

10 YEARS AFTER KATRINA HOW THE DOME INSPIRED RECOVERY FOR THE REGION



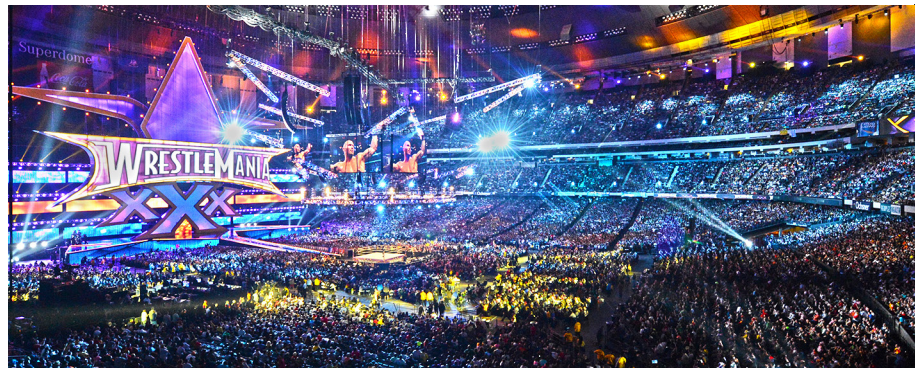
As the 10th anniversary of Hurricane Katrina approaches, the Gulf South remembers how the Superdome served as a refuge of last resort for an estimated 25,000 to 30,000 people during the storm. Badly beaten and bruised following Hurricane Katrina's devastation, it was easy to doubt that the stadium would reopen again. Governor Kathleen Blanco realized the emotional and tangible value of the Superdome, and soon after the storm led the effort to rebuild the venue in what became the biggest stadium reconstruction project in American history. Its reopening was a beacon of hope, and indeed showed the way for the city's post-disaster recovery. In many ways, the Superdome's reopening just 11 months after the storm inspired residents of the Gulf South to rebuild their own homes and businesses. The images of the Superdome's despair were engrained in the public's mind, and if the Dome could emerge from the destruction reborn, so could the people of the Gulf South.

The Superdome multi-phase renovation project cost over \$250 million, comprised of funds from FEMA, the State, and the National Football League. Everyone, coast-to-coast, recalls the emotional September 25, 2006 reopening/homecoming as the New Orleans Saints

defeated the Atlanta Falcons 23-3 before a Monday Night Football national TV audience.

In 2009 the Saints provided a resounding indication of their commitment to New Orleans by negotiating a contract extension with the State and SMG that keeps them at the Superdome through the 2025 football season, with further extension options available. Concurrent with the contract extension, the State provided \$85 million for upgrades to the Dome which resulted in a total re-engineering of much of the venue, including the removal of the lower seating bowl movable seating sections and installation of fixed seating risers. As a result, general seating capacity was expanded, new concession stands and restrooms were added, two field level premium club rooms were constructed, and the press box was relocated to the upper level of the stadium which allowed for the construction of 15 new suites. In the ensuing years a Distributed Antenna System and a stadium wide WiFi network were added.

When compared to recent new stadiums, such as Cowboys (AT&T) Stadium (2009 - \$1.3 billion), and the New Meadowlands (Met Life) Stadium (2010 - \$1.6 billion), the updated Superdome shines as a true financial bargain.



In the sports and entertainment world, the Superdome is hallowed ground. It's where seven Super Bowls, five NCAA Men's Final Fours, and four BCS championships have been showcased. It's where Sugar Ray Leonard defeated Roberto Durán in the famous "No mas" fight in front of 63,000 people. It's where the National Republican Convention nominated George H. W. Bush as its presidential candidate. A Pope has visited the Superdome. It's also where, in 1981, the Rolling Stones played before the largest indoor concert audience ever assembled.

In addition to being the home for the New Orleans Saints, the Superdome hosts many other annual events including the Allstate Sugar Bowl, Bayou Classic, R+L Carriers New Orleans Bowl and Essence Festival, which in 2014 celebrated its own 20th anniversary. Since reopening in 2006, the Superdome has hosted more than 400 performances with nearly 11,000,000 patrons passing through its doors to attend events. In the last 10 years, the Dome has hosted two BCS Championship games, a NCAA Men's Final Four (featuring Kentucky and future Pelicans star Anthony Davis), a Super Bowl, and in 2014 WrestleMania XXX, which shattered the record for the venue's highest grossing entertainment event with a sold-out crowd of 75,167.

By 2025, every dollar spent on Superdome repairs and enhancements is projected to return \$58 to the State. Additionally, SMG's New Orleans office employs approximately 200 full time employees and about 2,500 part time employees.

Forty years after its opening on August 3, 1975, and 10 years after Katrina threatened its existence, the Mercedes-Benz Superdome has persevered. It is truly better than ever and stands ready and able to host major events that will add to the stadium's glorious history. Nothing better illustrates this statement than the fact that the Superdome, along with its New Orleans tourism and hospitality partners, has been invited to bid on the next available Super Bowls, college football championship games, and WrestleMania. Major events continue to be a driving force of the Louisiana's economy, and the Mercedes-Benz Superdome and its sister SMG managed venues, the Smoothie King Center and Champions Square, have more to offer than ever before.

Since reopening in 2006, the events held at the facility have had a total fiscal impact of \$4.1 billion on the Louisiana economy

- University of New Orleans's Division of Business Economic Research.



In August 2010, five years after Hurricane Katrina, Champions Square, a more than 90,000 square foot outdoor festival plaza, opened to the public in the Superdome's backyard. Connected to the Dome by a Grand Staircase, Champions Square serves as a state of the art venue for concerts, community events, festivals, and special events. With its close proximity to many area hotels and an upscale, distinctive design with a built-in stage, this venue stands out amongst the most notable outdoor spaces in downtown New Orleans. It's a popular pregame spot before New Orleans Saints football games, with its free and open to the public access, live entertainment by local musicians, variety of food and beverage options and on-site permanent restrooms.

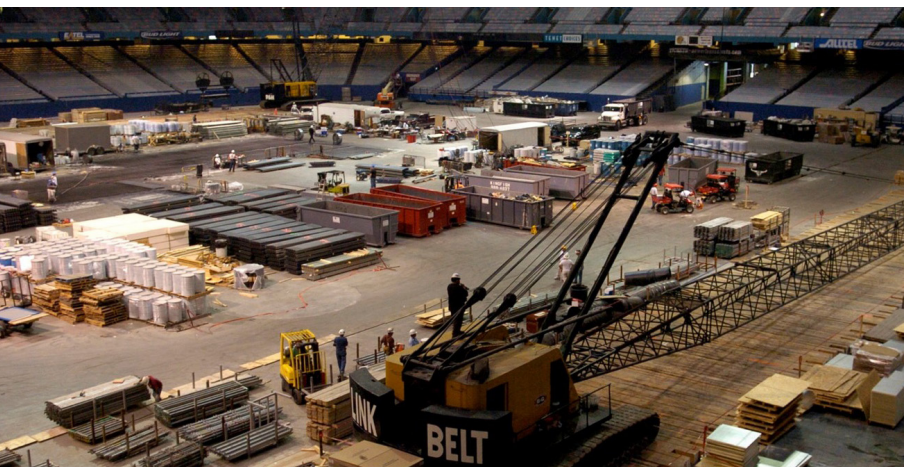
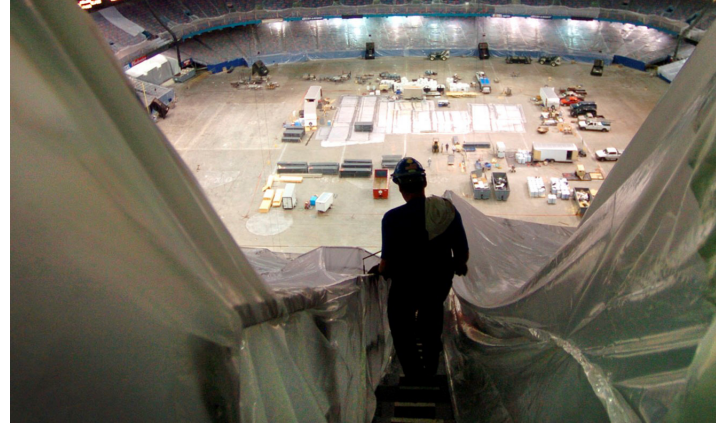
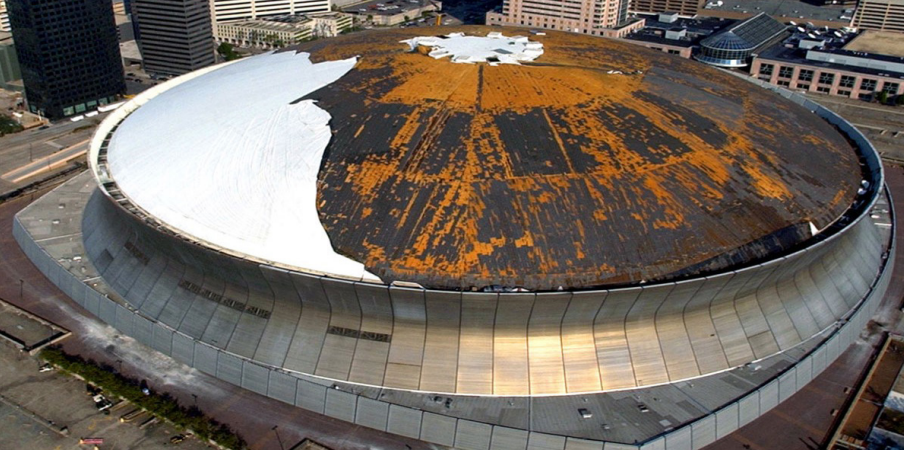
One month later in September 2010, club XLIV, an upscale private event venue located within Champions Square, opened its doors. club XLIV has seen significant enhancements since it first opened, featuring modern furnishings, illuminated bars, specialty lighting and classic New Orleans inspired artwork. club XLIV and adjacent venue, Encore, offer nearly 18,000 square feet of interior event space in the heart of Champions Square. club XLIV is a popular location for corporate receptions, weddings and special events and serves as a prime location for VIP during Champions Square events.

In 2014, Opening Act, a nearly 12,000 square foot premium indoor space, opened to the public. Opening Act features food and beverage for purchase and comfortable seating, all in a uniquely themed, climate-

controlled environment. Located adjacent to Champions Square, this space is open for all ticketed concerts, Saints home games and select festivals.

Additionally, the Smoothie King Center, adjacent to the Mercedes-Benz Superdome, hosts some of the world's largest musical acts and sporting events. The building is also home of the NBA New Orleans Pelicans and has hosted multiple NBA All-Star Games and the NCAA Women's Final Four. The venue is also popular for concerts, family shows, special occasions and corporate events. In 2013, the Smoothie King Center received significant upgrades to improve the fan experience within the arena. In 2014, the venue underwent major renovations to the building's exterior, including new paint, an exterior lighting system and the addition of high-tech mega video boards on the exterior of the building. Additionally, a new state-of-the-art video scoreboard will be installed prior to the start of this year's NBA season. Originally dubbed the New Orleans Arena in 1999, the facility was renamed the Smoothie King Center in 2014.

The Superdome and its sister SMG managed facilities in New Orleans in many ways, paved the way for the region's recovery, showing that through a united purpose, a stadium, and a region, could arise from the water anew. With its beauty fully restored, and augmented by colorful exterior lighting, the Superdome is a symbol of the strength of the Gulf South, and the region's enduring spirit and resolve.



HURRICANE KATRINA FACT SHEET

DURING AND IMMEDIATELY AFTER THE STORM

- Hurricane Katrina ravaged New Orleans on Aug. 29, 2005
- An estimated 25,000 to 30,000 people sought protection inside the Superdome
- Initial post-Katrina repairing and remodeling of the Superdome was accomplished in 3 phases over a period of 4 years
- After remediation work was finished in just 5 months, construction began on March 1, 2006
- Rebuilding took 35 contractors and some 850 workers, most of whom toiled 7 days a week through the hot summer
- Less than 6 months later, the Superdome was remarkably "football ready"
- When the doors opened for the first time after the storm, the Saints defeated the Atlanta Falcons 23-3 before a Monday Night Football national TV audience

COST

- The multi-phase project cost a total of \$336 million, funded by FEMA, the State and the NFL
- Compared to other new state-of-the-art stadiums like Lucas Oil Stadium, Indianapolis (2008 - \$720 million), Cowboys Stadium (2009 - \$1.3 billion), and the New Meadowlands Stadium (2010 - \$1.6 billion), the new 2011 Superdome was a true bargain

INITIAL REPAIRS

- Upgraded Club Lounges
- Replaced 22,000 seats
- Remodeled 137 suites
- New scoreboard and electronics
- Added 42 concessions stands and equipment
- New audio system
- 850 workers at height of repairs
- World's largest roofing job - 9.6 acres at \$32.5 million, completed 36 days ahead of schedule
- Relocated press box
- Added 16 additional 300-level suites
- Expanded team store
- Expanded locker room

SUBSEQUENT ENHANCEMENTS

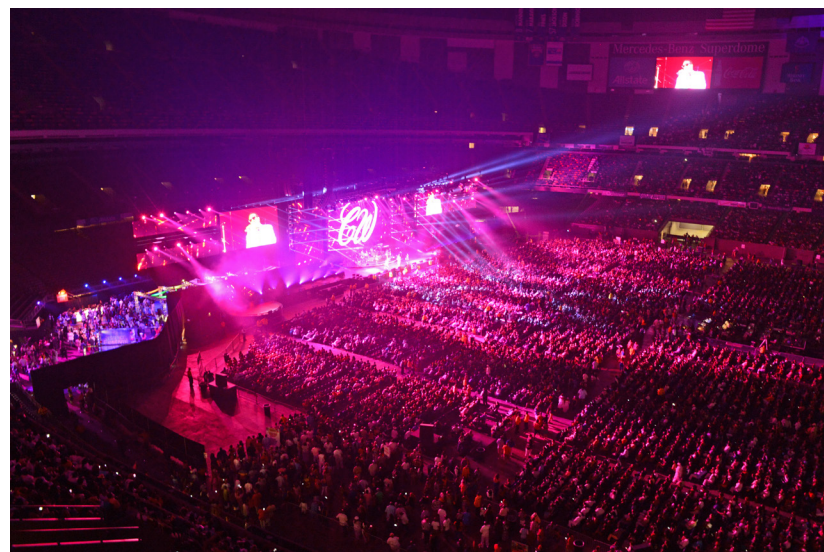
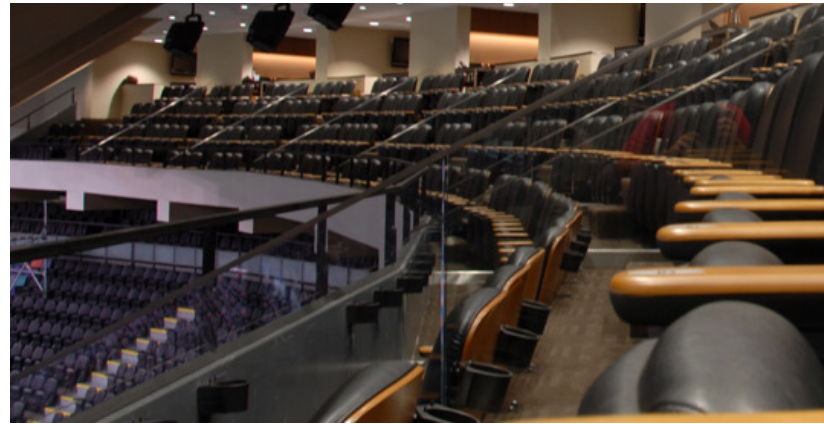
- Reconfiguration of East and West side Plaza seating to add 3,100 new seats
- 50-foot expansion of Plaza (100 level) concourse
- New concession points of sale and restrooms
- Two premium ground level Bunker Club Lounges
- New exterior Plaza escalators added to 2 Club Lounges
- Replacement of exterior skin
- Addition of colorful exterior LED lighting system
- Champions Square development
- Distributed Antenna System added
- Addition of stadium wide WiFi network
- Louisiana Superdome renamed “Mercedes-Benz Superdome” in 2011
- Starting in 2015, an estimated \$40 million in renovations will begin on the Mercedes-Benz Superdome and the Smoothie King Center

AN UNPRECEDENTED SERIES OF MAJOR EVENTS

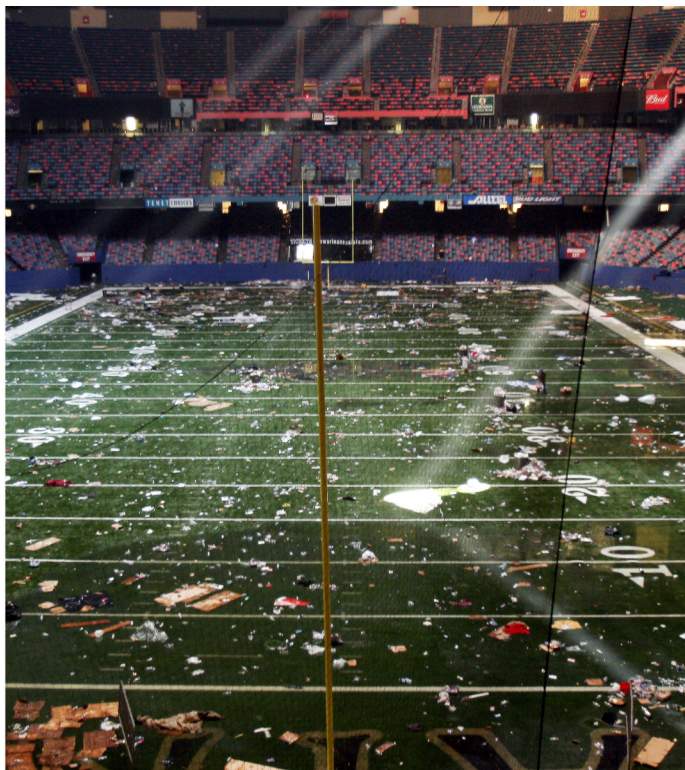
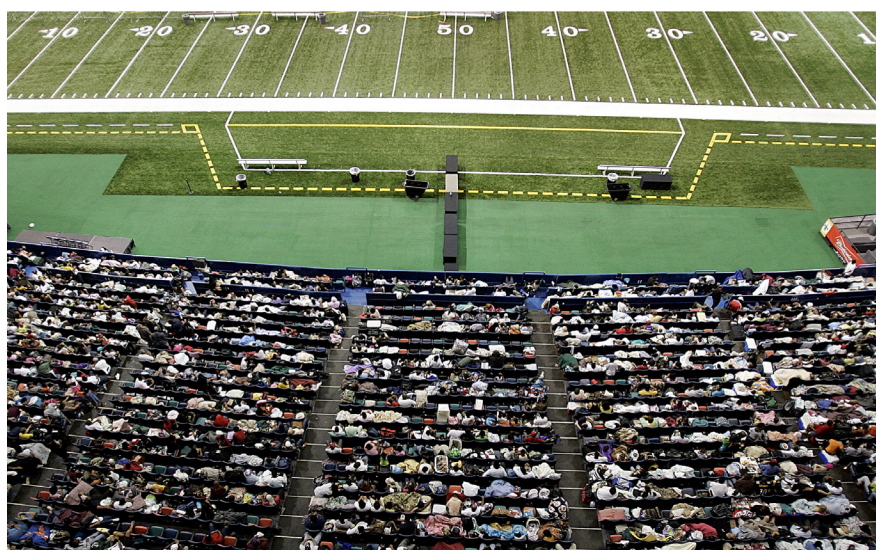
- 2012 BCS Championship
- 2012 NCAA Men’s Final Four
- 2013 Super Bowl
- Invited to bid on 2019 and 2020 Super Bowls, college football championships and WrestleMania

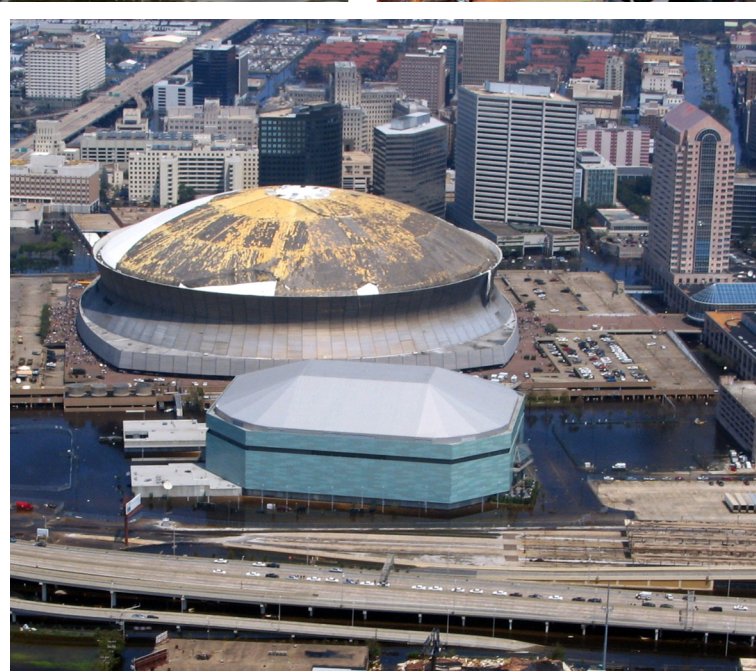
COMMUNITY IMPACT

- Total fiscal impact of \$4.1 billion on the Louisiana economy since reopening in 2006 (University of New Orleans’s Division of Business Economic Research study)
- By 2025, every dollar spent on Superdome repairs and enhancements to return \$58 to the state (University of New Orleans’s Division of Business Economic Research study)
- SMG New Orleans employs approximately 200 full time employees and approximately 2,519 part time employees
- Since reopening in 2006, the Superdome has hosted more than 400 performances with nearly 11,000,000 patrons passing through its doors to attend events

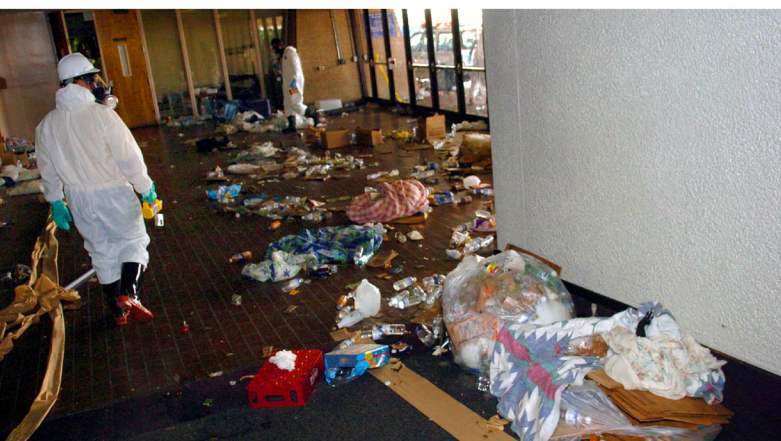


REFUGE OF
LAST RESORT

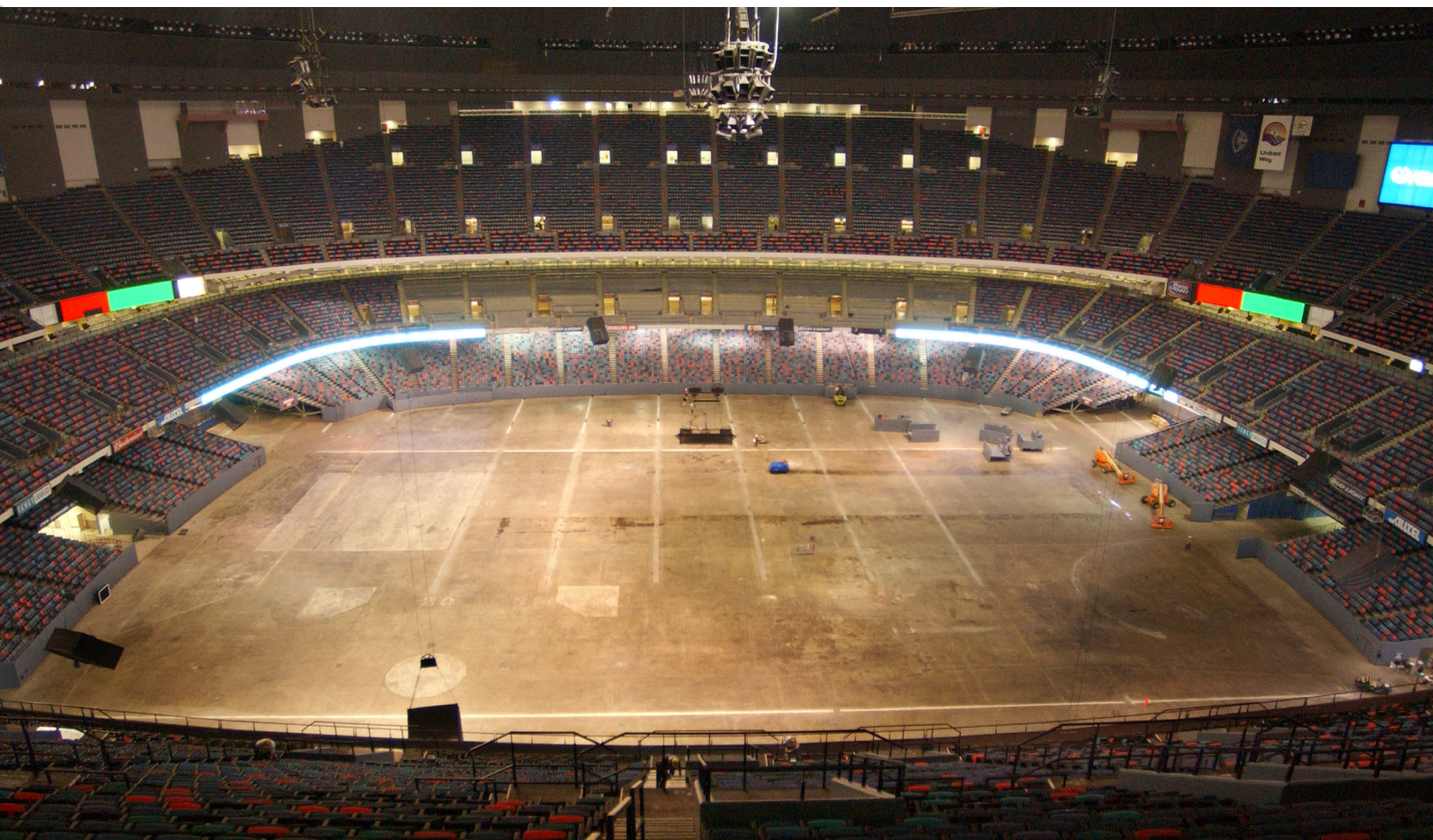




REBUILDING AN ICON

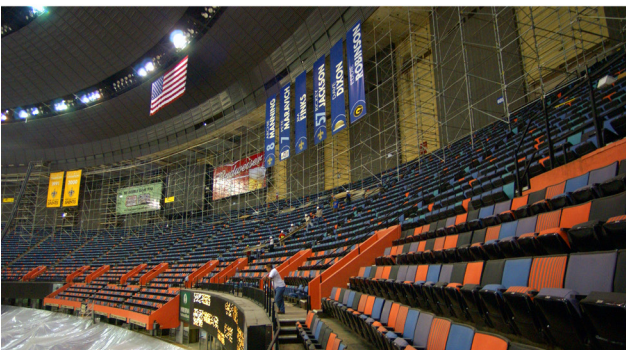
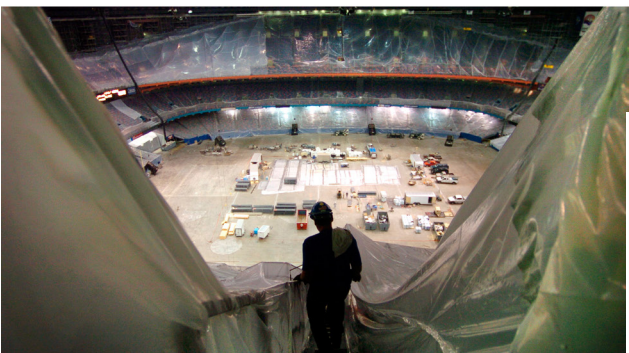


TO DOWNLOAD THESE IMAGES [CLICK HERE](#)

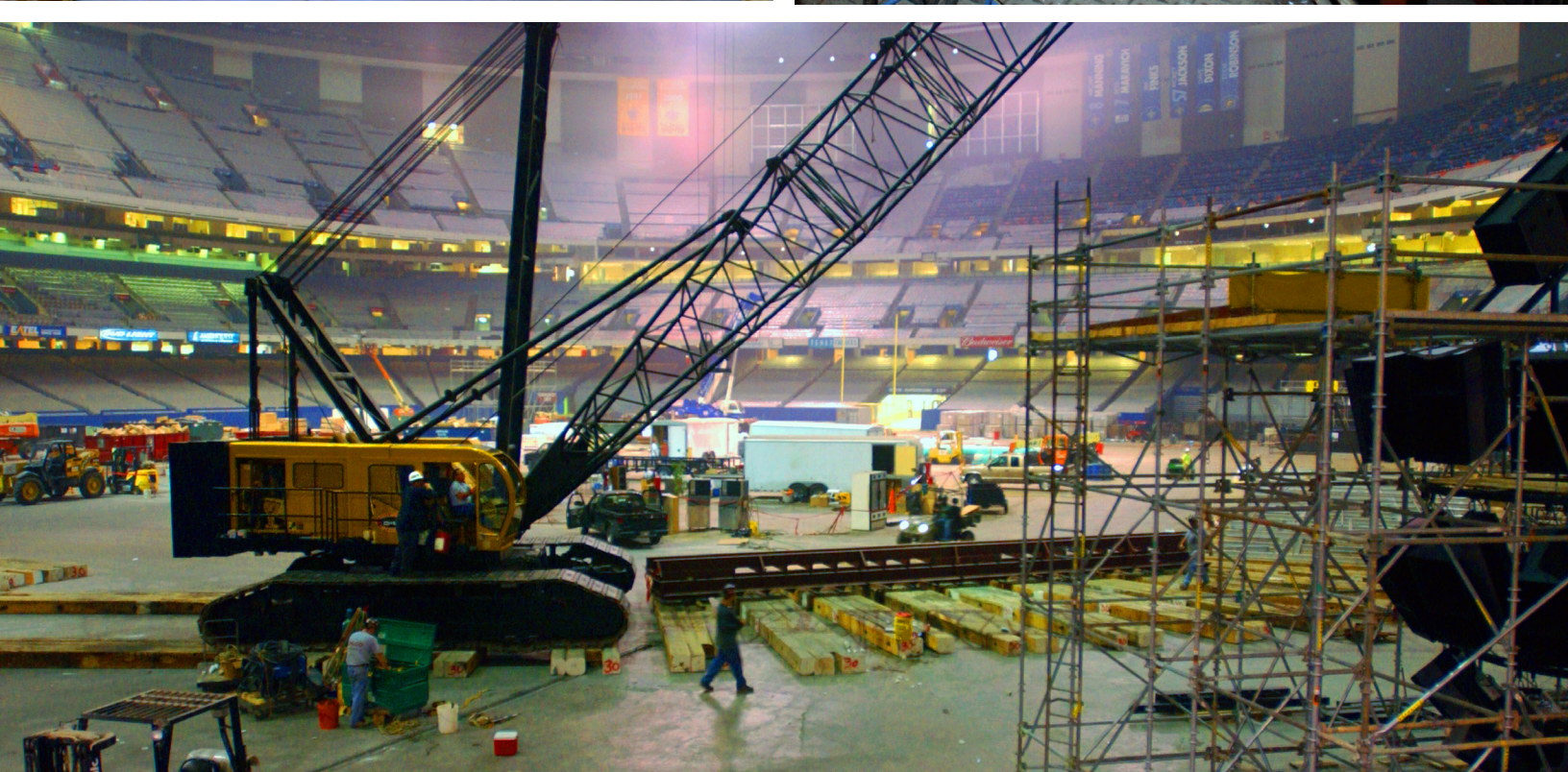


TO DOWNLOAD THESE IMAGES [CLICK HERE](#)

A COMMON PURPOSE



TO DOWNLOAD THESE IMAGES [CLICK HERE](#)



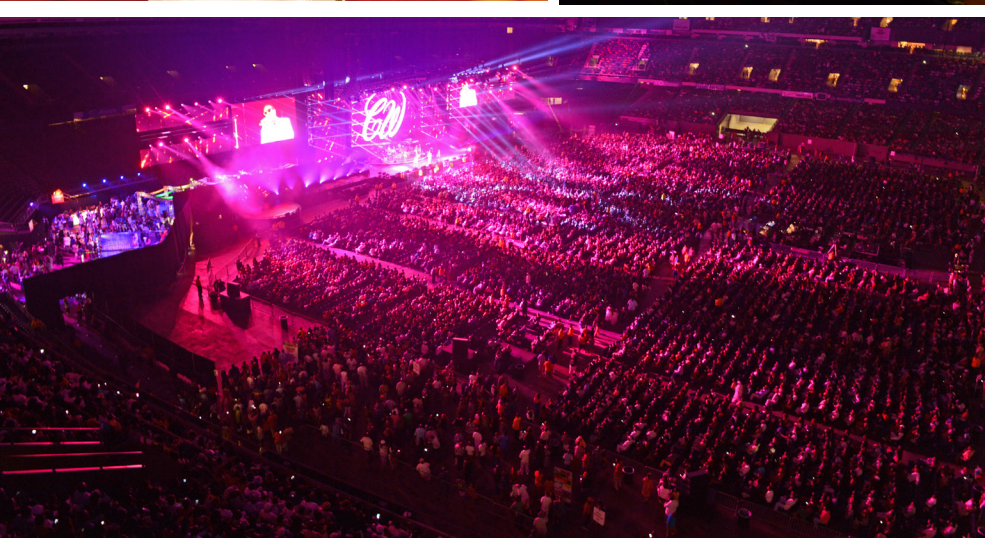
TO DOWNLOAD THESE IMAGES [CLICK HERE](#)

A SOULFUL
REVIVAL





TO DOWNLOAD THESE IMAGES [CLICK HERE](#)



TO DOWNLOAD THESE IMAGES [CLICK HERE](#)