with another \$600 million planned or under construction. Cornerstone projects include a new Publix Supermarket and a movie theater. The new development has brought more than 200 retailers and restaurants have opened their doors since the package of venue projects were approved in 2007.

Patrons attending events will soon have another way to and from the Amway Center – SunRail. The 61-mile commuter rail line running through a four-county region will link with the nation's first high-speed rail to create a critical transportation network that positions downtown Orlando as the nexus for the entire state of Florida.

## **BIOS**

### **MAYOR BUDDY DYER**

Buddy Dyer is the dean of Florida's "big-city" mayors, having served Orlando's residents since 2003. Under Orlando's Strong-Mayor form of government, Mayor Dyer serves as the City's chief executive and also helps govern and oversee the operations and growth of its city-owned utility and the Orlando International and Executive Airports.

During his time in office, Mayor Dyer has worked relentlessly to advance the community's shared vision for Orlando as the "Next Great American City."

Mayor Dyer's commitment to bolstering police protection helped bring about the most dramatic reduction in crime in Orlando history. His commitment to the safety of residents has also helped make the Orlando Fire Department one of the most elite departments in the entire country. The Orlando Fire Department has an "ISO Rating" of 1, meaning they are one of the top 50 fire departments in America out of more than 55-thousand departments.

Mayor Dyer is leading the effort to diversify Central Florida's economy and create a new breed of high-tech, high-wage careers for residents in cutting edge industries such as digital media, life sciences and biotechnology, modeling, simulation and training, and aviation and aerospace.

Mayor Dyer is a fierce advocate for the expansion of public mass-transit and for creating more walkable, livable communities. Through his leadership, Orlando has become the epicenter of America's "Rail Renaissance" and will soon be home to the nation's first high speed rail line as well as the region's first-ever

commuter rail system called SunRail. Mayor Dyer has become a national voice for America's cities in advancing the need for a nationwide high speed rail network.

Mayor Dyer also engineered one of the most remarkable downtown resurgences anywhere in the country, anchored by the creation of world-class sports, arts and entertainment venues for the city's residents and visitors.

While Orlando's accomplishments under Mayor Dyer's leadership fall under a broad range of categories, each has a common element; they were made possible because of the power of partnership.

Since his first day in office, Mayor Dyer has fought to increase cooperation and partnership between Central Florida's many governments, its business and civic communities and its residents. The result of this effort is a new era of collaboration that has paved the way for a string of remarkable, "game changing" accomplishments for greater Orlando in a very short period of time and has set the city on course for a more prosperous future.

Prior to being Mayor, Buddy Dyer served for a decade in the Florida Senate. His colleagues elected him as their Democratic Senate Leader, a position he held for three years.

Mayor Dyer earned his undergraduate degree in Civil Engineering from Brown University and his Juris Doctor degree from the University of Florida College of Law, where he was Editor-In-Chief of the University of Florida Law Review and a member of the prestigious Florida Blue Key organization. He graduated with honors and received the highest score on the Florida Bar Exam that year.

Before he chose to serve in public office, Mayor Dyer worked as an environmental engineer. He has also practiced law for more than 20 years. He often calls upon this dynamic professional background to serve the residents of Orlando. Where other elected leaders may only focus on the "big picture" or one specific area of expertise, Mayor Dyer has been able to create broad shared visions for projects and policies while also playing a key role in the technical, legislative or legal process that is necessary to make them a reality.

Mayor Dyer was born in Orlando and raised in nearby Kissimmee. He and his wife Karen, an attorney, have two sons, Trey and Drew. When not in the office,

the Mayor relishes his “other jobs” coaching little league or flag football for his sons’ teams.

### **Mayor Dyer’s accomplishments in specific areas include:**

#### Neighborhood Safety and Crime Prevention:

- Prioritized the use of tax dollars, investing in a multi-year public safety program, which resulted in the addition of 50 new police officers on the street and 45 new fire personnel along with the construction of two new police substations and six new fire stations, including a state-of-the-art Fire Department headquarters.
- Invested resources to ensure neighborhood improvement projects including: Parramore Heritage Park and Pond, Dover Shores Community Center, Dubsdread sewer improvements, Lake Eola Park renovation and Primrose Building improvements.
- Lead the effort to bring a new era of “high tech policing” to Orlando and equip officers with the tools, training and technology necessary to perform their jobs at the highest level.

#### Job Creation and the Economy:

- Developed an unprecedented public/private partnership to create the “Medical City at Lake Nona.” The Sanford Burnham Institute and UCF Medical School will serve as anchors of this biomedical and health sciences cluster, along with the Nemours children’s health care campus, the VA Hospital and the University of Florida Lake Nona Research and Academic Center. The “Medical City” will create more than 20-thousand jobs in the years ahead.
- Opened the downtown campuses of the Florida A&M College of Law, UCF’s School of Film and Digital Media and championed the creation of a new medical school for UCF in east Orlando.
- Recruited House of Moves, the world’s largest motion capture service studio, to co-locate an east coast operation at Downtown Orlando’s UCF Center for Emerging Media. This digital media cluster is the first step in building a larger “Creative Village” that will serve as a home for high tech companies for decades to come.
- Created “Strengthen Orlando,” a local effort to generate jobs and help residents and businesses “weather the storm” during tough economic times.

- Solved a \$23 million budget shortfall his first thirty days in office and continued to pass balanced budgets each year thereafter, with a commitment to spending every tax dollar wisely while maintaining an open and transparent budget process.

#### Transportation and Smart Growth:

- Created a shared vision for rail transit across the Central Florida region that resulted in the impending creation of two major rail transit projects; the SunRail commuter rail system and America's first High Speed Rail line which will run from Orlando to Tampa. Mayor Dyer's work to bring rail transit to Orlando led to the State legislature creating Florida's first-ever comprehensive blueprint for a statewide rail network.
- Has become a national advocate for the expansion of passenger rail in America. As the "Voice of America's Mayor's" in the critical area of high speed rail through his work with the United States Conference of Mayors, Mayor Dyer is leading the effort for Mayors across the country to play a role in the development and funding of America's eventual high speed rail network.

#### Revitalizing Downtown Orlando:

- Engineered one of the most remarkable resurgences of a downtown anywhere in the country with \$3 billion dollars worth of development either underway or planned for Downtown Orlando.
- Secured the creation of world class "Community Venues" for Downtown Orlando: The Dr. Phillips Center for the Performing Arts, the Amway Center which will be home to the Orlando Magic and a refurbished Citrus Bowl stadium. This effort also included "The Blueprint," a program to ensure residents would benefit from the construction of the Venues.

#### Expanding Education and Opportunity for Residents:

- Initiated "Pathways for Parramore" to bring new, affordable homes on line, transform Church Street into a major east/west thoroughfare and created and expand the "Parramore Kidz Zone" to provide after school activities, access to health care and social services to children and families.
- Launched a pre-kindergarten initiative and doubled the number of high quality pre-kindergarten classrooms in the City.
- Partnered with governments across Central Florida and the non-profit community to create a first-ever regional approach to ending homelessness. This unique strategy resulted in a record amount of federal funding awarded to advance the shared mission of ending homelessness.

- Enhanced residential amenities such as parks, ball-fields and community centers citywide.

#### Sustainability:

- Committed Orlando to becoming one of the most sustainable cities in America by creating "Green Works Orlando," the City's first comprehensive plan to protect its natural resources, encourage environmentally-friendly lifestyles and business practices.
- Opened a total of 6 "green" or LEED Certified fire stations, more than any city in the southeastern United States.
- Encouraged private businesses and residents to strive for LEED certification for their buildings by leading by example. The City-owned Amway Center, the new home of the Orlando Magic, is the only LEED Certified arena in the NBA.
- Led an effort to perform energy retrofits throughout the City, making homes more energy efficient and saving residents money on their power bills.
- Worked to expand the City's reclaimed water program. In 2011, Orlando will reuse 99% of its potable water, a first for any major U.S. Community.
- Partnered with our utility to expand solar power across Central Florida while also beginning to build the infrastructure to support electric vehicles.

#### **BOB VANDER WEIDE – ORLANDO MAGIC CHIEF EXECUTIVE OFFICER/VICE CHAIR**

Bob Vander Weide is chief executive officer/vice chair of the Orlando Magic. He also serves as chief executive officer of RDV Sports, named for Rich DeVos and the general partner of the Magic. Other RDV Sports entities include the RDV Sportsplex and Magic Carpet Aviation.

The 52-year-old Grand Rapids, Mich., native began his career with the Magic in 1992 as vice president of basketball operations and was named president in January of 1994, before shifting to his current position in July of 2010. His responsibilities include player planning and procurement, long-term strategic planning, and new business initiatives. Vander Weide is also very involved in all league issues and is a member of the NBA Board of Governors and the NBA Planning Committee. He has also been appointed to the Florida Olympics and Pan American Games Task Force.

Vander Weide played a key role in helping to secure a new state-of-the-art Events Center in Orlando. The Amway Center is part of a public community venues program that also includes a new Performing Arts Center and a renovation of the Citrus Bowl Stadium. The new Amway Center opens in

October 2010. In addition, the Magic also contributed \$12.5 million toward construction of five community recreation centers throughout Orange County, Florida, as part of its commitment to build the new Amway Center.

Vander Weide also was instrumental in bringing professional hockey and professional women's basketball to Orlando. From 1995-2001, the Orlando Solar Bears of the International Hockey League captured one division title (Central Division, 1995-96), three Eastern Conference crowns (1996, 1999, 2001) and the IHL's Turner Cup championship in 2000-01. In April of 1998, Orlando was granted a WNBA franchise. The Miracle finished its inaugural season in 1999.

Additionally, Vander Weide has guided the organization, in partnership with Florida Hospital, to create the RDV Sportsplex, a state-of-the-art health and wellness facility, which includes a world-class health club, medical offices, restaurant, retail shops, and front office facilities for the Magic. The RDV Sportsplex opened in February of 1998.

With the goal of a future NBA Championship for the city of Orlando, Vander Weide works closely with the leadership in basketball operations to ensure that team and player objectives are consistently met. He places a premium on the club's commitment to integrity, service, quality and consumer value, while also emphasizing the partnership among the community, fans, coaching staff, players, front office staff, and ownership family.

Besides handling his current duties with RDV Sports, he also maintains several business responsibilities in his hometown of Grand Rapids. Vander Weide serves as chairman of the RDV Corporation Investment Committee and is a member of the Board of Directors of RDV Corporation. Vander Weide stays involved in a variety of Orlando civic and community organizations and is chairman of the Orlando Magic Youth Fund, a fund of the McCormick Foundation. He was named *Orlando Magazine's* "Orlandoan of the Year" in 1997, chaired the 2000 Heart of Florida United Way Campaign in Central Florida, and was co-president of the American Cancer Society's 2002 Cattle Barons' Ball.

Bob and his wife, Cheri, reside in Grand Rapids, Mich., with their five children.

### **ALEX MARTINS – ORLANDO MAGIC PRESIDENT**

Alex Martins, who has spent 23 years in professional sports management and re-joined the Magic in June of 2005, was promoted to president on July 28, 2010. He served as the team's chief operating officer for the previous four years.

Martins, who served in various senior-level management capacities with the Magic between 1989-98 and the organization's executive vice president of

marketing and franchise relations in 2005-06, oversees the day-to-day business operations of the club, including marketing, ticket sales, season ticket services and operations, community relations, broadcasting, corporate partnerships, communications, government relations, arena development, and business strategy.

Over the past four years, Martins led the Magic in its business operations, while overseeing a ticket sales effort which saw the largest increase in attendance in the NBA, the most new sales and season tickets sold in the league in two of the last four years, the largest group sales effort in team history and the team's highest season ticket renewal rate over the last seven years. This season the Magic have built its season ticket base to its highest level in its history.

Over the last four years at the Annual NBA Sales and Marketing Meetings, the Magic organization was awarded the "New Full Season Ticket Award" twice for being No. 1 in the NBA in new full season tickets sold, a "90 Percent Renewal Award" for being just one of five teams to achieve a 90 percent or higher season ticket renewal rate in 2007, a "Sponsorship Account Performance Award" for the extraordinary number of accounts secured by the Corporate Partnerships Department and the "Retailer of the Year Award" for the team's retail sales performance. Throughout the meetings, the organization was used in best practice examples in several areas of the team's operation ranging from public relations/community relations synergy to game presentation. Martins has recently been named to the NBA Team Presidents Advisory Council.

Martins was instrumental in helping to secure a new state-of-the-art Amway Center in Orlando. The Amway Center is part of a public community venues program that also includes a new Performing Arts Center and a renovation of the Citrus Bowl Stadium. The new Amway Center is under construction and scheduled to open in October 2010. In addition, the Magic also contributed \$20 million toward five community recreation centers throughout Orange County, Florida, which are currently under construction, as part of its commitment to build the new Amway Center.

Martins originally joined the Magic as director of publicity/media relations in April 1989. In September of 1996, he was promoted to senior director of communications, overseeing all internal and external communications for the organization. He also previously served as the Chairman of the Board of the Magic Action Team Community Fund. The Magic Action Team Fund developed into the Orlando Magic Youth Fund, which has distributed nearly \$15 million to local non-profit organizations during the last 19 years. Additionally, Martins served on the developmental board which formulated the DeVos Sport Business Management Program at the University of Central Florida. The program has



been funded through a \$9 million endowment by Rich and Helen DeVos and awards dual Masters degrees in Sport Management and Business Administration.

Since leaving the Magic in 1998, he also has served as the senior vice president of marketing and branding for the NBA's New Orleans Hornets, and vice president of communications and public affairs with the NFL's Cleveland Browns. In 2003, he returned to Orlando to serve as vice president of sports ventures with the Tavistock Group. In his role with Tavistock, Martins served as tournament director of The Tavistock Cup, a PGA Tour-sanctioned event.

Martins started his career as a student assistant in the Villanova sports information department. He assisted in the Philadelphia 76ers public relations department from 1986-1988, and was also the assistant sports information director at Georgetown University (1988-89).

Martins currently serves as Secretary/Treasurer on the Executive Committee of the Metro Orlando Economic Development Commission, the board of directors of the Orlando/Orange County Convention & Visitors Bureau, the board of directors for Florida Children's Hospital, the board of directors of the Coalition for the Homeless and the Central Florida Commission on Homelessness, the board of directors of the Dr. Phillips Performing Arts Center and the Central Florida board of directors for Seaside National Bank & Trust. Martins is also the Chair of the Central Florida Partnership.

Martins earned his MBA from the University of Central Florida where he was recently inducted into the College of Business Administration's Hall of Fame. He also serves on the Dean's Executive Council for the College of Business Administration at UCF and was honored with the opportunity to serve as Commencement Speaker for the University's Commencement in August of 2008.

A native of Kearny, New Jersey, Martins earned a Bachelor of Science degree in business administration from Villanova, where he graduated from in 1986. He resides in Orlando, Fla., with his wife, Juliet, and daughters, Sophia (6) and Gabrielle (4).

## **THE DeVOS FAMILY**

The DeVos family purchased the Orlando Magic in September of 1991. At that time, family head Rich DeVos stated that the DeVos family is simply the team's current caretaker, making it clear that the real owners of the NBA franchise would continue to be the Central Florida community and the loyal Magic fans. Since purchasing the team, the franchise has won five division championships (Atlantic Division: 1994-95, 1995-96; Southeast Division: 2007-08, 2008-09, 2009-10),

two Eastern Conference titles (1994-95, 2008-09) and had six 50-win seasons, including a franchise-record 60 victories in 1995-96. The Magic have advanced to the playoffs 12 times and finished with a .500 record or better in 14 of the last 18 seasons.

The acquisition and operation of the Magic is a family affair involving Rich, his wife, Helen, and their four children and spouses; Dick and Betsy DeVos, Dan and Pam DeVos, Cheri and Bob Vander Weide, and Doug and Maria DeVos. As one of the two founding families of Amway Corp.—today a global leader in direct selling and a member of the Alticor Inc. family of companies—the DeVos family is one of the nation's most successful business stories in recent history.

Although the senior DeVoses have an established residence in southern Florida, the family was introduced to the Central Florida community during Orlando's drive to bring major league baseball to "The City Beautiful." An ensuing relationship was formed between the DeVos family and the city of Orlando.

The baseball venture left them with a heightened interest in professional sports ownership. The 84-year-old co-founder of Amway envisioned incorporating the philosophies that made him one of the most successful businessmen in America today with that of a solid, young NBA franchise. He understands the impact professional sports can have on the upcoming generation, and he is committed to ensuring the team provides a positive, encouraging example.

The DeVos family played a key role in helping to secure a new state-of-the-art Events Center in Orlando. The Amway Center is part of a public community venues program that also includes a new Performing Arts Center and a renovation of the Citrus Bowl Stadium. The new Amway Center opens in October 2010. In addition, the Magic also contributed \$12.5 million toward construction of five community recreation centers throughout Orange County, Florida, as part of its commitment to build the new Amway Center.

From 1995-2001, RDV Sports owned and operated the Orlando Solar Bears of the International Hockey League. During their six seasons of existence, the Solar Bears captured one division title (Central Division, 1995-96), three Eastern Conference crowns (1996, 1999, 2001) and the IHL's Turner Cup championship in 2000-01. Orlando compiled an all-time regular season record of 286-162-44 (.626), the best in the league over that time frame.

From 1998-2002, the Orlando Miracle of the WNBA was part of the RDV Sports portfolio. The Miracle played in their inaugural season during the summer of 1999 and made the playoffs in 2000.

RDV Sports, named for Rich DeVos and the general partner of the Magic, has been and continues to be an active partner in the Central Florida community. In February of 1998, RDV Sports, in partnership with Florida Hospital, opened the \$50 million, 365,000-square-foot RDV Sportsplex. The RDV Sportsplex is a state-of-the-art health and wellness facility, which includes a world-class health club, medical offices, restaurant, retail shops, and front office facilities for the Magic.

The DeVos family remains involved in numerous charities and community-enhancement endeavors, both in the Central Florida area and their hometown region of Grand Rapids, Mich. Bob Vander Weide serves as Chairman of the Orlando Magic Youth Fund, a fund of the McCormick Foundation. The Orlando Magic Youth Fund has positively impacted more than one million children. Through private donations, fund-raising events and contributions, nearly \$15 million has been raised and distributed to non-profit organizations that support the OMYF mission statement.

#### **ALLEN JOHNSON — ORLANDO VENUES, EXECUTIVE DIRECTOR**

Since September 2004, Allen Johnson has been the Executive Director of Orlando Venues which includes, the new Amway Center, Bob Carr Performing Arts Centre, Florida Citrus Bowl, Tinker Field, Thunder Field, Harry P. Leu Gardens, The Mennello Museum of American Art and Public Art. He has a BA in Psychology from the University of Central Florida. He successfully completed requirements for his Certified Facility Executive (CFE) designation, as well as a Certified Public Manager (CPM).

Allen currently serves on the IAVM Foundation, Central Florida Sports Commission Board, and the Florida Citrus Sports Board of Directors. Allen was the former Executive Director of The Lakeland Center for over 16 years, Assistant Manager of the West Palm Beach Auditorium & Stadium, Event Coordinator for the Orange County Convention Center in Orlando and Box Office Manager for the Tupperware Convention Center.

He was selected as a finalist for Facility Executive of the year in 2005 by *Pollstar Magazine*, the touring industry's leading publication. He was also recently elected as IAVM Treasurer, is a past president of the Florida Facility Managers Association and a current member of their Board of Directors. He has been inducted as a Junior Chamber of Commerce (Jaycees) Senator (their highest award).

Allen is married to Suzi and has two daughters, Savanna and Haley Shea.



## **Amway Center Fact Sheet**

**Opened:** October 2010

**Cost:** \$380 million (total construction cost)

**Location:** Downtown Orlando; bound by Church Street (north); Hughey Avenue (east); South Street (south); Division Avenue (west)

**Owner and Operator:** City of Orlando

**Primary Tenant:** Orlando Magic

**Functions:** NBA and collegiate basketball, arena football, indoor soccer, concerts, hockey, circuses, stage shows and exhibitions

**Design Architect:** Populous (formerly HOK Sport)

**Local Architects:** C.T. Hsu + Associates; Baker Barrios Architects, Inc.

**Construction Manager:** Hunt Construction Group in association with Rey Group, R.L. Burns, Inc., HZ Construction and Albu & Associates, Inc.

**Program Manager:** Turner Construction Company

**Theming and Environmental Graphics Designer:** RipBang

**"Champion of the Community" Founding Building Partners:** Harris Corporation; AirTran; PepsiCo; GEICO; Disney Parks; Florida Hospital

**Site Acreage:** 8.75 acres

**Number of Levels:** 8: Event Level (E); Mezzanine (Level 1); IOA Founders (2); Terrace (3); Club (4); Promenade (5); Sky (6); Press (7)

**Square Footage:** 875,000 square feet

**Seating Capacities:** 19,700 (center stage concert)

16,000 (end stage concerts)

18,500 (NBA)

20,000 (NCAA basketball)

17,200 (hockey/arena football)

**Premium Spaces:** 60 private suites; 2 bunker suites; 2 super suites; 1,400 club seats; 68 loge boxes (328 seats); and overall 17 hospitality areas available on a per event basis.

**Sustainable Design:** Anticipated LEED Certified: Sustainable building design will exist in various categories, including a sustainable site; water efficiency; energy optimization and atmosphere protection; materials and resource conservation; indoor environmental quality and health; and environmentally preferred operations and maintenance

**Technology:** Harris Corporation is the official technology partner for the Amway Center. The arena will have more than 1,100 screens of high-definition content via Internet Protocol Television and a state-of-the-art digital signage network which will maximize

fan engagement and interaction, distribute an unprecedented amount of patron information, as well as providing unlimited opportunities for advertisers and sponsors.

**MWBE Participation:** Commitment to Blueprint; Achieved in excess of 30 percent MWBE participation, above the benchmark goal of 24 percent.

**Amenities:** The new Amway Center will feature more value than ever before for ticket holders. All patron price levels will have access to premium amenities in the Amway Center such as:

- Budweiser Baseline Bar and Food Court
- Club Restaurant
- Nutrilite Magic Fan Experience and Orlando on Demand Info. Garden
- STUFF's Magic Castle presented by Club Wyndham
- Coors Light Mountain Bar; Gentleman Jack Terrace; Ozone Bar; Sky Bar
- Outdoor plaza and covered box office
- Retail stores and novelty stands
- Multiple, wider concourses with convenient access to concession stands and restrooms.
- Improved sightlines for all locations and wider seats.
- Unmatched technology, featuring 1,100 digital monitors and the tallest, high-definition videoboard in an NBA arena.
- Accessible seating in all seating levels and for all seating products.
- Parking: 11,000 parking spaces available to the public within 14 garages and surface lots near the Amway Center. There are: 5,000 spaces less than a five-minute walk, of which 2,100 are directly adjacent; 2,500 spaces between a 5-10 minute walk and 3,400 spaces via Lymmo, the downtown circulator; All parking locations will have accessible parking.

**Amway Center Additional Features:**

- Iconic 180 foot-tall tower with sky bar and sky terrace at top
- Graphic wall on I-4 exterior façade
- 31,000 SF arena floor can be used for exhibition/trade show space, banquets and meetings
- Six banquet rooms and a board room on IOA Founder's Level
- Information kiosks distributed throughout the arena
- Enclosed pedestrian bridge to connect to GEICO parking garage
- Two street-level retail locations on Church Street, including Metro PCS digital loft
- Terrace concourse with average 30' width
- State-of-the-art Daktronics center-hung scoreboard with video capability; auxiliary boards located throughout the seating bowl; two LED ribbon boards, one 270-degree on the IOA Founder's Level and a 360-degree board on the Club Level fascia
- Full basketball practice court that can also be used for events seating up to 500 people
- Two NBA locker rooms; home hockey locker room; home arena football locker room; visiting hockey/arena football locker room; officials' locker room; six star performer dressing rooms; green room for staging and hospitality; additional auxiliary locker room for show personnel
- 13,500 SF of office space for team administration and 15,000 SF for City Venue administration
- Media interview room and working media facilities on Event Level

- Eight enclosed truck docks and ramp
- Wide variety of food & beverage options
- ADA accessibility on every level
- 18 men's restrooms and 19 women's restrooms
- 18 elevators
- Minimum one concession point of sale for every 125 spectators
- ATM machines at each entrance lobby

**Ticket Pricing:** The Orlando Magic will continue its practice of affordable pricing options in the new Amway Center. Ticket highlights for 2010-2011 in the new Amway Center include:

- 2,500 seats priced \$15 or less, 7,000 seats priced \$25 or less, and 10,000 seats priced \$50 or under per game, while supplies last.
- For the first time ever, the introduction of a \$5 per game ticket (more than 600 available).

**Design Principles:** Amway Center is designed to reflect the character of the community, meet the goals of the users and build on the legacy of sports and entertainment in Orlando. The building's exterior will feature a modern blend of glass and metal materials, along with ever-changing graphics via a monumental wall along one façade. A 180-foot tall tower will serve as a beacon amid the downtown skyline.

**Civic Building:** Created a community gathering place for Orlando and Central Florida, with a clear front door.

**Context:** Designed each façade with respect to its distinct environment; responded to the neighborhoods immediately adjacent to the specific façade.

**Sustainable:** Implemented design strategies to create one of the country's most environmentally friendly arenas.

**Indoor-Outdoor:** Celebrated Central Florida climate by allowing movement indoors and out.

**Front porch:** Created an entry design element that relates the design to local architecture.

**Landscape:** Integrated a variety of native landscape forms of various scale and type.

**Pattern and Texture:** Used a variety of design elements in both horizontal and vertical surfaces.

**Alive:** Brought the building to life with color, graphics and signage.

**Public Art:** Identified key locations for public art to further define the building's personality coordinated by Sports & The Arts.



## Amway Center: By the Numbers

**270,181,975**

Pounds of concrete used to build the Amway Center.

**9,400,000**

Pounds of total steel used to build the Amway Center, including six, 380-foot, 150-ton roof trusses which were locally fabricated just six miles from the arena site. The total length of all arena steel roof framing equals 55,287 feet or 10.5 miles.

**9,000,000**

Number of LED lights in the center-hung videoboard, the tallest and most high-definition in an NBA venue measuring in at 42 feet high and weighing in at 80,000 pounds.

**875,000**

Square footage of the new Amway Center – almost triple the size of the old 367,000 square foot arena.

**800,000**

Gallons of water saved annually in the environmentally-friendly building which employs a rain water collection system for irrigation and high-efficiency water flow fixtures in restrooms. Water consumption will be reduced by 40 percent over a comparably sized building.

**750,000**

Estimate dollars in annual energy savings because of the high efficiency "green" systems in place in the Amway Center. Overall the environmentally-friendly systems will cut energy consumption by 24 percent over a comparable, code compliant, designed building.

**20,000**

Maximum number of seats in the flexible Amway Center. Orlando Magic seating will be 18,500.

**13,000**

Number of light fixtures in the building.

**10,000**

Number of parking spaces within a 10-minute walk of the arena.

**7,000**

Number of Magic tickets priced \$25 or less, including the first-time ever introduction of \$5 tickets (while supplies last).

**2250**

Number of construction workers who built the Amway Center.

**1,196**

Number of plumbing devices in the building, including 563 toilets/urinals.

**1,100**

Number of high-definition video displays in the new Amway Center.

**470**

Combined number of devices used (240) to make the Amway Center wireless, and touch screen control-based units (230) for patrons to order food, beverages and merchandise.

**340**

Number of pieces of art work (140 original pieces and 200 museum quality photographs) in the Amway Center, as part of the public arts program for the building. Fourteen Central Florida artists contributed an estimated 110 pieces to the collection.

**248**

Combined number of Pepsi soda taps (113) and beer taps (135) in the building.

**227**

Food and beverage points of sale in the new Amway Center. There are 18 permanent concession stands and 45 portable units, while 40 percent of the stands have cooking capability.



**180**

Feet the iconic spire atop the tower overlooking downtown reaches into the sky.

**177**

Number of local/minority and women-owned companies that were awarded contracts to construct the Amway Center. Of the total businesses, which received more than \$90 million in contracts, 67 were African-American-owned, 52 women-owned, 36 Hispanic-owned, 20 Asian-American-owned, two Native-American-owned.

**68**

Number of loge boxes.

**60**

Number of suites.

**48**

Miles of cable used to wire the Amway Center.

**37**

Number of restrooms (19 women's/18 men's) in the new Amway Center, as compared to just eight restrooms in the old building.

**20-24**

The range of seat widths in inches in the new Amway Center, compared to an average 18-inch width in the old building.

**18**

Number of elevators, compared to four in the old building. In addition there are 19 staircases and six escalators easing vertical travel over the seven levels of the building.

**17**

Number of hospitality spaces available for rent on a per event basis.

**10**

Fan interactive areas open to all level of ticket buyers, highlighted by the Nutrilite Magic Fan Experience, Orlando on Demand Info. Garden, STUFF'S Magic Castle presented by Club Wyndham, the Budweiser Baseline Bar and Gentleman Jack Terrace.

**9**

Number of retail locations, anchored by the Orlando Magic's Team Shop, presented by adidas.

**9**

Miles of pipe in the event floor used to make and melt the ice surface.

**5**

Number of public concourses in the new Amway Center, averaging 30-feet in width, compared to one twenty-foot wide concourse in the old building.

**Key Dates:**

**July 26, 2007** -- By a 5-2 vote, the Orange County Commission approves a public building program that includes a new state-of-the-art events center, a new performing arts center, and a renovation of the Citrus Bowl Stadium. By a 6-1 vote, the City of Orlando gave its approval July 23.

**July 25, 2008** -- The official groundbreaking celebration is held.

**August 5, 2009** – The new downtown events center is named Amway Center.

**October 1, 2010** – The Amway Center opens, as the public is invited for the first time.



## **Amenities for All Levels of Patrons**

What truly makes Amway Center unique is the technology and the level of amenities available to every ticket-buyer. The facility will feature the Budweiser Baseline Bar and Food Court, the Club Restaurant, the Nutrilite Magic Fan Experience and Orlando on Demand Info. Garden, STUFF's Magic Castle presented by Club Wyndham, multiple bars, Gentleman Jack Terrace—overlooking downtown Orlando and several retail stores and novelty stores.

And the facility promises to be affordable to Magic fans on several different levels. For Magic games, there will be 2,500 seats priced \$15 or less, 7,000 seats priced \$25 or less and 10,000 seats priced \$50 or less. And for the first time ever, the Magic will be offering approximately 600 \$5 tickets to each game.

The overall goal, President Alex Martins said, was to make more amenities available to fans in the facility regardless of whether they are spending \$5 or \$500 for a ticket.

“We've designed a facility that has so many built-in amenities for every level of ticket-buyer,” he said. “So many of these buildings in the past have been designed where a lot of the amenities have focused only on the premium ticket-buyer, the courtside seat holder or the club seat holder. But here with the new building, we have bars, restaurants and clubs on every level for every ticket-buyer. And that's for Magic games and every event. So it really is going to be a building that has a high level of amenity for everybody.”

And because the entire facility will be digitally wired by Harris Corp., the look of the venue will change from night to night depending on the event taking place.

Advertising boards can be changed in various parts of the building to target certain demographics of people. Digital menus can be adjusted easily from night to night, allowing changes whether the facility is hosting a Magic game, a Latin concert or a motivational speaking tour.

The bigger size, flexibility and advanced technology will allow Orlando to attract bigger concerts, major political conventions and compete for more major sporting events such as the SEC, ACC and NCAA tournaments.

Orlando Mayor Buddy Dyer adds, the true selling point of the facility is that it will bring a better sense of enjoyment for the arena's patrons. "I think the community recognizes this will give us the opportunity to attract all of those events, but what people don't recognize is how significantly improved this building is going to be over the current Amway Arena," Dyer said. "When patrons enter the building for the first time, they are going to be incredibly surprised by the level of amenities, the level of technology and the level of comfort that we're going to have throughout the building."

## **Amway Center Amenities:**

### **AirTran Airways Flight Deck**

Located on the Terrace Level (Level 3), the AirTran Airways Flight Deck provides a unique hospitality experience for approximately 30 guests during each Orlando Magic home game. The area resembles the interior of an AirTran Airways aircraft and features two AirTran business class seats. A private bar and airline features highlight the private area. To purchase tickets in the AirTran Airways Flight Deck, please call 407.89.MAGIC and select option "2" or go online to [www.amwaycenter.com](http://www.amwaycenter.com)

### **All-Star Decks**

Located immediately in front of the Silver Suites on the Club Level (Level 4), there are two All-Star Decks, making them one of the most unique entertainment spaces in Amway Center. Each All-Star Deck features 16 ledge seats, five high top tables and VIP Club access. If booked for a Magic home game, 36 game tickets would be included. Bookings also available for other select Amway Center events. For booking and additional information, please call 407.89.MAGIC and select option "2".

### **Budweiser Baseline Bar**

Located on the south end of the Terrace Level (Level 3), the Budweiser Baseline Bar will be one of the most prominent fan features of the Amway Center, serving as a popular destination for fans from one hour pregame through the third quarter. Open to the bowl, it is a great place for everyone to enjoy a Budweiser and other spirits, while never losing sight of the action on the Event Level. It is conveniently located right across from concessions and open to all that have a ticket to the event.

The Budweiser Baseline Bar will be open during Predators games and during non-sporting events when appropriate.

### **Club Level**

The Club Level (Level 4) located just above the Terrace Level (Level 3), offers exclusive amenities that dial up the sophistication. With its refined wood-trimmed concourse, this level features upscale concessions, private lounges and bathrooms, and a restaurant that is a destination in itself. Some of the things you will find on this level:

- Parquet "Club Level" Club
- Club Level Restaurant
- Presidents Suites
- Loge seating
- Legends Suites
- Premium Club seats
- Silver Suites
- All-Star Decks
- MVP tables
- Turning Leaf Wine Bar

Access: reserved for those with seats or suites on the Club Level or for those with reservations to Club Level Restaurant.

### ***Coors Light Mountain Bar***

The Coors Light Mountain Bar provides fans with the opportunity to cool down with an ice cold Coors Light and other spirits before and during Amway Center events. The Coors Light Mountain Bar is located on the north side of the Terrace Level concourse and overlooks the main lobby.

### **Event Level**

The Event Level is located on the street level of the building and is the main entrance for patrons to enter. Some of the destinations to look for on the Event Level:

- Outdoor plaza
- Orlando Magic Team Shop presented by adidas
- Covered box office and will call
- Metro PCS Digital Loft
- Mercedes-Benz Star Lounge
- Courtside seating
- Superstar seating
- Chairman's Suite presented by the Ritz-Carlton Destination Club

### ***FAIRWINDS Tower Room***

Feel the pulse of I-4 down below while you host an event in this architecturally unique part of the Amway Center, available every hour of everyday year round.

Surrounded by windows and downtown views, this deluxe hospitality room offers exquisite meeting space that is sure to impress. For information on how to reserve the *FAIRWINDS* Tower Room, please call 407.89.MAGIC and select option "2" or visit [www.amwaycenter.com](http://www.amwaycenter.com) and click on "event hosting".

### **Fan Fest**

Fans are invited before each Orlando Magic home game to the new Fan Fest at Amway Center on Church Street, which will be closed for Magic games beginning two hours prior to each Orlando Magic home game. Fans can enjoy live music and interactive games with food and beverage will be available for purchase. Fan Fest is open to the public.

### **Fan Zone (OZONE)**

Orlando Magic: The Fan Zone, also known as the Ozone, is located on the Promenade Level (Level 5) on the south side of the building. The area is designed to entertain fans during Orlando Magic games and includes STUFF's Magic Castle presented by Club Wyndham, a game area as well as a fun concession spot that opens to the bowl so you never lose sight of the action. The kids' retail store presented by adidas is also located in the Ozone, offering newborn (0-9 months), infant (12-24 months), toddler (2T-7), and youth (8-20) sizes as well as assorted plush, mini-basketballs, jerseys and other youth novelty items.

### **Gentleman Jack Terrace**

Enjoy contemporary open-air setting in the Gentleman Jack Terrace while catching game highlights on the mounted flat screens, or simply relax with friends while overlooking the buzz on the Church Street plaza below. With a full bar and the city as your backdrop, Amway Center's front porch is always inviting. The Gentleman Jack Terrace is open one hour before, during, and one hour after Amway Center events.

### **Hospitality**

The Amway Center features up to 17 hospitality spaces for rental on a per event basis (6 Hardwood Suites; 4 Silver Suites; 2 All Star Decks; 1 Air Tran Flight Deck, 3 IOA Founders Rooms, 1 Fairwinds Tower Room). Such hospitality areas offer maximum flexibility with space to accommodate fans ranging from 24 to 60 tickets. Hospitality areas are located on the three levels of Amway Center, the IOA Founders Level, just 19 rows from the floor, the Terrace Level and the Club Level, and come with a multitude of catering options and meeting space for groups/businesses.

### **IOA Hardwood Suites**

Located on the IOA Founders Level (Level 2), the IOA Hardwood Suites offer a totally new meeting experience. With executive level décor and service, and a

view of all of the action in the bowl, executives will look forward to meetings in these hospitality suites. The area accommodates up to 30 people and is available for all Magic home games, and select non-Magic events. Please call 407.89.MAGIC and choose option "2" or go online to [www.amwaycenter.com](http://www.amwaycenter.com) or [www.orlandomagic.com](http://www.orlandomagic.com) for more information on this premium seating.

### **IOA Founders Level**

The IOA Founders Level provides the ultimate in service, comfort and amenities. Home to the 32 Founders Suites that are located just 19 rows from the event floor, this level comes complete with concierge services and suite attendants to cater to the specific needs of each individual private party. Some of the things that you will find on the IOA Founders Level:

- Concierge desks
- IOA Hospitality rooms
- IOA Hardwood suites
- Founder suites

Access: reserved for suite holders and their guests

### **Founder Suites**

Located only 19 rows from the floor on the IOA Founders Level, the Founder Suites redefine the game-time and mega-event experience. There are 32 Suites offering the height of luxury combined with some of the best views of the action. Only patrons with Founder Suite tickets have access to the IOA Founders Level. For information on all Amway Center premium seating, please call 407.89.MAGIC and select option "7" or visit [www.amwaycenter.com](http://www.amwaycenter.com).

### **Kia Motors Terrace**

Located on the Terrace Level (Level 3), the Kia Motors Terrace provides a unique hospitality experience for up to 30 guests. This area resembles an upscale contemporary showroom with a Kia Motors vehicle featured on a central platform. Please call 407.89.MAGIC and select option "2" for more information on utilizing this space for your events.

### **Kids' Retail Shop presented by adidas**

The kids' retail store presented by adidas is located on the Promenade Level (Level 5) in the southwest corner of the building next to STUFFs Magic Castle. We offer newborn (0-9 months), infant (12-24 months), toddler (2T-7), and youth (8-20) sizes as well as assorted plush, mini-basketballs, jerseys and other youth novelty items.

### **Legends Suites**

There are two Legends Suites located on the Club Level of Amway Center. This is premium seating for Legends Suites ticket holders only featuring all-inclusive food, limited beverage and tickets to all events at Amway Center. Legends

Suite seat holders receive access to the Club Level including the Parquet "Club Level" Club For more information on Legends Suites seating, please call 407.89.MAGIC and select option "7", or visit [amwaycenter.com](http://amwaycenter.com) for more information.

### Level Names/Numbers

- Event Level (Level E)
- Mezzanine Level (Level 1)
- IOA Founders Level (Level 2)
- Terrace Level (Level 3)
- Club Level (Level 4)
- Promenade Level (Level 5)
- Sky Level (Level 6)
- Press Level (Level 7)

### Loge Seating

Located on the Club Level (Level 4), loge seating offers your own space for four or six people and is accessible for all Amway Center events (available for non-Magic events to loge owner as right of first refusal). Loge seat holders receive in-seat service, VIP parking and have access to the Club Level including the Parquet "Club Level" Club. For more information on loge seating, please call 407.89.MAGIC and select option "7".

### Luxury Suites

Luxury Suite seating is located on the IOA Founders Level and on the Club Level. Founders and Presidents Suites are secured on a contractual basis only. Individual event hospitality rentals are available on both the IOA Founders and Club Levels. For information on individual suite rentals, please call 407.89.MAGIC and select option "2". For more information on becoming a luxury suite owner, please call 407.89.MAGIC and select option "7", or visit [amwaycenter.com](http://amwaycenter.com) for more information.

### Magic Team Shop presented by adidas

The team shop is located on the Event Level (Level E) at the corner of Church Street and Hughey Avenue. Hours of operation for the store will vary between non-event days, non-Magic event days, and Magic game days. Hours of operation are:

Non-Event Days	<b>Monday-Saturday</b>	10:00 a.m. – 7:00 p.m.
	<b>Sunday</b>	Closed
Magic Game Days	<b>Monday-Saturday</b>	10:00 a.m. – 5:00 pm; 6:00 pm – 10:30 pm
	<b>Sunday</b>	Doors open – Doors close
Non-Magic Event Days	<b>Monday – Saturday</b>	10:00 a.m. – 7:00 p.m.



## **Sunday**

Closed

\*\*For Magic game days, the Team Shop will remain open for 30 minutes upon the conclusion of the game. Game day hours are subject to change based on tip-off times for each home game. The store will accept the following credit cards: American Express, Visa, MasterCard, and Discover. For information visit [www.orlandomagicshop.com](http://www.orlandomagicshop.com) or call 407-440-SHOP.

### **Magic Retail Shops presented by adidas**

Orlando Magic and NBA merchandise can be purchased at nine different locations around the Amway Center. Jerseys, apparel, hats, and novelties can be found in designated retail store locations. Full season ticket holders receive a 10% discount when they provide their STH ID. Additionally, a personalized jersey station is located at the northwest Promenade Level Novelty Booth at section 215. Merchandise can also be purchased online by visiting the official Orlando Magic Team Shop at [www.orlandomagicshop.com](http://www.orlandomagicshop.com). All stores will accept American Express, Visa, MasterCard and Discover. Retail store offerings are often changed to provide new choices, but some of the current specialty stores provide the following.

The Team Shop will offer a wide variety of Officially licensed Orlando Magic products, including men's, women's and youth apparel, hats, jerseys, novelties, wall decorations, glassware, automotive items, basketballs, footwear, golf merchandise, and personalized jerseys.

### **Mercedes-Benz Star Lounge**

Located on the Event Level (Level E) near the Orlando Magic locker room, the Mercedes-Benz Star Lounge is the exclusive destination for courtside and superstar season ticket holders during Orlando Magic home games. Only ticket holders sitting in rows 1-3 on the floor, and in rows 1-7 of superstar seating will have access. Once access is gained in-game, it is not transferrable for that, Mezzanine and Terrace Levels and 100 level accessible ticket. With plenty of room to eat, mix and mingle – along with all-inclusive food and beverage – the game is on like never before. Please call 407.916.2833 for more information about the Mercedes-Benz Star Lounge. For non-sporting events, please contact the catering sales manager at 407.440.7085.

### **Merchandise**

The Amway Center has many points of sale where guests may purchase merchandise at an event. Merchandise stores are located on the north side of the Event Level (Level E), in each of the corners of the Terrace Level (Level 3), and the north and south side of the Promenade. For more information see, Magic Team Shop.

### **Metro PCS Digital Loft**

The Metro PCS Digital Loft provides fans with an interactive experience featuring touch screen games, cell phone charging stations, new mobile applications and more. The 950 square foot space is located next to the box office, and within the main lobby. Fans can access the space from the exterior of the building, as well as through the main lobby.

### **MVP Tables**

MVP Tables are located on the Club Level (Level 4) and offer a premium view of all the action of Magic home games and non-Magic events and shows. MVP Table seat holders have access to the Club Level and all its amenities including the exclusive Turning Leaf Wine Bar. For more information on this premium product, please call 407.89.MAGIC and select option "7".

### **Nutrilite Magic Fan Experience**

Located on the east Terrace Level (Level 3), the Nutrilite Magic Fan Experience is an interactive area that features a journey through moments that bring the history of the Orlando Magic and it's players to life. Biographies, timelines and personal narratives take you through Magical moments of the team's storied past. With optimal health at the heart of the Nutrilite brand, the Nutrilite Magic Fan Experience offers a Life Age Calculator and an interactive simulation basketball game that allows the fan to become part of the game action.

### **Orlando on Demand Info. Garden**

Located on the west Terrace Level (Level 3), Orlando on Demand Info. Garden is the place for Amway Center visitors to learn about what's going on in Orlando and the countless things to see and do that give the city its local flavor. This interactive info garden will keep guests in the know about anything that's coming up in and around Amway Center and features Orlando's great sports legends in the Central Florida Sports Hall of Fame.

### **Premium Club Seats**

If you are attending an event with a club seat ticket, you may enter through any general public gate. You must then access an elevator or stairwell in either the northeast, northwest, or southwest corner of the building to gain entry to the Club Level. Your club seat ticket also allows access to all Club Level amenities including the Turning Leaf Wine Bar, located at the northwest end of the Club Level. Club Level seats are a Magic season ticket that offers right of first refusal seat access to most major non-Magic events. For more information, please call 407.89.MAGIC and select option "7", or go online to [www.amwaycenter.com](http://www.amwaycenter.com) for more information.

### **Presidents Suites**

There are 28 Presidents Suites located on the Club Level (Level 4) only 27 rows from the floor. Patrons with Club Level tickets have access to this premium level, which includes the Parquet Club. Presidents Suite ticket holders have access to most Amway Center events. Please call 407.89.MAGIC and select option "7", or go online to [www.amwaycenter.com](http://www.amwaycenter.com) for more information.

### **Promenade Level**

Surprise and delight wait you around every corner of the Promenade Level (Level 5). With multiple conveniently-located concessions providing a variety of offerings, and interactive zones for kids and teens, this level makes coming to Magic games the ultimate entertainment experience for fans of all ages. Some things you will find on the Promenade Level:

- STUFF's Magic Castle presented by Club Wyndham
- O<sup>3</sup> Bar
- Kid's Stuff retail shop
- Teen zone and game area
- Promenade seating sections I through IV

### **Silver Suites**

Available on a per event basis, these four (4) suites are just 27 rows from the floor on the Club Level (Level 4). Each suite features private access via VIP elevators, an exclusive concourse and concierge service to make certain that each of your guests truly feels like a VIP. Each Silver Suite features 16 fixed in-bowl seats plus additional ledge seating, and club access. If booked for a Magic home game, 24 game tickets will be included. For booking and additional information, please call 407.89.MAGIC and select option "2", or go online to [www.amwaycenter.com](http://www.amwaycenter.com) for more information.

### **Sky Bar**

Experience the best view our city has to offer 100 feet up at the top of the Amway Center tower, and enjoy the open air atmosphere of the Sky Bar. It presents the perfect destination to escape the postgame traffic and prolong the celebration.

### **STUFF's Magic Castle presented by Club Wyndham**

STUFF's Magic Castle, a children's play area for kids ages 2 -12, is located on the Promenade Level (Level 5) in the southwest corner of the building. This unique Amway Center experience is available whenever the doors of Amway Center are open to the public. While there, kids can take their pictures with STUFF during pregame of any Magic home game, climb their way through STUFF's amazing castle, play a game of S-T-U-F-F (his version of H-O-R-S-E) or just shoot some hoops, try out their dunk skills like Dwight, or test their memory by playing STUFF's

Match Game. Just like the big green dragon himself, there is always something fun going on in STUFF's Magic Castle!

### **Superstar Seating – Orlando Magic**

Superstar seating is located in the first seven rows of sections 104, 105, 106, 107, 113, 114, 115, and 116. Superstar seats are sold on a season ticket holder only basis, and offer access to the Mercedes-Benz Star Lounge for all Magic home games (which features all inclusive food and limited beverage). For more information on superstar seat season tickets, please call 407.89.MAGIC and select option "1", or go to [www.orlandomagic.com](http://www.orlandomagic.com).

### **Team Shop presented by adidas**

The team shop is located on the Event Level (Level E) at the corner of Church Street and Hughey Street. For more information, please see Magic Team Shop presented by adidas.

### **Terrace Level**

The Terrace Level (Level 3) has something for every fan with interactive attractions like the Orlando on Demand Info. Garden and the Nutrilite Magic Fan Experience; to food options that cater to a variety of tastes ranging from burgers to ice cream to hot dogs and barbecue. All ticket levels are invited to feel the excitement from the prominently displayed Budweiser Baseline Bar and the food court area on the south concourse; or travel north to feel the chill of the Coors Light Mountain bar overlooking the bustling main lobby. The Terrace Level is a destination with myriad options:

- Coors Light Mountain Bar
- Budweiser Baseline Bar
- GEICO Gateway
- Orlando on Demand Info. Garden
- Nutrilite Magic Fan Experience
- Gentleman Jack Terrace
- Magic Retail Stores presented by adidas
- Souvenir Stands presented by adidas
- Terrace seating sections I-VII
- AirTran Airways Flight Deck
- Kia Motors Terrace

### **The Tower**

As the signature design element of the Amway Center, the tower features a spire rising 180-feet in the sky and translucent stainless steel mesh illuminated by LED lights. This will allow for an ever-changing kinetic light display that changes color based on the events inside the Amway Center. It will create an iconic feature and beacon for the Amway Center and for downtown Orlando.

Destinations that you will find in the tower:

- Sky Bar
- FAIRWINDS Tower Room
- Orlando Magic Team Shop presented by adidas
- Gentleman Jack Terrace

### **Turning Leaf Wine Bar**

Located on the Club Level (Level 4), the Turning Leaf Wine Bar will provide an upscale atmosphere playing host to an array of Turning Leaf Wines and a full liquor bar.



## **Most Technologically Advanced Building in North America**

The most technologically-advanced arena ever constructed, the Amway Center will offer patrons a revolutionary broadcast experience. For the first time ever, patrons will experience the action as it is happening and this technology will provide unparalleled access for today and tomorrow's mobile devices. As the official technology provider of the building, Harris Corporation has been engaged in the Amway Center project from the early stages including, design, engineering, systems architecture and build-out. Through this partnership, the Amway Center will feature:

- The world's most sophisticated High Definition broadcast center, powered by Harris technology, will simultaneously control all 1100+ HD screens throughout the Amway Center – showing the game live, replays, advertising, statistics and individual player highlights – with 10X the resolution of current technology. This will also be a first for a sports arena.
  - The building includes the capability to address 1100+ screens at the same instant so that they pop with a single image, or the ability to address each part of each screen with a different message or video clip, or spanning a single image across multiple screens and animating it.
  - All digital signage will be connected too, so parking, traffic, directional and safety message can be broadcast throughout the Amway Center.
- For the first time in a sports environment, Amway Center is introducing touch screen ordering. Through a partnership between Levy Restaurants and Harris, fans in the Loge seats and MVP Party Tables on the Club Level are able order via tabletop touch-screen monitors, which are automatically fed to the Sear and Sizzle concession stand for ease of

ordering. The ordering system allows for customization of toppings and tabulates the pricing as guests make their choices.

- Hundreds of journalists and media will be able to connect and report live from events like the 2012 NBA All-Star game in Orlando – including video, still images, voice and data – which will be broadcast worldwide in real-time and with exceptional HD quality.
- Technology that is virtually “future proof” – providing the platform for evolution such as, providing at-home tools for fans to actively engage in the Center experience.
- Social Media Enabled – working with the concessionaire, Harris will deliver managed social media marketing services that reward Orlando Magic fans with special offers and contests via multiple social media platforms and mobile devices. Magic Fans can opt in to receive offers during events.
- 24/7/365 Remote Management and Monitoring is integral to Center operations, with secure and reliable continuity of service solutions.

Building on the technology in the building, Daktronics was selected to design and manufacture more than 50 full-color LED displays for the Amway Center, including one of the world's largest suspended scoreboards. Orlando's Amway Center will be the first in the world to utilize high resolution 6 mm surface mount LED-pixel technology on all the center-hung scoreboard digital displays.

Additionally, Daktronics' NBA statistical interface provides the ability to immediately present an incredible variety of player and team statistics to fans.

The Daktronics center-hung scoreboard dimensions:

- 42 feet by 41 feet by 41 feet (HxWxD), making it the largest of any NBA arena
- 18 displays with more than 9 million individual LEDs
- Four primary high definition LED video displays with 840 lines of resolution
- Eight auxiliary video/scoring/statistics displays
- Two LED ring displays.

Complementing the primary scoreboard will be two LED ribbon boards mounted on the interior facade of the seating decks. One 360-degree display will encircle the entire seating bowl and measure more than 1,100 feet in circumference. The second will measure more than 750 feet in length.

The integrated display system will continue on the outside the building. The Amway Center will be the first sports and entertainment venue in North America to use Daktronics ProPixel® freeform LED technology on the building exterior. This unique technology will be mounted on the exterior of the building in an open-air concourse area creating a signature marquee display. The marquee's full-color ProPixel® LED strips allow for great visibility and image clarity for those viewers in front of the display, while allowing those behind the display to see through it. This exterior display measures approximately 46 feet high by 54 feet wide.

Additional Facts About the Integrated Display System:

- 11.5 million individual LEDs will be used in all the interior and exterior displays within the integrated system
- Video displays have the capability to show 4.4 trillion different shades of color
- An estimated 10 miles of wiring will provide power and signal to the system's displays
- The center-hung scoreboard will weigh more than 40 tons and be suspended, raised and lowered with a 85,000 lb. capacity Vortek® hoist.
- Transparent LED shot/game clocks and time expiration light strips on the backboards

The technological advancements within Amway Center continue into the food service and concession areas through a partnership between Harris and Levy Restaurants.

- Debuting for the first time in a sports environment, Amway Center is introducing touch screen ordering. Fans in the loge seats and MVP party tables on the Club Level are able order via tabletop touch-screen monitors, which are automatically fed to the *Sear and Sizzle* concession stand for ease of ordering. The ordering system allows for customization of toppings and tabulates the pricing as guests make their choices. Amway Center is the first arena to debut this technology.
- All 20 concession stands will be equipped with digital menu boards. There are many benefits to digital menu boards including:
  - Giving the arena flexibility to easily customize menus based on the type of event and changes in seasonal offerings. This means Levy Restaurants can easily create customized menus based on audience preferences and seasonal availability of ingredients.
  - Visually digital menu boards allow for the presentation of digital photos of select menu items, which is ideal when introducing new menu items to guests.



- o The ability to quickly update the boards also allows Levy Restaurants to rotate offerings and specials throughout the span of an event, which means different items can be featured in the first quarter versus the fourth quarter.

## **Amway Center Technology Press Releases**

### **State-of-the-art IPTV, Digital Signage Media Workflow will revolutionize how team interacts with fans and the community**

April 20, 2009

Harris Corporation (NYSE:HRS), an international communications and information technology company, has engaged in a multi-year agreement with the National Basketball Association's Orlando Magic to create a first-of-its-kind broadcast and IT advanced media workflow in the team's new arena. Set to be the most technologically advanced arena ever constructed, the Amway Center will offer fans unprecedented access to event coverage, both inside and outside the arena, and provide significant new revenue-generating opportunities for advertisers and sponsors.

The state-of-the-art Harris technology solution comprises a high-definition (HD) video production and distribution and Internet Protocol TV (IPTV) system, integrated with digital signage, which will allow the Magic to address individual displays throughout the arena with replays, highlights, local messaging and out-of-home advertising, and deliver stunning HD images that enhance the fan experience. In a departure from typical workflow designs in other venues, the Harris system will provide fans unprecedented access to a universe of information, merchandise and services. The highly integrated workflow will also enable the organization to enjoy improved staff efficiency, while at the same time enhancing the Magic brand.

"Working with an industry leader of Harris Corporation's caliber as we take on this massive technical challenge gives us great sense of confidence," said Orlando Magic President Alex Martins. "As a result of this partnership, everyone who visits the new Amway Center will enjoy a unique level of fan engagement and an unparalleled experience, and our arena will undoubtedly become a technological showcase and the new standard for sports and entertainment venues worldwide."

“Because the Amway Center is the most technologically-advanced sporting venue in the country, the fan experience will be second to none,” said City of Orlando Mayor Buddy Dyer.

In addition to being named the Official Technology Provider for the initiative, Harris will also become the inaugural “Champions of the Community” partner for the new Amway Center. “Champions of the Community” partners are an elite tier of brands who are committed to the Orlando and Parramore community.

“We are pleased to team with the Orlando Magic to create this state-of-the-art entertainment venue,” said Tim Thorsteinson, president of Harris Broadcast Communications. “For Harris, The Amway Center will be an incredible showcase of our unique ability to power an end-to-end, advanced media workflow. For the Magic, this one-of-a-kind venue will enable the team to achieve unmatched customer/fan intimacy, realize many new revenue-generating opportunities and position the Magic as the most progressive professional sports organization in the industry.”

Built around file-based workflows that merge broadcast technology with IT infrastructure, the Harris systems will be designed and managed by Harris Broadcast Communications and Harris IT Services. Under Harris IT Services management, the Harris team will deliver a cost-effective, streamlined managed solution for the Magic and the City of Orlando, including a five-year, full product and network support program.

The comprehensive Harris production and distribution system will include all the components the Magic needs to present event action on scoreboards, television monitors in suites and digital signage throughout the arena and in Interactive Fan Zones in the front lobby of the arena and in the parking garage entrances.

### **Digital Signage and IPTV Network**

Combining IPTV and digital signage over the same network will allow the Magic to address individual displays in lobbies, concourses, concession areas, loges and luxury suites with individually tailored messaging and video. On-the-fly, displays can be driven to show high-impact replays and highlights, venue and other local messaging, out-of-home-advertising (OOHA), or any combination of the three — providing a richer fan experience and much greater value to the Magic’s advertising customers.

### **Control Room and Infrastructure**

The world-class Harris range of signal processing, routing, test and measurement, networking, fiber optics and monitoring products will be deployed to ensure smooth signal flow and optimal quality throughout the venue. Harris multi-viewers will be combined with remote monitoring to provide the Magic with control room access to content running anywhere on the system.

### **High-End 3-D Graphics**

The new system will be outfitted with a Harris broadcast-quality 3-D graphics solution, which will enrich the viewing experience and provide unlimited branding opportunities for the Magic and its advertisers.

### **Content Storage and Playback**

An array of Harris HD/SD servers with internal up- and down-conversion capability will provide storage and playback of broadcast-quality content in any format and any aspect ratio. Near-line storage for archive video will be available, allowing the Magic to access a large library of franchise-related content.

### **Editing and Slow-Motion Playback**

A full-featured Harris HD/SD news, sports and production on-SAN editing system will provide instant, shared access to content, allowing Magic editors to perform edits and turnaround for slow-motion replays the moment ingest begins. This will enable the swift utilization of game action clips throughout the venue.

Harris Broadcast Communications offers products, systems and services that provide interoperable workflow solutions for broadcast, cable, satellite and out-of-home networks. The Harris ONE™ solution brings together highly integrated and cost-effective products that enable advanced media workflows for emerging content delivery business models.

Harris IT Services is a leading provider of mission-critical IT and communications services and support to defense, intelligence, homeland security, civil, and commercial customers. With over 3,000 professionals performing to the highest industry standards at locations worldwide, Harris IT Services offers essential past performance, proven technical expertise, and innovative solutions in supporting large-scale IT programs that encompass the full technology lifecycle. The organization's distributed workforce, present in all 50 states, and extensive

experience in performance-based contracting and managed IT services, combine to deliver best-value results to our customers.

### **Orlando's new Amway Center to feature Daktronics super system**

November 10, 2009

Daktronics Inc. (Nasdaq-DAKT) will provide an integrated scoring, video and advertising display system for the new Amway Center.

"The new venue will be a technological showcase," said Alex Martins, Orlando Magic president. "Our incorporation of the latest digital displays by Daktronics is another example of the entertaining and exciting technology that awaits patrons of the new Amway Center. Daktronics was chosen because of its experience and reputation in the industry, its ability to deliver truly integrated scoring and video display systems in a turnkey fashion, and its ability to provide service for the life of the equipment. Our fans, and the millions of visitors to the venue in the future, along with our corporate sponsors, will truly love this high definition super system."

Building on the technology in the building, Daktronics was selected to design and manufacture more than 50 full-color LED displays for the Amway Center, including one of the world's largest suspended videoboards. Orlando's Amway Center will be the first in the world to utilize high resolution 6 mm surface mount LED-pixel technology on all the center-hung videoboard digital displays. Additionally, Daktronics' NBA statistical interface provides the ability to immediately present an incredible variety of player and team statistics to fans.

The Daktronics center-hung videoboard dimensions:

- 42 feet by 41 feet by 41 feet (HxWxD), making it the largest of any NBA arena
- 18 displays with more than 9 million individual LEDs
- Four primary high definition LED video displays with 840 lines of resolution (approximately 17 feet high by 24 feet wide)
- Eight auxiliary video/scoring/statistics displays
- Two LED ring displays

Complementing the primary scoreboard will be two LED ribbon boards mounted on the interior fascia of the seating decks. One 360-degree display will encircle the entire seating bowl and measure more than 1,100 feet in circumference. The

second will measure more than 750 feet in length. Daktronics LED ribbon boards are extremely popular with fans and sponsors alike because of their ability to present exciting motion graphics and real time content, including in-game statistics, out-of-town scores, closed captioning information, animation and video clips. Both ribbon displays will take advantage of Daktronics patented ProRail® attachment system with a design that provides improved sight lines and reduced material and construction costs.

Another unique aspect of the display system will be a network of portal displays on various levels of the arena. Twenty-seven smaller full-color digital displays will provide additional information and recognize sponsors at various entrances between the seating bowl and concourse and other gathering areas.

The integrated display system will continue on the outside the building. The Amway Center will be the first sports and entertainment venue in North America to use Daktronics ProPixel® freeform LED technology on the building exterior. This unique technology will be mounted on the exterior of the building in an open-air concourse area creating a signature marquee display. The marquee's full-color ProPixel® LED strips allow for great visibility and image clarity for those viewers in front of the display, while allowing those behind the display to see through it. This exterior display, measures approximately 46 feet high by 54 feet wide.

Additional facts about the integrated display system:

- 11.5 million individual LEDs will be used in all the interior and exterior displays within the integrated system
- Video displays have the capability to show 4.4 trillion different shades of color
- An estimated 10 miles of wiring will provide power and signal to the system's displays
- The center-hung scoreboard will weigh more than 40 tons and be suspended, raised and lowered with a 85,000 pound capacity Vortek® hoist
- Transparent LED shot/game clocks and time expiration light strips on the backboards

“We are excited to provide this unique super system for the Amway Center and Orlando Magic,” said Brent Stevens of Daktronics. “Working very closely with the Magic and the City of Orlando, we’ve developed a system that will ‘wow’ fans and provide the programming flexibility required to manage a busy multi-use venue.”

A curved LED display on the building's corner "tower," near the entrance to the future Magic retail store, will promote events and other items to the public. The display will measure approximately 8 feet high by 80 feet wide, utilizing Daktronics HD-12 technology.

Additional full-color HD-12 exterior displays include a digital marquee attached to the parking garage and one above the box office area. Fourteen smaller flat panel displays will be mounted near ticket windows to direct ticket buyers to the proper windows for quick service, and will also provide additional information.

Daktronics powerful new Show Control System will be front and center in the video control room. Its robust software suite allows users to design, edit and produce an endless variety of colorful digital content and instantly deliver clips to the displays throughout the venue. Show control works with other Daktronics control components including the scoring, timing and statistics systems to keep track of the basketball action and other sporting events that will take place in the Amway Center. Daktronics' NBA statistical interface provides the ability to immediately present an incredible variety of player and team statistics, in text and graphic formats. Transparent LED shot/game clocks, time expiration light strips on the backboards, 41 digital clocks located in the locker rooms and throughout the venue, and videoboards for the basketball practice court are also part of the integrated super system.

Additional Display System Facts – The displays on the main center-hung videoboard include more than 9 million individual LEDs, creating more than 3,800 square feet of viewable surface area (nearly equal to 1000 37" flat panel televisions) – Approximately 11.5 million individual LEDs will be used in all the interior and exterior displays within the integrated system – Video displays have the capability to show 4.4 trillion different shades of color – An estimated 10 miles of wiring will provide power and signal to the system's displays – The center-hung videoboard will weigh more than 40 tons and be suspended, raised and lowered with a 85,000 lb. capacity Vortek® hoist, manufactured by Daktronics at its New York facility.



## **LEED Certification**

Amway Center is on track to be the first LEED-certified (Leadership in Energy & Environmental Design) designed and originally-constructed professional basketball arena in the country. The building includes such sustainable design and construction elements as:

- A downtown site location providing easy access to/from downtown businesses and residences.
- Multiple bus lines, future light rail system near site and bicycle parking racks on/near site provide alternate access to events over driving.
- Preferred parking spots have been designated on site and in adjacent parking garage for low-emitting vehicles and carpools to limit impact of vehicles driven to events.
- Both the roof of the building and the hardscape areas around the building have been designed to minimize daytime heat gain and subsequent nighttime release typical in urban areas.
- The City of Orlando and Orlando Magic partnered with OUC-The Reliable One to incorporate sustainable building practices into the facility.
- Water used inside of the building was reduced by 40 percent through the use of high efficiency water closets, urinals and lavatory faucets and low-flow plumbing fixtures like dual-flush toilets.
- Rainwater and air conditioning condensation are captured and stored on site to be used for irrigation.
- Water savings of over 800,000 gallons per year.
- OUC's new chilled water facility on Anderson Street that provides air conditioning to the Amway Center will help the NBA arena achieve LEED

points. District chilled water cooling offers higher reliability than traditional air conditioning through an environmentally-friendly system that takes into consideration factors such as global warming, ozone depletion, indoor air quality, water conservation, and energy conservation.

- High efficiency systems within the Amway Center are expected to save 24 percent (nearly \$750,000) every year in energy consumption over a comparable, code compliant design.
- A comprehensive waste recycling program was implemented during construction. Nearly 90 percent of construction waste was diverted from landfills.
- Heating and air condition system were designed to provide increased thermal comfort for occupants.
- The Amway Center will be maintained using green-friendly cleaning products.
- Installing low-flow plumbing fixtures





## Amway Center Corporate Partners

### **Champions of the Community Partners:**

Champions of the Community (COTC) partners are the founding building partners which represent a tier of brands that, combined with the Orlando Magic, are committed to Central Florida and the Parramore community. These fully-integrated partnerships reach beyond the exterior walls of the Amway Center. They encompass what it truly means to be a champion in the community by supporting programming that makes a direct impact on the lives of those that call this area their home. Champions of the Community partners, like the Orlando Magic, are committed to delivering to the citizens of this community legendary moments while becoming world champions both on and off the court.

The six COTC partners:

- Harris Corporation
- AirTran Airways
- PepsiCo
- GEICO
- Disney Parks
- Florida Hospital

### **Cutting-Edge Corporate Sponsor Activation:**

Various interactive spaces offer opportunities for brands to establish ownership of concepts that speak to their target consumer. Examples include:

- Budweiser Baseline Bar
  - A space ALL ticket holders can access to socialize and enjoy the game environment.
- Gentleman Jack Terrace
  - An all-access outdoor bar that positions itself as the "place to be" for young professionals .
- Insurance Office of America (IOA) Founders Level
- Exclusive suite level for companies

- Mercedes-Benz Star Lounge
  - A private club that offers premium seat holders free food & beverage and an opportunity to network/mingle.
- The Chairman's Suite presented by Ritz-Carlton
  - A high-end, exclusive, membership-only club.

Partners and the Magic worked diligently to design and construct unique spaces that maximize fan and brand engagement. Examples include:

- AirTran Airways Flight Deck
- Kia Motors Terrace
- Nutrilite Magic Fan Experience

Technology adds to sponsor activation in the Amway Center. Examples include:

- Digital signage system featuring 1,100 monitors, high-impact messaging that allows clients to highlight various products/services to their targeted consumer via a technologically advanced medium, as well as in a cost-effective and easily malleable way.
- Center-hung scoreboard and ribbon boards. One of the largest arena scoreboards in the NBA at 42 feet top to bottom and 80,000 pounds.
- 6mm, HD quality throughout the center-hung board allows for dynamic and engaging brand messaging, tying to two inner-bowl LED rings (a 270 degree ribbon board and a 360 degree ribbon board); in addition there are multiple LED boards throughout the seating sections (sponsor decks, Event Level vomitories, Club Level, and Promenade Level)

## **Amway Forges Long Term Strategic Alliance with Orlando Magic**

On August 5, 2009, Orlando's new downtown events center was officially named Amway Center.

Amway, a global leader in the direct selling industry, was founded in 1959 by Magic owner Rich DeVos and his best friend, Jay Van Andel.

Celebrating more than 50 years in business, Amway now operates in more than 80 countries and territories around the world, providing more than 3 million people an opportunity for a business of their own.

These businesses are fueled by flagship brands Nutrilite and Artistry, primarily focused on health, wellness and beauty.

“Amway is excited to continue our partnership with the Magic and the City of Orlando through the vision rights commitment of this wonderful new center,” says Amway Chief Marketing Officer Candace Matthews. “This partnership is much more than a name on a building; it’s a commitment between the Orlando Magic, the NBA and Amway, all top performing organizations in their respective fields. This partnership builds pride in the Amway business here and around the world. It also provides an opportunity to build and support the City of Orlando and other global communities.”

“We’re looking forward to many memorable moments ahead in Amway Center,” said Orlando Magic President Alex Martins. “Amway represents the quality and excellence we strive for in bringing our product to our fans and stakeholders. We are extremely excited to continue this unique partnership. There could be no better partner to place their name on this world class facility than Amway whose global reach is matched only by the global popularity of the NBA.”

This strategic alliance includes an enhanced fan experience – the Nutrilite Magic Fan Experience – a unique fan interactive zone detailing the Magic’s history and located on the east side of the building. The Magic and Amway will also partner in community activities focusing on children and families.



## **Jobs in Tough Times**

The massive Amway Center construction project served as a boon to the local construction business in a time when jobs were scarce because of the sharp downturn of the nation's economy.

The Orlando Magic and City of Orlando worked closely with local minority and women-owned businesses — some of which were based out of the nearby Parramore community — awarding them with more than 30 percent of the contracts totaling \$90-plus million, exceeding the 24 percent benchmark established by the City of Orlando.

Of the 170 local minority and women-owned firms which worked to construct the facility, 61 were African-American-owned firms, 51 women-owned firms, 36 Hispanic-owned firms, 20 Asian-American-owned firms and two Native-American-owned firms.

To ensure the largest public works project in Florida's history had a direct economic benefit on the local community and minority-and women-owned businesses (MWBE), the City of Orlando developed THE BLUEPRINT. The initiative, developed under the leadership of Mayor Buddy Dyer and District 5 City Commissioner Daisy W. Lynum, outlined key guidelines that increased opportunities for local residents and businesses during the construction and operation of the Amway Center, the Dr. Phillips Center for Performing Arts and the renovation of the Florida Citrus Bowl. On the Amway Center project, THE BLUEPRINT initiative has resulted in:

- One of the largest MWBE participation rates of any project in Florida's history.
- 170 firms owned by minorities and women have been awarded construction contracts worth nearly \$95 million.

- Jobs for more than 1,400 people through the City's BLUEPRINT Employment Office. Of those, more than 430 were from a target population of Parramore residents, the homeless and ex-offenders.
- More than 120 local companies participated in the project.
- Thirteen companies from the Parramore community provided design and construction services, including:
  - Historical Painting and Restoration: South Street and Terry
  - Castlewall Services: Amelia Avenue
  - Tekontrol: Amelia Avenue
  - Caylex Architectural Fabrication, Inc.: Near OBT, Church Street & JYP
  - Baker Barrios: Downtown and close to Parramore
  - Page One Consultants: Downtown and close to Parramore
  - CT Hsu: Downtown and close to Parramore
  - WBQ Design and Engineering: Robinson and Jefferson
  - RL Burns: Corner of Gore and OBT
  - ASG Reprographics: Downtown and close to Parramore
  - Conpilog International: OBT and Michigan Avenue
  - APOS Group, Orange Center Boulevard and Cookman Avenue (Citrus Bowl Area)
  - Alpha Manufacturing, Inc.: Texas Avenue

Key Guidelines of THE BLUEPRINT included:

- Prime contractors for each major bid package on the venues project were required to partner with minority and women-owned companies. Under the regulations, 18 percent of the work went to firms owned by minorities, six percent to those owned by women.
- Providing job opportunities and skilled-trade training opportunities for a targeted group of residents, including Parramore residents, the homeless and ex-offenders, the city opened the BLUEPRINT Employment Office to handle all job-listing and placement functions for venues construction-related jobs. The office also handled placements for training and apprenticeship programs.
- Working with venues partners and other community stakeholders, including community-based organizations, and to identify and explore long-term business opportunities in the affected neighborhoods.

- Creating local vendor development/mentor programs through partnerships with contractors, vendors and community-based organizations.

Below, some of the many success stories:

### **TAKE A SEAT**

As a big fan of the Orlando Magic, Eugene Roberson, Jr. took great pride in having his Orlando-based company install the seats inside the Amway Center – seats he'll someday sit in as a Magic season ticket holder.

But Roberson's pride in being involved in the massive construction project of the Amway Center stretched well beyond his love for the Magic. It was also a dollars and financial sense issue for his DEM Development Corp., Inc.

“Without the job at the arena we would have been dead in the water,” Roberson said rather bluntly. “Before the recession I knew of so many companies that were doing well, but now I can list them on one hand. I was absolutely blessed to get this contract work because it helped us stay afloat.

“Before this job we were scratching and scrambling just to try and stay afloat,” Roberson continued. “But this opportunity kept us afloat and I could pay off my bills and keep looking for other work.”

DEM Development installed the seating and the black-out curtains in the sparkling Amway Center. It will seat 18,500 for NBA games, 19,700 for center-stage concerts, 20,000 for NCAA basketball games and 17,200 for hockey/arena football events. There are 60 private, low-level suites, 1,400 club seats and 68 loge boxes (328 seats). And the building's technology, provided by Harris Corporation, will make the facility state-of-the-art with the 1,100 screens of HD content.

The construction project provided work to companies that would have likely been adversely affected by the nation's sagging economy. And it's been a boon to minority and women-owned businesses in Central Florida.

The contracts afforded to DEM Development Corp. Inc., were in line with the mission of the Orlando Magic and City of Orlando that the construction of the new facility serve as employment opportunities for several local minority and women-owned businesses.

Roberson, for one, couldn't have been happier about being involved in the project. ``Are you kidding me? It was off the chain for us," Roberson said. ``We were excited and honored to be a part of helping build a facility that this area will get to enjoy for a long time.''

DEM Development Corp., an Orlando-based company since 2003, used six employees to install the stationary seating inside the Amway Center. The company also installed the telescopic seating inside the facility with as many as 10 employees at work.

Roberson Jr., DEM's owner, rarely misses a Magic game and hopes to be in the Amway Center next October when Orlando could be potentially raising a championship banner.

``What we did last year getting to the Finals, really set everything in motion," Roberson said. ``Now all of the national newscasters give the Magic more respect. Guys know they can't mention L.A, and Cleveland without mentioning Orlando as well.

``What better way to start next season with a new arena and a brand new champion here in Orlando.''

### **WIRE-TO-WIRE**

Taking on a project where the job was to install enough wire in the sparkling, new Amway Center that would stretch from Orlando to Clearwater Beach might be overwhelming to some companies.

But not to BRS, Inc. owner Warner Bell, who has been involved in some of the biggest projects in Central Florida history. Almost before his own eyes, he's seen the Central Florida area grow up around him. And he considered being a part of the construction of the Amway Center as almost a badge of honor.

After all, Bell was there in 1970 as one of the first employees who helped build Disney World in suburban Orlando. And in 1981, he was the first electronics manager at Orlando International Airport and ultimately helped install the Air Sat II sound system throughout the massive facility. And when the Super Bowl came to Tampa's Raymond James Stadium in 2009, it was Bell's company who worked with the NFL to wire the facility for sport's biggest game.

He and wife Anna, the co-owners of Altamonte Springs' BRS, Inc., came with plenty of stellar credentials when it came to the job of wiring the massive Amway Center. Undertaking the project as a sub-contractor to ProSound certainly didn't overwhelm Bell because of his years of experience in the field.

``It was a really large job, but we've done a lot of work at the airport and with Tampa's football stadium and for the Super Bowl in 2009, so we're used to doing the bigger arenas and venues,`` Bell said confidently.

Bell's company had 12 workers in the arena over a two month period, putting in some 8,000 man hours and laying 48 miles of wire. Another six weeks of work was still ahead for the company and by then the amount of wiring inside the Amway Center expected to exceed 100 miles.

The construction project provided work to some companies that would have likely been adversely affected by the nation's sagging economy. And it's been a boon to minority and women-owned businesses in Central Florida.

The contracts afforded to BRS, Inc., fell in line with the mission of the Orlando Magic and City of Orlando that the construction of the new facility serve as employment opportunities for several local minority and women-owned businesses.

``I think the fact that minority-owned companies got a slice of the work was very important to our community,`` said Bell, an African-American. ``But what is even more important is that we kept that money for these jobs here in Central Florida. You wouldn't want these companies coming in here and taking that money back to, say, Milwaukee. But keeping the money here really helped our community.``

Bell can't wait to take his family to the new Amway Center to take in a Magic game or a concert. And rest assured, he'll be listening closely to the quality of the sound in the facility – the same way he does when he catches a flight at OIA or visits Disney.

``I take pride in my work and I always listen to the quality and I have made a call before and told them to tweak this or fix that to make it sound better,`` Bell said with a laugh. ``Really, when you do work like this, it's like your baby and you nurture it and you expect other people to take the same sort of pride in it.``



## **TOWER OF POWER**

Sunil Tarheja saw first-hand how the Orlando Magic and City of Orlando went the extra mile to make sure that certified minority and/or women business enterprises were major contributors to the construction of the dazzling new Amway Center.

Tarheja, the president of C.T. Windows Inc. and Architectural Aluminum Techniques, oversaw part of the construction on the iconic, 180-foot entry beacon at the northeast corner of the arena. The beacon will glow with its translucent mesh skin and will be illuminated by more than 200 LED lights.

Orlando's Alpha Manufacturing, Inc. handled the stainless steel portion of the tower, while C.T. Windows was responsible for the glass scope part of the tower. The stainless steel portion of the tower was composed of 48 10-foot X 10-foot panels, while the massive glass project involved 20 workers doing installation for almost a year's time.

The dual construction of the iconic tower was a perfect example of how the Orlando Magic and City of Orlando divided up the work to make sure that several local businesses got work in a time when the economy was still sluggish.

None of that happened, of course, by accident. And business owners such as Tarheja took notice of the Magic's and City of Orlando's commitment to involving minority and women-owned businesses.

“They did great job involving the local companies and ensuring that there was jobs for people here,” Tarheja said. “They went more than the extra mile and put in a lot of time to make sure that the work was spread around. Most of the construction projects around here in the past weren’t able to do what they did here. It’s not easy to do, but they broke a lot of the jobs up into smaller pieces so more companies could be involved in the process. Them going the extra mile like that, it isn’t something that goes on a lot. So I applaud them.”

Certain to catch the eye of those in downtown Orlando is the 180-foot beacon at the northeast corner of the facility. The energy-efficient light display inside the beacon allows for an ever-changing kinetic light display that can change colors based on the event being held inside.

The beacon is grounded in the first-floor retail space and penetrates upward through meeting/hospitality space and outdoor terrace bars on each of the public concourse levels, creating an interactive element through all four levels.

“It’s certainly going to be a focal point of downtown,” said Steve Kuhle, vice president of Alpha Manufacturing Inc., which is located downtown near the Parramore area. “Even though it’s smaller than some of the buildings downtown, it will still be a focus. It will stand out to the people driving on I-4 and the 408 and it’s going to be amazing to see with the changing colors.”

Alpha Manufacturing specializes in stainless steel fabrication and has made mostly toll booths in the past. But Kuhle said Alpha took on the job to show its diversity as a manufacturer. Also, it gave the company extra work in a time when the construction industry took a dramatic downturn because of the economy.

“It was certainly a great shot in the arm for us with the business and the cash flow that the job provided,” said Kuhle, who used 12 workers to spend six weeks fabricating the steel for the tower and another six weeks to install the massive bolted-in panels.

“When we first got involved with this project we were all telling ourselves that we could drive down the road and point and say, ‘I did that’ and ‘I helped build that,’” Kuhle continued. “And definitely one of the reasons we took this job on was to show that we can do different things as a company than just (toll booth) construction. We can point to this and everyone will see it.”

## **TRUE POWER**

True Power Electric of Orlando was on the verge of closing its doors. Significant economic turbulence paired with a lull in new construction projects had company President Willard Holmes, Jr. seriously considering closing up shop. So serious, he had given himself a month’s time to find work or he’d shut down.

But in an attempt to secure much needed revenue, the 52-year-old electrician and certified vocational educator thought it would be beneficial to attend a construction forum held by the Orlando Magic’s construction managers on July 29, 2008.

The series of forums helped educate local and minority and women business enterprises about construction opportunities for the new Amway Center, while allowing participants to network and have a chance to learn about the subcontractor and supplier bid process.

Subsequently, Holmes was introduced to representatives from NewKirk Electric Associates Inc. by the Orlando Magic's MWBE consultant Deloris Batson.

That evening, Holmes said he "hoped to have an opportunity to work on the new arena."

Fast forward to Oct. 21, where Holmes found himself pulling up to the construction site of the community's new Amway Center, working as a subcontractor in association with NewKirk Construction.

"I couldn't have asked for a better situation," said Holmes, whose workforce should total about eight minority employees. "At the end of the day, when you feel you've given a decent effort, to have an opportunity to work on the project, I feel rewarded."

As a result of construction package No. 1E, Holmes's hope has translated into the largest monetary construction package in True Power's history.

And while work may have been slow for Holmes in previous months, the benevolent-minded electrician was nowhere near idle. Holmes taught a free, 12-week electrical course at the Dr. J.B. Callahan Neighborhood Center in Parramore.

He eventually graduated two students in early September, one of which, Damon Hudson, has been hired by Holmes. Thanks to course funding from Orlando Magic construction manager Hunt Construction Group and "Education is Cool – Get One," along with the help of Kim Mowatt, manager of the Dr. J.B. Callahan Neighborhood Center, who acquired complimentary course books for all students, Holmes's course was a magnificent success.

"I believe in this old proverb," said Holmes. "That 'if a person should live on this planet and learn all there is to know and if they fail to teach their neighbor, they've learned nothing.' That is something I've always stood beside."

## **Major Steel Segments Fabricated Locally**

Seven short miles from the site of the new Amway Center, six 380-foot long, 150-ton steel roof trusses for the world-class arena were fabricated.

Roof truss erection began on July 14, 2009 as the first portion — a segment weighing 140,000 pounds — of the first truss was put into place. The building topped off on November 5, 2009. Steel roof truss erection continued over the next five months.

“This is a local success story,” said Schuff President and Chief Executive Officer Glen Davis. “The local construction community needed this project quite badly as did Schuff Steel. We are proud of the Orlando Magic and the City of Orlando for recognizing those needs and for living up to the commitments that they made to keep as much of the work local.”

The entire structural steel portion of the new Amway Center is in excess of 3,000 tons. The cutting, shaping and assembling of the raw steel involved 200-plus local steel workers. An estimated 100 workers took part in erecting the steel at the site of the Amway Center.

“The effort the Magic, its program manager (Turner Construction) and the construction manager (Hunt Construction Group) put forth made the local and MWBE program a success —bringing people together with a goal of improving the community,” added Davis, whose company has a workforce which is 39 percent diversified in administration and 64 percent diversified in operations and production at its Orlando plant. An estimated 95 percent of Schuff’s workforce resides in the City of Orlando and Orange County area.

Bolts, supply and fabrication of raw materials, trucking, painting of the steel and engineering are all part of the 24 percent minority package that Schuff is committed to accomplish.

Schuff Steel has been involved with the construction of many local and recognizable structures including the new UCF Arena and many phases of The Orange County Convention Center.

## **Local Company Paves Way**

Santear Johnson can't wait for the day when he can take his four kids and a fifth on the way to an Orlando Magic game at the new Amway Center and proudly puff out his chest.

“For me, it was a privilege to be able to work on the new arena,” said Johnson, the owner of Superior Concrete, LLC. “When I take my kids there, I’ll be able to tell them that their daddy poured the floor that they are playing basketball on. When I really think about it, that’s just incredible to me.”

Johnson oversaw a massive project in which the concrete was poured to form what will be the ice floor surface in the new Amway Center. More than seven miles of cooling and heating pipes were covered with 400 cubic yards of concrete — the equivalent of 40 cement mixer trucks or 1.6 million pounds of concrete — during the pour.

Superior Concrete, an Orlando-based, minority-run company, had as many as 23 workers on the job and sub-contracted some of the work out to two other companies. The team of workers started the project at 3 a.m. and finished 18 hours later at 9 p.m.

Johnson’s company did such impressive work on the floor pour that he also won the contract to build parts of the parking garage adjacent to Central Florida’s sparkling new Amway Center.

The opportunities afforded to Superior Concrete fell in line with the Orlando Magic’s and City of Orlando’s mission that construction of the new facility would serve as employment opportunities for several local minority and women-owned businesses.

For many of the companies hit particularly hard by the nation’s recession, the opportunity to help build the facility meant stability and viability through hard times.

The construction project has helped to provide hundreds of jobs at a time when local businesses might have otherwise had to slash their staffs with layoffs and reductions. Central Florida minorities have made up 58 percent of the workforce at the facility. Of those workers, 243 have been hired via the City of Orlando’s Blueprint Employment Office and another 112 have been hired from the local west Orlando neighborhoods.

One such company benefited by the construction of the Amway Center was Johnson's Superior Concrete, LLC.

Johnson wonders where his company would have been without the work at the new arena.

“When the recession came a long a lot of the work dried up really fast and the opportunity that I've gotten to work with Hunt Construction has been like a blessing for my business,” gushed Johnson, 35. “The opportunities given to folks like us have helped the small man in Orlando not only survive, but also grow our business.”

The only regret for Johnson and his younger brother, Aristotle Johnson, is that their father, James Johnson, isn't around to see the work that the company did. James, who died five years ago, was a City of Orlando employee for 20 years and started his sons in the concrete business.

“People look at what I do as work, but I put my heart into it,” he said. “I just couldn't see myself sitting behind a desk all day working in an office. I just feel like God put me here to do exactly what I'm doing.”

Now, Johnson is hoping to parlay the work he's done at the facility into other jobs in the future for his five-year-old company that employees 15 workers. He said by doing the massive jobs at the arena on the floor pour and the parking garage, he'll have the credentials to bid on future projects for the Performing Arts Center and the High-Speed Rail Project.

“Everything that I have done is a great resume-builder,” Johnson said. “I'm anticipating getting more work now because of the jobs that we've done. I know that we do good work and I take a lot of pride in that.”



## **Commitment to Parramore**

In June 2005, Orlando Mayor Buddy Dyer and District 5 City Commissioner Daisy W. Lynum launched Pathways for Parramore, a complete effort to revitalize Orlando's historic Parramore Heritage community which had become Orlando's most blighted area. At the time, 73% of Parramore's 2,000 children lived in poverty, 47% of Parramore adults had neither a high school diploma nor GED and the juvenile arrest rate was 2½ times that of Orlando's city-wide rate.

The Pathways for Parramore initiative came to fruition after a task force was commissioned by Mayor Dyer in 2003 to conduct research and obtain stakeholder input. From those recommendations, the Pathways for Parramore initiative focuses on five key areas: housing, public safety, business development, children and education and quality of life. The goal is to restore the Parramore Heritage community into a safe, livable, sustainable and prosperous place for Orlando citizens, businesses and institutions to thrive.

With the building of the Amway Center, the Orlando Magic has been one of the largest private investors in the Parramore community. The Orlando Magic has made a social and financial commitment to the revitalization of Parramore.

As a result of these partnerships, since Mayor Dyer launched Pathways for Parramore, we have made dramatic strides in the revitalization of the Parramore Heritage Community including:

- The construction of 35 new and rehabilitated single family homes, the opening of 120 new housing units in the past 14 months and 83 additional housing units are planned through the Carver Park development.
- Fifteen new retail and commercial businesses have opened in the last two years.
- A 37% decline in violent crime and increased community involvement in preventing crime by growing the number of Neighborhood Watch Block Captains to 19.

- By engaging the nearly 2,000 youth living in Parramore, there has been a 80% decline in juvenile arrests and for the first time this year, scholarships were provided to youth attending college.
- To assist the most underserved homeless population—men, the city has invested in the Coalition for the Homeless to build the Men's Service Center.

More specifically, the Orlando Magic efforts in the city's west-side community have included:

- Aiding West Church Street businesses impacted by construction on the new Amway Center. Retroactive to coincide with the commencement of construction, the Magic provided West Church Street businesses nearly \$50,000 (\$49,259.44, 25 percent of the \$197,037.76 total rent due during the 24-month period) to help pay the 11 tenants' rent from July 2008-June 2010. The shops are located across the street from the main entrance of the Amway Center on a roadway that was closed to traffic for portions of construction for 20 months. "We wanted to help set the tenants up for success so that at the end of the two years, they were ready to take advantage of the million people each year that will be coming across their front door from the Amway Center," Orlando Magic President Alex Martins said. "From the very beginning, we set out to create the framework for a facility that will be the catalyst for economic revitalization on downtown's west side, while establishing a flexible design that serves as a great home and attracts the nation's premier events."
- Pledging \$250,000 to the Parramore Kidz Zone and After School All-Stars to provide positive programs for local youth vulnerable to drugs, gangs and violence.
- Refurbishing Parramore's New Image Youth Center. Once moldy and rat-infested, the new education center now features flat-screen televisions, freshly painted walls, desktop computers, new carpeting, a Nintendo Wii and central air conditioning.
- Building a new playground at the John H. Jackson Community Center in Parramore.
- Renovating the Downtown Boys and Girls Club.
- Providing school supplies to the Bridge to Independence School and sponsoring a trip for kids from the Parramore Kidz Zone to New York City.



- Partnering with the Orange County Arts Education Center to provide Parramore youth exposure to the arts via a series of ongoing arts-enriching endeavors, including sponsoring educational field trips to the Orlando Shakespeare Theater for children at the Grand Avenue Primary Learning Center.
- Upon receiving the 2007-'08 NBA's Most Improved Player Award presented by Kia Motors, former Magic forward Hedo Turkoglu donated a brand-new 2009 Kia Borrego seven-passenger SUV to Parramore Kidz Zone. When Dwight Howard received the NBA's Defensive Player of the Year Award in 2008-'09, he donated a Kia to Parramore's Orlando Day Nursery.
- Dwight Howard presented 300 pairs of adidas shoes to the students at Orange Center Elementary for their hard work towards improving their FCATs. Howard also donated \$25,000 to help renovate the Parramore Kidz Zone Teen Shack, a facility which gives teens a place to hang out and is now complete with a new photography lab, laptops and videogames. Howard's donation was a portion of the grant he earned by winning the DeVos Community Enrichment Award which is annually given by the Richard and Helen DeVos Foundation to the Orlando Magic player who has dedicated his efforts off the court for the purpose of enhancing others' lives.
- Former Orlando Magic center and current Magic Director of Player Development Adonal Foyle delivered healthy snacks, Magic backpacks and a meaningful message on making healthy lifestyle choices to the elementary students at Nap Ford Community School in Parramore. The visit coincided with the school's commencement of the "Junk Free Zone," which focuses on eliminating bad language, unhealthy foods and unproductive habits, while encouraging a healthy lifestyle.
- Equipped with paint brushes, drills, hammers, gloves and garbage bags, the Orlando Magic staff through the Magic volunteer program (MVP) helped renovate a Parramore area home. Over the last several years, Magic employees have totaled nearly 19,000 hours of community service.
- As proud partner of the Orlando Magic, Kia Motors America and the Orlando Magic teamed up to renovate Hi-Tech Tutoring (HTT) Reading and Learning Center. Magic staff members, spent more than two weeks renovating the HTT facility with new floors, paint, furniture, computers, TVs and a host of school supplies, educational games and books. In April 2009, HTT received \$15,000 from the Magic and Kia Motors to purchase new computer software, furniture, TVs, school supplies, educational

games and books. This project is part of the Magic's commitment to assisting local community centers with reading and learning programs. The Magic previously assisted the Pine Hills Reading and Learning Center presented by Kia Motors, Dr. James R. Smith Neighborhood Center and the New Image Youth Center in Parramore presented by Kia Motors.

- On May 27, 2009, the Orlando Magic developed a state-of-the-art computer lab at the Jackson Community Center in Parramore. The computer lab has expanded services to children, adults and seniors who are seeking to learn or advance their computer skills. It also provides them with the resources they need to seek employment and create resumes. The new computer lab features 24 desktop computers, desks, chairs, printers, overhead projectors, lap top computer, upgraded network equipment, new hardwood floors and fresh paint.
- As part of the 2009 NBA Finals, the Orlando Magic unveiled a new Reading & Learning Center at the Northwest Community Center on June 10. The Center, renovated by NBA Cares and the Magic, provides local youth with a safe place to explore their educational interests and access to the tools and resources they need to succeed in today's high-tech world. Magic players including Jameer Nelson, J.J. Redick and Adonal Foyle, President Alex Martins and President of Basketball Operations Otis Smith were on-hand to help dedicate the transformed space which includes a library stocked with new books, a game room, and a renovated technology center outfitted with brand-new HP Tablet PCs and a printer. The center also features new couches, tables, cabinets, desks, chairs and bookcases. This marked the league's 418<sup>th</sup> live, learn or play space worldwide.
- In celebration of Black History Month, the Orlando Magic unveiled their seventh computer lab presented by Kia Motors at the Nap Ford Community School on February 23, 2010. Members of Hunt Construction supported the initiative throughout the construction and design process. Bright House provided free high speed internet so students could complete research assignments, homework and projects.
- The Orlando Magic supported Orlando Mayor Buddy Dyer's "Buddy Jam 2010" on March 19 at Amway Arena to benefit the Parramore Kidz Zone. Magic All-Star Dwight Howard was in attendance to help raise funds for PKZ.

- For the past 17 years, the Orlando Magic has provided and served Thanksgiving breakfast to the residents at the Coalition for the Homeless in the Parramore area. Throughout the years, Magic players, coaches, front office executives, dancers and STUFF the Magic mascot have served and visited with the residents. The team also hosted a carnival for the children after the breakfast with face painting, pop-a-shot, a bounce house and music.
- The Orlando Magic assisted Nap Ford Community School with their wellness program by donating \$10,000 to support their nutritional, health and safety initiatives. The program initiatives include Safe Walk to School Day, Bike Safety, Junk Free Zone/Nutrition program. This program also aligns with one of the Orlando Magic three key focus areas: arts, education and childhood nutrition and exercise, and assists in the Magic's mission to help children BE Healthy.

## **ORLANDO'S MAGIC IN THE COMMUNITY & ON THE COURT DID YOU KNOW?**

### ***GIVING...***

- The Orlando Magic and owner Rich DeVos has donated: \$9 million to enable the University of Central Florida to launch and sustain the DeVos Sport Business Management Program; \$10 million to the Orlando Performing Arts Center; \$1.25 million to help the Burnham Institute set-up a world-class medical research facility in Orlando; \$1 million to the Heart of Florida United Way; and more than \$1 million to the Central Florida chapter of the American Red Cross to aid storm victims.
- On an annual basis the Orlando Magic gives more than \$2 million to the local community by way of event sponsorships, donated tickets, autographed merchandise, scholarships and grants. The Orlando Magic has also made a \$250,000 pledge to provide positive programs for local youth vulnerable to drugs, gangs and violence in Orlando through the Parramore Kidz Zone and the After School All-Stars. In July 2007, the DeVos Family and the Orlando Magic also committed \$25 million to build five community gyms.
- Over the last 21 years, nearly \$16 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Fund (OMYF-MFF), a McCormick Foundation Fund since 1994. The OMYF is committed

to helping every child in Central Florida realize their full potential, especially those most at-risk, by supporting programs and partnerships that empower families and change lives. In addition, on an annual basis the Orlando Magic awards three college scholarships – the Magic Achiever Scholarship, towards any accredited four-year university in Florida and two University of Central Florida Minority Scholarships. Since 1996, the Magic has awarded a total of 51 college scholarships.

### ***IMPACTING...***

- Orlando Magic community relations programs annually impact an estimated 75,000 kids, while the Orlando Magic Youth Fund has positively impacted more than 1 million children over the last 21 years. In addition, the Magic Volunteer Program (MVP), an organizational staff-wide initiative, provides more than 5,000 community volunteer hours per year.
- On an annual basis, Magic players log more than 200 community appearances to area schools, organizations and neighborhood centers. Magic players and staff have played a role in refurbishing local educational centers, building playgrounds in the community, leading read to achieve initiatives, and building homes via Habitat for Humanity. This past season, Orlando players and coaches purchased tickets which allowed an average of 600 underprivileged kids to attend each Magic game for a total of 27,000 tickets.
- The Orlando Magic is undergoing an organization-wide “green” initiative. Environmentally-friendly activities include: In-game and front office recycling program; partnership with “Rock and Wrap It Up” to take left-over food after Magic games and deliver to local shelters and food banks; An environmentally-friendly flash drive media guide.

### ***REACHING...***

- Through television programming, the NBA is broadcast in 215 countries in 42 languages reaching more than one billion households. On the home front, the Orlando Magic works with numerous tourist groups to help promote basketball for visitors to Orlando.
- Since its inception, the Orlando Magic has played on national television 200-plus times, generating hundreds of millions of impressions. Local, state, national and international media cover the Magic on a regular basis. Orlandomagic.com, the team’s official website, generates 3 million impressions each month.
- Season ticket highlights for 2010-11 in the Amway Center include: 2,500 seats priced \$15 or less, 7,000 seats priced \$25 or less, and for the first time

ever a \$5 per game ticket. There are several ticket packages and group opportunities available by calling 407-89-MAGIC or logging on to orlandomagic.com.

***COMMITTED TO THE COMMUNITY, OFF THE COURT, AND ON...***

- Orlando has advanced to postseason play 12 times over the last 17 years. The Magic has also finished with a .500 or better record in 14 of the last 18 seasons. Orlando advanced to the NBA Finals in 1995, just its sixth season of existence, and in 2009. Orlando became the second-fastest team to advance to the NBA Finals in league history (Milwaukee advanced to the NBA Finals in 1970-71, its third year).
- Since the DeVos family purchased the Orlando Magic in September of 1991, the franchise has won five division championships (Atlantic, 1994-1995, 1995-96; Southeast, 2007-08, 2008-09, 2009-10), two Eastern Conference titles (1994-95, 2008-09) and had six 50-win seasons. Over the course of its history, Orlando has sold out 60 percent of its games, while winning 65 percent of its home games since 1994-95. Included in its history is a 40-game home winning streak (Mar. 21, 1995 – Mar. 26, 1996) and a 247-game sellout streak (Nov. 15, 1990 – Nov. 21, 1996).
- Over the last 11 seasons, Orlando has won 19 significant NBA awards (five All-NBA First Team honors, four NBA All-Rookie First Team honors, three Most Improved Player awards, two Defensive Player of the Year awards, the Rookie of the Year, the Sixth Man of the Year, the Executive of the Year, the Coach of the Year and the NBA Sportsmanship Award). In addition, in ESPN The Magazine's 2010 Ultimate Standings the Magic ranked No.1 among NBA teams and second for all professional sports teams. The rankings takes into account fan relations, affordability, coaching, ownership, players, title track and stadium experience.



## **Transportation/Parking**

In conjunction with the development of the Amway Center, the city's transportation and planning experts worked to create a seamless transportation system that incorporates multiple options and choices, an improved road network, a pedestrian-friendly culture, parking that is easy to access and mass transit options.

Through the development of a Community Venues Master Plan, the city has planned for more than double the current parking availability for both the Amway Center and Dr. Phillips Center for the Performing Arts. There are more than 10,000 parking spots within a 10-minute walk from the Amway Center, almost double the availability at the old Amway Arena. Now in an urban setting, the parking for Amway Center is more dispersed around the arena instead of a single mega parking location. This new location will result in reduced traffic congestion for patrons and promote vibrant pedestrian corridors that support retailers and restaurants throughout downtown.

The City of Orlando is utilizing the latest technology to enhance the experience for people traveling to and from the Amway Center. An extensive electronic signage system and new static wayfinding signage has been developed to direct people to available parking and help pedestrians safely walk to events. Now, patrons can pre-pay for event parking in city garages at [www.cityoforlando.net/parking](http://www.cityoforlando.net/parking) and get the latest traffic and parking information with the downtown Orlando parking application for smart phones.

The City of Orlando is utilizing the latest technology to enhance the experience for people traveling to and from the Amway Center. The Intelligent Transportation System (ITS) has been expanded throughout Downtown Orlando. ITS will provide congestion warnings, alternative routes and available spaces in parking garages.

Additionally new static wayfinding signage has been developed to direct people to available parking and help pedestrians safely walk to events. Additionally, the following transportation improvements have been made:

- **Streetscape improvements along Division Avenue, Church Street and Church Street Walk and South**, including lighting, sidewalk improvements and landscaping.
- **Improvements to Gertrude's Walk**, resurfacing, lighting improvements and signage
- **Extension of Pine Street under I-4** furthering the connection of Pine Street from Garland to Hughey.
- **Downtown Wayfinding** directional signage for drivers and pedestrians.
- **Parking Garage Wayfinding** directional signage for parking garage users.
- **Dynamic Message Boards** eight programmable, real-time traffic flow information provided by the closed circuit cameras installed downtown.

In 2012, SunRail, the 61-mile commuter rail line, will stop on Church Street just feet from the entrance of Amway Center. SunRail will also link with the nation's first high-speed rail to create a critical transportation network to bring Magic fans and concert goers from Florida's east and west coasts.







## Amway Center Concessions

Starting from the moment fans approach Amway Center, they will notice new and unique dining options. Levy Restaurants has added street food carts located outside the arena on Church Street, serving hot dogs and Italian sausages with a wide variety of toppings.

Once inside the Amway Center, fans will see an impressive array of concessions, including a greater variety on every level. The Amway Center has nearly double the concession stands at the old arena, offering more options and decreasing wait times. Each concession stand is also outfitted with digital menu boards, allowing greater flexibility for menu options and the ability to add seasonal offerings. Highlights include:

- **400 West Church (Promenade):** Fan favorites like the foot-long chili dog, nachos grande and bottomless souvenir popcorn are available here.
- **Big Blue Taco (Promenade, Terrace):** This stand serves Mexican offerings including tacos and nachos made with grilled chipotle steak tacos or tequila lime chicken, and Levy Restaurants signature "Quasi"-dilla.
- **Sweet Freeze (Promenade):** Ice cream is supreme here including handmade shakes and the bucket sundae, a souvenir bucket with choice of ice cream hot fudge, caramel, sprinkles, chocolate chips, whipped cream and cherries.
- **En Fuego (Terrace):** Fiery Latin flavors are served here, including the pressed Cuban sandwich made with roasted pork loin, ham, Swiss cheese and plantain chips.
- **Glo Bowl (Terrace):** This stand dishes up noodle-based favorites like baked mac n' cheese and Japanese pan noodles.
- **O-Town Grill (Terrace):** which serves the Magic Burger topped with a grilled Italian sausage and caramelized onions;
- **Papa John's (Promenade, Terrace):** Papa John's pizza and Italian chopped salads are available here, along with Levy Restaurants signature 'Victory Knot', a two-pound pretzel meant to be shared and served with beer cheese, chipotle mustard and vanilla cream dipping sauces.

- **Sear and Sizzle (Club):** Burgers are tops here including the BLUE Burger made with an Angus beef patty, blue cheese, caramelized onions and vine ripe tomatoes. Shake fries with garlic parmesan or BBQ seasoning are also available.
- **Silver Spoon (Promenade, Terrace):** Comfort food favorites like buttermilk fried chicken tenders and tots, foot-long sloppy Joes and funnel fries are served here.
- **Stuff 4 Me (Promenade):** This kid-friendly stand is located next to the Stuff's Magic Castle. The "Three Me" customization concept allows parents to easily mix and match a menu for kids.

The Promenade and Terrace Levels will feature specialty carts developed by local restaurants and vendors such as the soul cart serving fried chicken and home-style meatloaf and the Latin cart specializing in picadillo beef and sofrito chicken. Local companies who will have carts at the Amway Center include:

- Paradise Island Café
- Java Express
- Pita Hut
- Rugbymar
- Linda's Hot Dog

In all, the Amway Center has 45 portable concession carts. One of the more unique cart offerings is the Noo-Shi cart on the Promenade Level which serves chicken or beef Japanese udon noodles, made with garlic oyster sauce, snow peas, scallions, yellow peppers, mung bean sprouts and torn cilantro leaves.

For the first time in a sports environment, Amway Center is introducing touch screen ordering. Through a partnership between Levy Restaurants and Harris, fans in the loge seats and MVP Party Tables on the Club Level are able order via tabletop touch-screen monitors, which are automatically fed to the *Sear and Sizzle* concession stand for ease of ordering. The ordering system allows for customization of toppings and tabulates the pricing as guests make their choices.

**John Nicely**  
**Levy Restaurants Executive Chef at Amway Center**

John Nicely brings more than 13 years of experience in the hospitality food industry to his position as executive chef for Levy Restaurants at the new Amway Center. Nicely expresses his passion for food, creativity and sports by consistently developing new menu items and dining experiences for guests at all levels. At Amway Center he oversees culinary operations and developed menu concepts for the suites, all restaurants including the Mercedes-Benz Star Lounge, and premium and general concessions.

Nicely believes in cooking with a classical style to produce refined, flavorful food. "My goal is to infuse my passion for regionally-inspired cooking into the menus at the Amway Center and provide guests with a unique experience that parallels any great restaurant." The Amway Center menus feature simple, yet innovative specialties with local flair such as the Magic Seafood Salad, a towering dish made with jumbo lump crab, Florida shrimp and Maine lobster, tomato concassé, avocado, mache lettuce, local yellow and red tear drop tomatoes and truffle vinaigrette.

Before arriving in Orlando to work on the grand opening of the Amway Center, Nicely worked as an Executive Chef with Levy Restaurants at Raymond James Stadium in Tampa, American Airlines Arena in Miami, and Philips Arena in Atlanta, where the Georgia native first began his career with Levy. Nicely has also lent his culinary skills to many marquee events in the Levy portfolio including Super Bowl XLIII, Miami Heat NBA Finals, MTV Video Music Awards, six Kentucky Derbies, two US Open events, and NBA, NHL and MLB all-star games.

Before joining Levy Restaurants in 1999, Nicely worked under Master Chef Christian Chemin at the Capital City Country Club in Atlanta and as Sous Chef for Araxi Restaurant in Roswell, Georgia. Nicely has participated in the Maitres Cuisiniers De France annual Master Chef Convention, the High Museum Wine Auction, and the Mondavi Wine Dinner.

Nicely completed his education at The School of Culinary Arts at The Art Institute of Atlanta and is a certified Chef de Cuisine.



## **Arts and Culture at the Amway Center**

State-of-the-art facilities and a fan experience like none other are what most people think of when they hear the words, Amway Center. But, there is an unexpected, cultural experience at the new Amway Center that goes beyond the world-class performances and is a permanent display visually illustrating Orlando's vibrant arts and culture scene. The commitment to developing a cultural icon begins from the moment you can first see the building with a 180-foot tall tower and spire that serves as a beacon amid the downtown skyline.

### **AMWAY CENTER**

#### **Building Design Elements**

Of key importance to Mayor Dyer, the Amway Center was designed with Orlando in mind and reflects the distinctive aspects of our community. To celebrate Central Florida's moderate climate, the building is filled with a variety of indoor-outdoor spaces. The 80-foot tall main lobby allows guests to return to the outdoors on a spacious balcony overlooking Church Street at the Gentleman Jack Terrace.

To respond to its distinct urban design, the Amway Center was designed to reveal the events and activities occurring within. Bounded by Church Street, Hughey Avenue, South Street and Division Avenue, the center's primary entrance faces north to Church Street, creating a natural extension of the nearby Downtown entertainment core. The Church Street entry features a large public plaza connecting to the center's spacious lobby.

#### **Orlando Monument**

At 26-feet tall, the Orlando Monument anchors the corner of Church and Division Street. Made of concrete and glass, its color-changing interior light animates this corner of the plaza and becomes a photo opportunity that represents Orlando's local diversity and global reach.

#### **Church Street Plaza**

The Church Street Plaza is the "front porch" to the Amway Center. The composition of various elements creates an iconic tableau representing

Orlando's temperate climate and casual outdoor lifestyle. Its components include an abstracted "lawn" expressed by a green glass aggregate pattern in the concrete. On the lawn sit oversized traditional chairs while oversized ceiling fans hang from above.

### **Rain Sculpture**

The two-story Rain Sculpture was designed to emulate the rain and Spanish moss common to the Central Florida region. The sculpture consists of polished stainless steel "raindrops" that are attached to a 50-foot tall cable structure connecting the Box Office Plaza with the upper level outdoor deck, a feature unique to the Amway Center.

### **Orlando On Demand Info. Garden**

Orlando On Demand Info. Garden is a creative and interactive 3,300 square-foot space on the Terrace Level where visitors to the Amway Center can experience the evolution of the entire Central Florida region from the beginning of the citrus and aerospace industries to today's bustling downtown and thriving medical and digital media clusters. The exhibit uses technology and photographic elements to portray Orlando's community, culture and industry.

The centerpiece is a wall display stretching more than 25-feet featuring six-foot tall letters that spell "ORLANDO." The larger-than-life letters are made up of 70 different photos from the City of Orlando's photo archives, the Orange County Regional History Center's photo archives and donated by various community partners.

The Orlando Monument, Box Office Plaza, Rain Sculpture and Orlando On Demand were designed and developed by Rip Bang Studios who create immersive environments that enhance the guest experience of sports and entertainment facilities, shopping centers, airports, resorts and museums.

### **Dissonant Cloud**

The 44-foot tall light sculpture, suspended in the north lobby of the Terrace Level, is made up of 60 hanging strands featuring 730 acrylic light spheres placed at varying heights. Each light sphere includes six "tri-color" LED's that include red, green, and blue light nodes that can be programmed to display more than 16 million colors and turn the sphere to virtually any color imaginable.

The spheres become luminous from internal color changing electric lighting and possess a crystalline transparency when electric lighting is off and activated by natural daylight only. "Shows" ranging from fast moving multi-colored patterns to slow and subtle transitions can be programmed according to given events.

The Dissonant Cloud was created by Derek Porter Studios in collaboration with Lightwild. Porter offers expertise in collaborative design discussion, unique design solutions and details, custom residential application, architectural integration and poetic gestures of luminance for all types of projects.

### **Amway Center Art Collection**

The Amway Center Art Collection, curated by Sports & The Arts, is comprised of over 140 pieces of original artwork and more than 200 pieces of museum quality photography that are placed throughout the Amway Center.

A total of 21 artists have contributed works to the Collection, 14 of which are local to Central Florida. Commissioned artworks include abstract, figurative, digital, photo painting, and mixed media styles.

Original Florida Highwayman, Roy McLendon, has combined his distinct talent of painting colorful Florida landscapes with a new medium of painting directly onto parquet flooring. Bringing the classic Highwayman style to this contemporary medium, Roy's paintings will bring a hint of nostalgia with a subtle element of basketball to the Collection.

Housed throughout the building are historical photos from Orlando's history, including a Then & Now series featuring famous Orlando landmarks and vintage photos of the downtown area. In addition, several pieces of original Church Street Station memorabilia from the 1970s has been restored and will be housed in the event center restaurant.

The artwork is also being taken out of the building and to the public. Several pieces of original artwork created for the Amway Center Collection will be used by the Lynx Bus System for bus wraps.

### **GEICO Parking Garage**

The art and cultural experience at the Amway Center continues outside to the parking garage where both exterior and interior pieces are featured for patrons to enjoy.

### **Our Journey**

Bill Stark's design incorporates life-size human figures and differently colored ladders on the northwest face of the GEICO Parking Garage. The human figures are made of textured cast aluminum and are on a symbolic journey of discovery and achievement. The bright colors and different directions of each of the 18-foot tall ladder segments represent different parts of the journey.

Bill Stark is a professional member of the National Sculpture Society, an elected position, is a member of the National Association of Independent Artists and is

represented by galleries throughout the United States. He lives and maintains a studio in Aurora, Colorado and teaches anatomy at the Art Students League of Denver. His works of art are primarily figurative sculptures that explore human relationships. A common theme is people supporting each other.

### **Finding My Way**

The eight works of art displayed in each of the parking garage elevator lobbies was designed by Marcos Cruz and features more than 150 pieces of artwork created by kids in the Parramore Kidz Zone depicting the theme, "*Finding My Way*." Cruz has incorporated the children's artwork in each sculpture in the shape of micro-carvings. Each piece of artwork is made of stainless steel that Cruz has patterned and painted in different colors that correspond to the colored signage identifying each floor.

Marcos Cruz is a freelance sculptor and painter. He is the current Vice President of Geneva Air Gen and Digital Standards and is represented through exhibitions and corporate collections throughout the United States. Cruz's artwork is a blend of the tropical beauty of Puerto Rico fused with the diverse culture of the United States. Cruz believes in fostering art as a tool for history, culture, beauty and knowledge.

### ***The local artists who have contributed to the Amway Center Art Collection include:***

#### Diane Boswell

Diane is a photographer and cinematographer residing in the Orlando area. She studied art and architecture initially in Florence, Italy. Later she received a degree in architecture and a degree in interior design from the College of Architecture at the University of Florida. Her studies continued when she received a fellowship for graduate school in urban planning at the Royal Academy of Technology in Stockholm Sweden.

#### Tracy Burke

Tracy Burke was born in Duluth, Minnesota, in 1971 and currently resides and works in Orlando, Florida. She received a BFA in Fine Art from the University of Central Florida in 1995. Tracy explores color and pattern in her large abstracts, and demonstrates presence and confrontation in her stylized figurative work. Her art is collected throughout the U.S. and Canada.

#### Donna Dowless

As a self-taught, award winning artist, Donna Dowless has become a staple in the Orlando art community and has made an impact world-wide. Because of Donna's inspirational efforts to spread love through art and culture, Mayor

Buddy Dyer and the City of Orlando appointed her Orlando's official "Ambassador of Love."

### Phil Fung

Phil Fung is an American-Chinese-Jamaican professional pop art painter. Studying at Florida State started Phil on his journey that led him from graphic design studios in NYC, to become a French Quarter sidewalk street artist in New Orleans. In 2007 Phil graduated with a Master's degree in Art Education from the University of Central Florida in Orlando.

### Roberto Gonzalez

A native of Mexico City, Mexico, Roberto describes his unique artistic style as a "fluid movement from which flows the essence of life" and enjoys using vibrant colors, unusual movement and acrylics on canvas to bring his visions to life. Roberto currently resides in Orlando, FL.

### Derek Gores

National award-winning artist and art director Derek Gores is best known for his torn paper collage works, utilizing found materials like photographs, historical data, maps and memorabilia to create a captivating new image. Honored as one of fifteen artists selected for the Manifest Hope DC exhibit.

### Shelly Lake

Shelly Lake received a BFA from the Rhode Island School of Design in 1976. In 1979, Lake earned a Master of Science degree from the Massachusetts Institute of Technology and became the first female graduate of the Architecture Machine Group. Featured in numerous international art exhibitions and film festivals, she has won three Clio awards and an Academy Award for technical direction for The Last Starfighter.

### Fernando Medina

Fernando Medina was born in Havana, Cuba, and became the official Magic team photographer in 1996. He has photographed well over 1200 NBA basketball games, along with many other sporting events including NASCAR, the NFL, PGA and IHL and NCAA basketball and football games.

### Larry Moore

Larry Moore has 15 years in advertising and graphic design, 25 years experience as an illustrator, and 30 years painting the great outdoors. He has created many public works projects for museums, libraries, Disney World, and the Canaveral port authority to major restaurants like Panera Breads and Krispy Kreme. Larry currently resides in Winter Park, Florida.



### Ivaldo Robles

Ivaldo Robles was raised in Mexico where his passion for art began. Ivaldo's work are oil mixed-media paintings that express different textures combined with movements and layers that create windows of colorful dimensions which are the soul of each piece. Ivaldo was one of the artists chosen to design a Gibson guitar that was auctioned for charity in Orlando. In addition, his work was highlighted on the cover of the November 2009 issue of Orlando Arts Magazine.

### Everett Spruill

For more than 30 years Everett, a self-taught artist, has been involved in collecting and creating works of art. He currently conducts art workshops for Central Florida youth through his non-profit foundation and is former owner of The Ethnic Art Gallery, Orlando, Florida.

### Steve Vaughn

Steve Vaughn's panoramic photographs are displayed on the walls of numerous Florida corporations and private residences. Based in Winter Park. Steve also exhibits at outdoor art shows and has been a poster artist for the Winter Park Sidewalk Art Festival, the Mount Dora Arts Festival, the Maitland Art Festival and the Winter Park Autumn Art Festival.

### John Whipple

John has been a working artist for over twenty-five years. He currently creates his paintings and sculptures from McRae Studios in Winter Park, Florida. Along with his artist wife Lynn, their work is in numerous museum and city collections and can be seen in galleries, art festivals, books and publications.

### ***National artists include:***

#### Chris Dunn

Educated in typography and graphic design, Chris has a BFA in fine arts from The Corcoran School of Art in Washington, DC, and is a working painter in New York City His unique approach combines the elements of design, composition, color, and branding with color, texture, movement and brushstroke. Chris's work has been featured in Graphis, AIGA Design Annuals, Communication Arts, and Print magazine.

#### Bart Forbes

Forbes has created theme paintings for a variety of PGA and Seniors' tournaments, and is known for his many posters and prints. He has designed over 20 commemorative postage stamps for the U.S. Postal Service including stamps of the 1988 Olympics, Lou Gehrig, Jesse Owens and the "America is Beautiful" series. His work has appeared in countless magazines, including Sports Illustrated and TIME. Corporate clients have included Exxon, Pepsi-Cola, ABC-TV, Eastman Kodak, General Electric, Lockheed Martin, American Airlines and the NFL.

### Jon Krawzyck

Krawczyk cuts, pounds and welds sheets of bronze and stainless steel to fabricate smooth, monolithic forms that look as though they were carved by a samurai slicing modeling clay. At the same time, the craggy profiles of his current sculptures suggest raw stone yet evoke the vaporous shapes and movements of smoke. There are echoes of Noguchi in this work, as it sits at the intersection of natural and man-made forms.

### Tom Mosser

Sports & The Arts resident artist Tom Mosser attended Penn State University and graduated with a BFA in Fine Arts. In the mid '90s, He was commissioned by the Pirates and HOK Sport to create a 75' x 4.5', three-panel mural that is currently on display in the Pirates' administration offices at PNC Park. Through Sports & The Arts, Tom was commissioned and completed, "The Mural", a 195' by 35' mural housed in the Prudential Center in Newark, NJ.

### John Robertson

John Robertson earned a BA degree in English Literature from California State University, Northridge. His work has been used in movies, television shows and many commercials and has produced pieces for FOX Sports and Disney. Robertson's artwork has been exhibited in numerous one-man art shows across the country.

### Dane Tilghman

Dane has taken his artwork into new dimensions by challenging realism with a stylish combination all his own, masterfully creating a unique form of surrealism and primitive elongation. He has recently completed baseball murals at Turner Stadium in Atlanta and Citizen's Ballpark in Philadelphia. Tilghman's work brought the walls of Veteran's Stadium to life with a collection of his Negro League prints.

### Samantha Wendell

Classically trained as a portrait painter in France and England, Ms. Wendell further developed her concepts through vigorous research and discipline. By incorporating her education and experiences, she has evolved to a level of perfection and uniqueness in her portraiture. Through Sports and The Arts, Ms. Wendell's artwork has been commissioned by the Philadelphia Phillies, New York Yankees, Los Angeles Kings and FOX Sports, among others, and her work can be viewed in the Staples Center in Los Angeles, and the Prudential Center in Newark, NJ



## ABOUT POPULOUS: AMWAY CENTER DESIGNER

Populous – designer of the new Amway Center – has a 27-year history of designing buildings that positively impact their urban surroundings.

“Amway Center’s design is directly reflective of the optimism of the Parramore neighborhood and downtown Orlando,” said Brad Clark, Populous senior principal and lead Amway Center designer. “The powerful beacon of light that will punctuate Orlando’s skyline at night will help beckon fans to a modern arena and a community gathering space. It’s a sustainable building full of energy, for both the fans inside and the surrounding area.”

Populous worked from nine principles in developing the arena’s design. Amway Center was influenced by:

- Creating a civic building and a community gathering place with a clear front door
- Designing within context by respecting each façade’s environment and the neighborhoods
- Developing a sustainable platform to create one of the country’s most environmentally friendly arenas
- Celebrating the climate by developing indoor-outdoor spaces
- Recalling local architecture by creating a front-porch atmosphere at the street-level entry
- Integrating a variety of native landscaping
- Varying the pattern and texture of the exterior, both horizontally and vertically
- Bringing the building to life with color, graphics and signage
- Incorporating public art to further define the arena’s personality.

In total, more than 20 designers from Populous spent nearly 74,000 hours designing Amway Center. Populous’ consultant team also included many firms native to the Orlando area.

The arena is Populous’ 6th NBA arena to open; the firm also designed, Bradley Center, Pepsi Center, Philips Arena, Toyota Center and United Center. In total, the firm has designed more than 80 arenas at the collegiate, civic and professional levels. Populous also opens arenas this year for the Pittsburgh Penguins, the University of Louisville and University of Minnesota-Duluth.

Since inception in 1983, Populous has grown into the world’s leading design firm dedicated exclusively to creating environments that draw people and communities together for unforgettable experiences. The firm has completed more than 1,000 projects around the globe with construction value exceeding \$20 billion. Populous has worked with 24 Major League Baseball franchises, 30 NFL franchises, 80 professional and civic arena clients, 40 global soccer and rugby teams, 120 universities, 40 convention center clients, 29 equestrian clients and has planned more than 30 major worldwide events. The firm’s portfolio includes such icons as Yankee Stadium in New York; the 2012 London Summer Olympic Games main stadium; Nanjing Sports Park in China; ANZ Stadium in Australia; Phoenix Convention Center in Arizona; the new University of Minnesota football stadium and event planning for the Super Bowl and Major League Baseball All Star Game.

Populous has received nearly 200 design awards for our work, including three national American Institute of Architect awards and countless global design awards. In 2009, and again in 2010, Populous was named one of *Fast Company* magazine’s ten most innovative companies in sports.

Populous offers comprehensive design services, including sports architecture, conference and exhibition center architecture, interior design, environmental graphics and wayfinding, event planning and overlay, master planning, sustainable design consulting and facility operations and analysis consulting.

As Populous, we enthusiastically embrace the expertise we uniquely claim – drawing people together around teams, athletes, events, places, commerce, industry and ideas they wholeheartedly embrace and adore.

[populous.com](http://populous.com)

### AMWAY CENTER DESIGN TEAM

Populous	architect/interior design/landscape design
C.T. Hsu + Associates*	exterior architecture consultant
Baker Barrios Architects, Inc.*	interior design consultant
TJNG*	interior design consultant
Landscape Designs, LLC *	landscape architecture consultant
Smith Seckman Reid, Inc.	mechanical/electrical/plumbing engineer
John J. Christie and Associates*	mechanical/electrical/plumbing engineer consultant
IMDC*	mechanical/electrical/plumbing engineer consultant
Walter P. Moore	structural engineer
WBQ Design and Engineering*	civil engineer
RipBang Studios	graphic design and theming
Wrightson, Johnson, Haddon & Williams	audio/visual and acoustic engineer

\* local firm



Hunt Construction Group in association with Rey Group, R.L. Burns, HZ Construction and Albu & Associates are the proud Construction Managers at Risk for the impressive new Amway Center. The CM@R team was awarded this futuristic looking multi-purpose arena on October 24, 2007 through a formal proposal and presentation selection process. The team was excited to join the City of Orlando and the Orlando Magic in building the best new arena in North America.

Amway Center began its construction journey on July 25, 2008 when a ceremonial groundbreaking was held. The workers celebrated the topping out on November 5, 2009 reaching a major milestone in the construction phase.

Hunt has consistently been ranked as the premier builder of sports facilities in the United States by *Engineering News-Record*. The Amway Center is Hunt's 108th sports venue, the 12th NBA facility, and the 30th sports project with lead architect, Populous.

#### Recent Experience

Hunt is currently constructing Barclays Center Arena in Brooklyn, NY (future home of the NBA's Brooklyn Nets) and Marlins New Ballpark in Miami, FL (future home of MLB's Florida Marlins). Recently completed projects include the LEED® Gold certified CONSOL Energy Center in Pittsburgh, PA (home of the NHL's Pittsburgh Penguins), Lucas Oil Stadium in Indianapolis, IN (home of the NFL's Indianapolis Colts), the LEED Silver certified Nationals Park in Washington, DC (home of MLB's Washington Nationals), Kauffman Stadium Expansion and Renovation in Kansas City, MO (home of MLB's Kansas City Royals) and University of Phoenix Stadium in Glendale, AZ (home of the NFL's Arizona Cardinals).

#### Hunt's Firsts

Hunt is consistently on the forefront of sports construction technology:

1975 Louisiana Superdome in New Orleans hosted the first indoor Super Bowl and, at the time, was the largest steel-span structure in the world.

#### CM@R Team

Hunt Construction Group In Association with Rey Group, R.L. Burns, HZ Construction and Albu & Associates

#### Hunt Construction Group

- Established 1944
- Premier Sports Builder (*ENR*)
- #26 Top 400 Contractors (*ENR*)

#### Rey Group

- Established 1978
- Orlando-based
- MBE Certified – City of Orlando

#### R.L. Burns

- Established 1994
- Orlando-based
- MBE Certified – State of Florida, Orange County and City of Orlando

#### HZ Construction

- Established 2003
- Orlando-based
- MWBE Certified – State of Florida, Orange County and City of Orlando

#### Albu & Associates

- Established 1994
- Based in Winter Park, FL
- MBE Certified – State of Florida, Orange County, City of Orlando and Florida Minority Supplier Development Council

#### Construction Statistics

Man Hours	2.1 million
Total Workers	2,000-,2500
Daily Avg. Workers	750-800
MWBE Participation	34%
Safety	Zero OSHA citations
LEED Certification	Pending

- 1980 Carrier Dome in Syracuse, NY was the first fabric-domed stadium in the United States.
- 1998 Chase Field in Phoenix, AZ became the first facility in the world with a retractable roof, natural grass playing field and air conditioning.
- 2006 University of Phoenix Stadium in Glendale, AZ is the first and only stadium in the country with a retractable roof and rollout natural playing field.
- 2008 Lucas Oil Stadium in Indianapolis, IN was the first sideline to sideline retractable roof stadium and Nationals Park in Washington, DC became the first LEED Silver certified sports facility.
- 2010 CONSOL Energy Center became the first LEED Gold certified NHL arena.

## RipBang Studios – Experience Branding

In October, the NBA's newest arena, is set to open its doors. As the home of entertainment in Orlando, for Orlando, the Amway Center, home of the Orlando Magic, will be a world-class venue that is poised to set the standard for fan-friendly sports and entertainment venues.

From the very beginning, the Magic envisioned that their new home would offer unique fan amenities on every level. So, when it came time to bring this vision to life, they called on Venice, CA based RipBang Studios.

“We challenged RipBang to conceive interactive fans zones and iconic signage that would visually set the Amway Center apart from other venues, said Magic President Alex Martins. “We were impressed with RipBang's total commitment to help us create the best fan experience in the NBA”.

“Past sports venue sponsorships often took the form of advertising signage”, noted RipBang Studios Creative Director Bob Bangham. “But at Amway Center we took a different approach. We tried to weave the Magic's corporate partners into the very fabric of the building in a way that visually enhances the facility and improves the game experience.”

In addition to collaborating with the Architects at Populous, RipBang Studios worked closely with the Magic and their corporate partnership team from the earliest design phases to generate opportunities that offer unparalleled visibility to partners and entertaining in-venue destinations for arena guests. This approach led to signature areas like the Magic Team Shop presented by adidas, the Gentleman Jack Terrace, the Nutrilite Magic Fan Experience, Orlando on Demand, the AirTran Flight Deck, the Kia Motors Terrace and others.

And after more than twenty years, the Magic's mascot “STUFF”, will finally get a home. The upper level, dubbed the OZONE, will feature a fan deck with a view of the game, a kids retail store, an arcade, a beverage bar, and “STUFF's Magic Castle presented by Club Wyndham”, an imaginative play area, designed for the Magic's youngest fans (and their families).

“Working with the Magic has been a joy and a professional milestone. And we're really looking forward to the Magic adding the final design component to the building in 2011.....an NBA Championship trophy,” said Bangham.

