

MAPS 4

CHESAPEAKE *ENERGY* ARENA

OUR FANS • OUR ARENA • OUR TEAM



The City of
OKLAHOMA CITY

#maps4



CHESAPEAKE ENERGY ARENA

- The 648,000-square-foot, multi-purpose arena, first known as the Ford Center, was built as one of the primary MAPS initiatives passed by Oklahoma City voters in 1993.
 - Original construction began in 1999 and was completed in June of 2002 at a cost of \$89.2 million.
 - A dedicated-purpose sales tax election was held on March 4, 2008, with 62% of city voters approving funding for arena upgrades and construction of an NBA practice facility. The primary goals included:
 - Renovate the arena to meet NBA requirements
 - Maximize NBA franchise revenues
 - Enhance the Guest experience
 - The sales tax was expected to raise \$121 million, but only generated \$106 million due to a recession. Companion Use Tax funds supplemented revenues, but the project scope had to be cut back. Many additions being proposed for MAPS 4 were part of the original renovation plan.
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CHESAPEAKE ENERGY ARENA

- After 11 years of Thunder Basketball, prime concerts and entertainment (nearly 1,000 events), our value in this taxpayer-funded investment continues to grow, but it's time to elevate the arena to meet the ongoing needs of the sports and entertainment business.
 - Since 2002, nearly 18 million guests have attended events at the arena, including over 13 million since 2008. With this type of visitor volume, the arena will continue to need ongoing maintenance and modernization.
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CHESAPEAKE ENERGY ARENA

- Chesapeake Energy Arena is the second smallest building in the NBA with 648,000 square feet. The average NBA building is 775,000 square feet.
 - A reinvestment into infrastructure, maintenance, fan amenities and team development areas will keep these facilities modern and revitalized into the third decade of its use, and provide features that elevate the Guest experience.
 - It's paramount to invest in innovations and upgraded amenities to make sure the live sports and entertainment experience continues to drive OKC's cultural and entertainment renaissance.
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ARENA EMPLOYMENT: 1,430

TOTAL UNIQUE EVENTS: 1,466

NONPROFITS: 100+ NONPROFITS BENEFIT FROM EVENT CONCESSIONS



18 MILLION GUESTS SINCE 2002

1,430

1,466

100+ NONPROFITS BENEFIT FROM EVENT CONCESSIONS

**ALL ARENA EVENTS: \$90+ MILLION
ANNUAL DIRECT SPENDING
TO THE LOCAL ECONOMY**

18 MILLION GUESTS SINCE 2002

PRIME SPORTS TENANT: OKC THUNDER



- The community and economic impact of having the NBA in Oklahoma City is incalculable.
- The partnership between the city, SMG and Thunder has proven to be a collaborative and economic success.
- The Thunder is a community asset, committed to impactful investment and programs benefitting our citizens. This includes a specific focus on youth in the areas of leadership, education and physical fitness.
- The global exposure brought by the Thunder and the NBA continues to bring world-class status to Oklahoma City.
- The Thunder is a significant driver to enhance our economic development and tourism initiatives.

- Closer to home, the Thunder and Chesapeake Energy Arena have become a local and regional hub of activity and attention.
- The Thunder has helped bring downtown Oklahoma City to life with more than 40 nights per year of NBA Basketball as the prime sports tenant of the arena.
- It means busy restaurants, hotels, car rentals, visiting teams and media, with the arena as the centerpiece of it all.
- Oklahoma City is the third smallest market in the NBA, but the Thunder remains one of the most popular teams in the league with its fans. They have supported this team with vigor and passion, and will benefit from the continued reinvestment in the venue and modernized Guest experience.



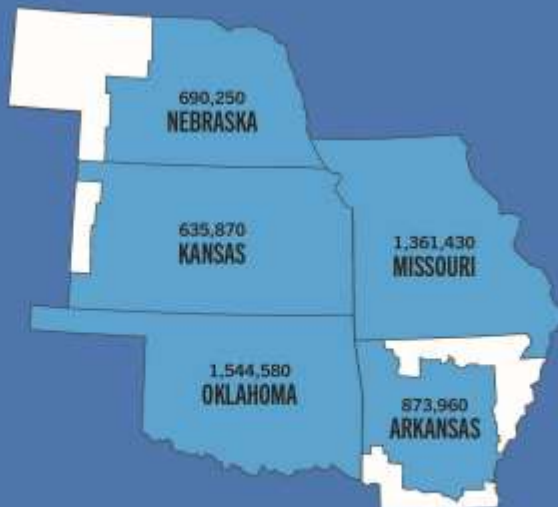
GLOBAL REACH

➤ Oklahoma City has been elevated like never before with an international TV reach in 215 countries, with more than 85 million viewers per season and 63 million in China alone.

➤ The Thunder itself brings global attention to our city via its social media platforms and connection with fans everywhere (17 million worldwide followers).



REGIONAL IMPACT



➤ Thunder TV broadcasts reach not only all of Oklahoma, but nearby regions without an NBA team, including Arkansas, Kansas, Missouri and Nebraska.

➤ The Thunder has created a regional fan base that is passionately connected to Oklahoma City through watching the games on television and traveling to attend games at Chesapeake Arena.

PRIME CONCERTS & ENTERTAINMENT

- Ranked #55 of top 200 U.S. venues
- Total tickets sold
- Hosted 13 of the top 50 concert tours in 2019
- Robust schedule of diverse events featuring world-class artists and family shows



THE FUTURE



FAN AMENITIES

\$55-60 million

BUILDING INVESTMENTS

\$30-33 million > Arena
\$12-15 million > Practice facility

ARENA MAINTENANCE

\$23-27 million

IT'S ALL ABOUT THE FANS





NEW NE ENTRY INTERIOR

- Expanded entry, lobby and wider concourse to alleviate foot traffic congestion
- New food and beverage concepts
- New team shop and box office
- New amenities benefit all ticket holders



NEW FOOD COURT

- Expanded main concourse to include new, diverse food court
- Additional restaurant-style seating
- New amenity for east side of arena



EXPANDED SOUTH ENTRANCES

- Expand overall arena footprint by approximately 70,000 square feet
- Year-round, multi-purpose event space
- Loud City fan zone and additional upper-level hospitality area
- Part of the original renovation plan in 2008



EXPANDED SOUTH ENTRANCES

- Extending footprint of the second level to create signature indoor hospitality and outdoor patio
- Enhancing access along Oklahoma Boulevard from Bricktown to south side development - new Convention Center, Scissortail Park and Omni Hotel

CHESAPEAKE
ENERGY **ARENA**

CHESAPEAKE ENERGY ARENA



LOUD CITY UPGRADES

- Renovated concourse with expanded views into the seating bowl
- New seating level added with elevator access, dedicated hospitality and social spaces included



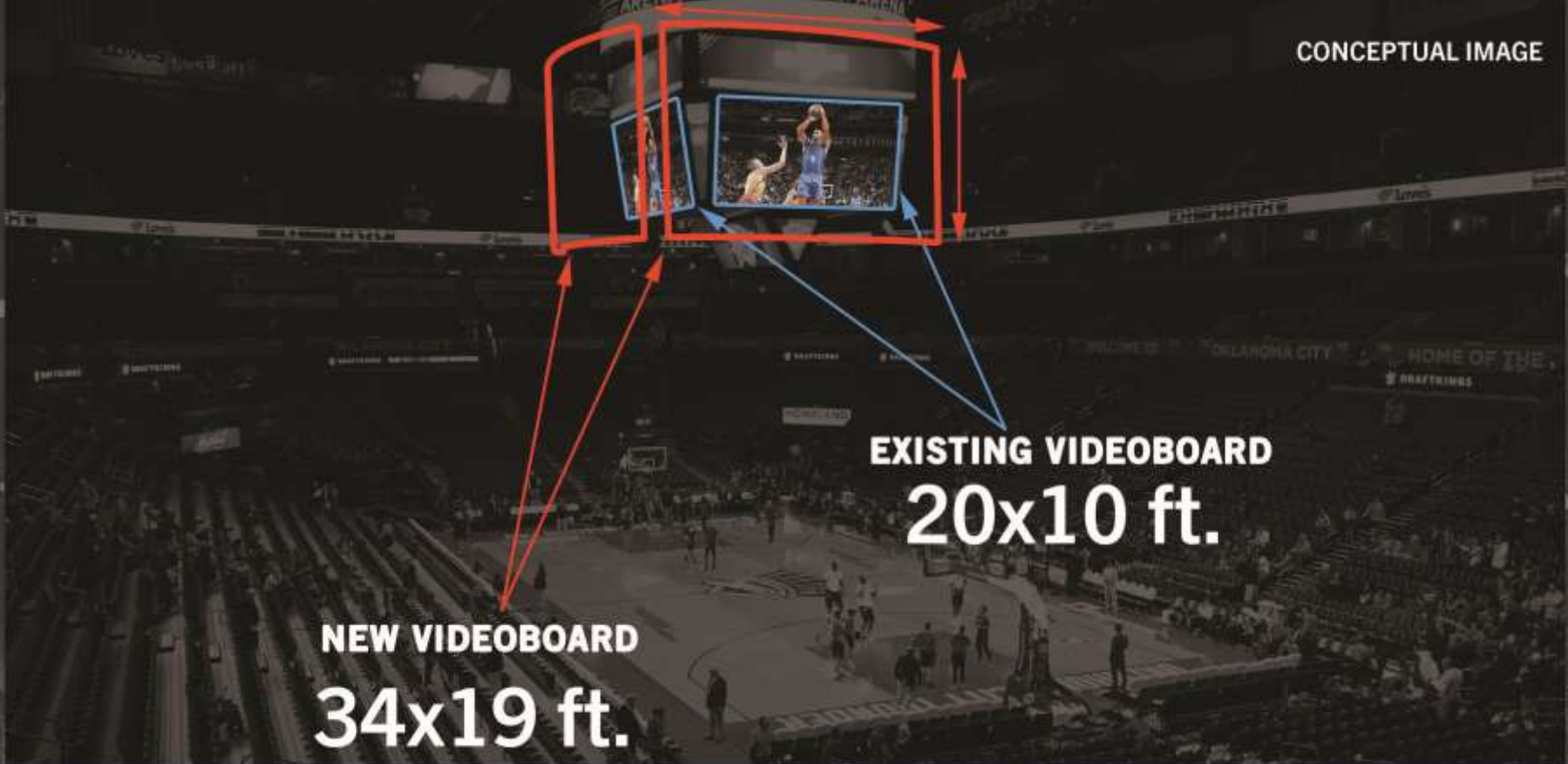
LOUD CITY UPGRADES

- Extend upper level (10,000 square feet) to create expanded fan gathering space
- New, dedicated dining and beverage area to service Loud City attendees of games and concerts
- Additional restrooms and elevators



TEAM RESOURCES

- Upgrade home and visitor locker rooms
- Ongoing commitment to provide competitive infrastructure
- Continue investment in capital and maintenance projects including roof repairs, new HVAC and mechanical systems, advancements in technologies, etc.



NEW VIDEOBOARD
34x19 ft.

EXISTING VIDEOBOARD
20x10 ft.

TECHNOLOGY UPGRADES

- New, modernized center-hung scoreboard and video display
- Replace outdated digital and video technology throughout main concourse
- Add new digital display monitors above seating tunnels to elevate game and concert experience



ADDITIONAL RENOVATIONS & MAINTENANCE REQUIREMENTS

- Replace all original seats on each level
- Replace elevators
- Replace and add generators
- Add modular curtain system to increase event variety
- Add additional storage, kitchen and prep space to improve concession and restaurant efficiency



ADDITIONAL RENOVATIONS & MAINTENANCE REQUIREMENTS

- More electrical power to support venue
- Add locker rooms for all gender use
- Renovate event level for tour promoters, staff and performing artists
- Move existing SMG offices from the Cox Convention Center to the arena and add required team and venue office expansion
- Improve loading dock to enhance efficiency and operations

**MAINTAIN
ARENA
INVESTMENT**

**ELEVATE
FAN
EXPERIENCE**

**ADDRESS
NECESSARY
MAINTENANCE**



CONCEPTUAL IMAGE