



THIS IS **YOUR** HOUSE.
GET INTO IT.





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All numbers reflective of print date 11/7/14.

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GET INTO IT

A new era in Orlando is here.

Since opening its gates in 1936, the Orlando Citrus Bowl has welcomed millions of fans to countless sporting events and concerts while serving as an iconic venue to an ever-growing Central Florida community. Generations of families have brought their children to the stadium to soak in the energized atmosphere and share memories that will last a lifetime.

Through the years it's played host to diverse events including World Cup soccer, Olympic soccer, Orlando City soccer, WrestleMania, Monster Jam, numerous Rock Superbowls and loads of college football bowl games. Exciting, yes, but there is still more to come.

The Orlando Citrus Bowl will continue to host its signature annual events including the Florida Blue Florida Classic, Russell Athletic Bowl, Buffalo Wild Wings Citrus Bowl and Monster Jam while being poised to attract new high-profile events like the AutoNation Cure Bowl, neutral-site college football games, NFL preseason match-ups, big name concerts and more. Building on its rich history and creating a vibrant future, the newly reconstructed Orlando Citrus Bowl will continue to bolster economic growth and generate jobs for residents.

At a cost of \$207 million, the massive reconstruction project completely demolished the stadium's entire lower bowl, leaving only the upper level stands remaining. Approximately 90 percent of the Orlando Citrus Bowl is all-new and was designed to enhance the fan experience. All these enhancements and amenities will not only make the stadium competitive in today's market but will continue to ensure it remains the destination for memorable events and experiences in Central Florida. By modernizing the stadium it now provides the features promoters expect to help ensure their event is a success. The numerous upgrades will better position the Orlando Citrus Bowl to attract high-profile events that previously wouldn't have considered the stadium a viable venue.

Among the new features and enhanced amenities:

- Capacity of 65,000 for sporting events, 75,000 for non-sporting events
- More than 41,000 new lower bowl seats, each with chair backs and six more inches of legroom
- Two wide concourses that connect throughout the whole stadium

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- Vibrant open-air façade
- 20,000-square-foot plaza deck in the north end zone
- Multiple large-scale video displays
- Unique indoor and outdoor club spaces with seating to serve 6,000 patrons
- Improved mobile broadband throughout the stadium and wifi coverage in premium spaces
- Game day favorite concessions with healthy and gluten-free options
- New, larger team facilities and locker rooms with dedicated spaces for coaches, equipment, trainers, cheerleaders and officials with an attached media room

Since the demolition on January 29, 2014, construction crews worked around the clock to have the stadium game ready in less than 10 months. To accelerate construction, the lower bowl was comprised of pre-cast concrete which allowed for a majority of the structures to be fabricated off-site, trucked in and put into place.

Although numerous companies played an active role in the demolition of the old structure and the reconstruction of the new Orlando Citrus Bowl, four key organizations have been integral since the start of the planning stages through construction: SC Advisors (owner's representative), HNTB (design architect), Turner Construction (construction manager) and Hunt Construction (project manager). Through their collective experience and skilled workforce, they were instrumental in making Central Florida's vision for a bigger, better and bolder stadium a reality.

As part of the construction of the Community Venues; the Amway Center, the Dr. Phillips Center for the Performing Arts, the Orlando Citrus Bowl and the Major League Soccer stadium; the City and its partners are committed to providing jobs and training opportunities for Central Florida residents. The BLUEPRINT Employment Office provides a central location for residents looking to work on these projects. The BLUEPRINT identified target populations including the homeless, ex-offenders and Parramore residents to focus employment efforts. To date, 280 of these individuals have been hired to work on the Orlando Citrus Bowl reconstruction. Furthermore, a total of more than \$61 million in contracts have been awarded to minority-and-women-owned-business enterprises (MWBE) bringing the total MWBE participation at the stadium to 36 percent.

This enormous project would not have been possible without years of planning, public input and community and tourism industry partners. Now the Orlando Citrus Bowl is ready to usher in a new era, one that celebrates its historic past while embracing the limitless possibilities of the future.

There's a new stadium in town.

Get into it.

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HISTORY

The Orlando Citrus Bowl, the grandfather of the Orlando Venues facilities, began as a Works Progress Administration project by President Franklin D. Roosevelt in 1936. In the beginning, the facility was named the Orlando Stadium and was built for \$115,000. The stadium was renamed the Tangerine Bowl in 1947 and the first college football bowl game was played here on January 1, 1947. Catawba College defeated Maryville College 31-6. At that time, the stadium seating capacity was 10,000.

In 1952, the stadium capacity was expanded by 2,000 seats and was host to the "Little Bowl with the Big Heart," because all proceeds from the game went directly to charity. In 1968, the stadium underwent another expansion, bringing seating capacity to 17,000 and construction of the first press box. The Tangerine Bowl again underwent expansion from 1974 – 1976 to bring the total seating capacity to 52,000. In 1983, the Florida Department of Citrus became the title sponsor at a price of \$250,000 and the stadium was renamed the Florida Citrus Bowl.

Beginning in 1989, the Orlando Citrus Bowl underwent a \$38 million expansion and renovation project to add 18,000 seats, 30 private suites and new upper decks to both sidelines of the field. The decks were manufactured of pre-cast concrete and wrapped around the stands, putting spectators as close to the field as possible. Four concrete ramp towers were also erected at the corners of the stadium to provide access to the decks and give the stadium a coliseum-like appearance.

In 2010, the City of Orlando completed \$10 million in planned enhancements at the Orlando Citrus Bowl stadium just in time for the annual 2010 Florida Blue Florida Classic football game. Improvements included structural work, lighting and technology upgrades.

Through the years the stadium has been host to countless high school, collegiate and professional football games. In 2012, it hosted the Sunshine State Lacrosse Championships. It has been the home field to the Orlando Broncos of the Southern Football League from 1962-1963, the Orlando Panthers of the Continental Football League from 1966-1970, the Florida Blazers of the World Football League in 1974, the University of Central Florida Knights football team from 1979-2006, the Orlando Americans of the American Football Association in 1981, the Orlando Renegades of the United States Football League in 1985, the Orlando Thunder of the World League of American Football from 1991-1992, the Orlando Sundogs of the A-League in 1997, the

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Orlando Rage of the XFL in 2001 and the Florida Tuskers of the United Football League from 2009-2010. The stadium has also served as host for National Football League preseason games for the Tampa Bay Buccaneers in 1995 and 1997 and several neutral-site regular season college games, most notably Florida vs. Mississippi State in 1991 and Florida State vs. Notre Dame in 2011. Presently, the Orlando Citrus Bowl serves as host to the MEAC/SWAC Challenge presented by Disney, the Florida Blue Florida Classic, the Russell Athletic Bowl, the Buffalo Wild Wings Citrus Bowl and the AutoNation Cure Bowl.

The Orlando Citrus Bowl has also hosted international sporting events including several dates during the 1994 World Cup as well as Men's and Women's Football (soccer) in the 1996 Summer Olympics (XXVI Olympiad). Starting in 2002, the stadium has been hosting Monster Jam along with its huge trucks and loyal fan base on an annual basis. On March 30, 2008, the stadium hosted WrestleMania XXIV and set an attendance record of 74,635 fans. In fact, when tickets went on sale more than 41,000 were sold within the first hour. It became the highest-grossing event in Orlando Citrus Bowl history with a total ticket sales gross of \$5,854,590.

The stadium has also hosted numerous music events and concerts. From 1977-1983, the stadium hosted frequent "Rock Superbowls" featuring performers such as The Rolling Stones, Fleetwood Mac, The Who and Van Halen. On April 14, 1979, the Orlando Citrus Bowl – then known as the Tangerine Bowl – hosted the Florida World Music Festival, commonly known as the "Florida Jam." The acts included Aerosmith, Blackfoot, Cheap Trick and Ted Nugent. Since that era, other high-profile concerts have played the stadium including Pink Floyd in 1998, Billy Joel/Elton John in 1994, Paul McCartney in 1993, Guns'n Roses in 1992 and Eagles in 1977, 1978 and 1994.

The stadium has also been featured on the big screen and in television. The 1998 movie, *The Waterboy*, used the Orlando Citrus Bowl to film the climactic Bourbon Bowl game scene in the movie. Additionally, footage filmed at the Orlando Citrus Bowl's Tampa Bay Buccaneers vs. the Miami Dolphins game was used throughout the television show, *Coach*, during the 1995-1996 season.

The new era for the Orlando Citrus Bowl began on January 29, 2014 with a demolition ceremony. The stadium's new name and logo were unveiled and fireworks fired into the air while a crane symbolically pulled down the scoreboard in the north end zone. Immediately following the event, the reconstruction of the new Orlando Citrus Bowl began.

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ORLANDO CITRUS BOWL FACT SHEET

Re-Opened: November 19, 2014

First Event: Florida Blue Florida Classic, November 22, 2014

Cost: \$207.7 Million

Location: Church Street (North), Rio Grande Avenue (East), Citrus Bowl Place (South) and South Tampa Avenue (West)

Owner and Operator: City of Orlando

Primary Tenant: Florida Citrus Sports

Functions: NFL, Collegiate and High School Football; Major League Soccer; Monster Jam (Motor Sports) and Concerts

Design Architect: HNTB

Local Architects: Rhodes+Brito

Construction Manager: Turner Construction

Project Manager: Hunt Construction

Graphics Designer: RLR Associates, Mari Frith Associates, Inc.

Site Acreage: 15 acres

Number of Levels: Four: Field Level, Plaza Level, Suite Level and Terrace Level

Square Footage: 814,272 square feet

Seating Capacity: 65,000 for sporting events, 75,000 for non-sporting events

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

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Technology: Equipped with a new state-of-the-art video display system featuring next-generation outdoor LED displays designed by ANC Sports Enterprises.

MWBE Participation: Achieved 36 percent MWBE participation, above the benchmark of 30 percent set by the project team and the 24 percent goal required by the City of Orlando through the BLUEPRINT initiative.

Stadium Features:

- Wider seats with chair backs in the newly constructed lower bowl
- 360-degree concourses on two levels of the stadium
- Main Field Level concourse between 40-60 feet wide, more than double the previous concourse
- Three video displays and two sideline ribbon boards covering more than 8,654 square feet
- Wide variety and expanded food and beverage options
- ADA accessibility for up to 824 patrons on the Field Level and Plaza Level
- 20,000-square-foot Plaza Deck
- 66 restrooms located throughout the stadium
- Eight elevators and eight escalators
- Improved concessions with approximately one point of sale system for every 302 spectators
- All back-of-house facilities located together in the south end of the stadium
- Symmetrical team facilities featuring locker rooms for players, coaches and cheerleaders, training rooms and equipment rooms
- Media interview room with direct access from locker rooms
- New kitchen facilities throughout the building with four loading docks
- 8,000 square feet of office space for Orlando Venues Administration

Design Principles: The Orlando Citrus Bowl was reconstructed to reflect the character of the community, build on the legacy of sports and entertainment in Orlando and provide a modern stadium experience.

Civic Building: Reconstructed a community gathering place for Orlando and Central Florida with an iconic front door entryway that symbolizes the reinvention of the Orlando Citrus Bowl and welcomes attendees.

Indoor – Outdoor: Embraced Central Florida climate by allowing movement indoors and outdoors through the open design of the concourses and public areas.

Landscape: Integrated a variety of native landscape forms of various scale and type including trees, shrubs, ground cover and sculptural arbors.

Public Art: Created permanent displays visually highlighting Orlando's vibrant arts and cultural scene while reflecting on the historic significance of the Orlando Citrus Bowl.

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ORLANDO CITRUS BOWL BY THE NUMBERS

75,629,700 Pounds of concrete and reinforced steel used for the new stadium foundation.

72,960,000 Pounds of pre-cast concrete used to reconstruct the new stadium.

7,000,000 Pounds of total steel used to build the façade and stair towers.

2,819,328 Total LED lights comprising all the new video displays.

1,600,000 Pounds of concrete used to build the Plaza Deck.

860,472 Man hours worked on the reconstruction project from the start of demolition to the first event held in the new Orlando Citrus Bowl.

814,272 Square footage of the new Orlando Citrus Bowl – more than 300,000 square feet larger than the old stadium.

531,700 Projected gallons of water saved annually due to high-efficiency plumbing fixtures to reduce the water demand.

65,000 Total minimum seating capacity of the new stadium.

50,000 Square feet of club space along the east and west sidelines.

41,000 Total minimum number of new lower bowl seats, each with seat backs.

20,000 Total square footage of the Plaza Deck.

6,000 Total number of club seats - compared to zero in the old stadium.

5,900 Total number of light fixtures.

3,687 Total number of men and women who worked around the clock to get the stadium game ready in a little more than 300 days.

3,000 Total square footage of each new team locker room.

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824 Total number of ADA accessible seating options (412 wheelchair / 412 companion) compared to 84 (42 wheelchair / 42 companion) in the old stadium.

355 Total number of high-definition displays compared to 77 in the old stadium.

345 Length of each ribbon board on each sideline compared to 150 feet previously.

280 Total number of people that received jobs through the City of Orlando's BLUEPRINT Employment Office. Parramore residents – 93, Homeless – 65 and Ex-offenders – 146.

114 Total number of sections: Field Level – 36, Plaza Level – 48 and Terrace Level – 30.

90 Number of new wood lockers within each locker room.

66 Restroom facilities throughout the stadium comprising of 1,041 lavatories and latrines.

60–40 Width of the new Field Level concourse in feet, which is twice the width of the previous concourse.

45 Total number of suites – 33 private, four hospitality and eight game day operation boxes.

29 Number of permanent concession structures, with the capacity to hold 24 portable concession stands throughout the concourses.

26 Total number of minority-owned-and-women-owned firms awarded construction contracts totaling \$61,218,117. Women-owned firms – 11, African-American-owned firms – eight, Hispanic-owned firms – eight and Asian-American-owned firms – two.

21-18 The range of seat widths in inches in the new Orlando Citrus Bowl.

20 Loge boxes comprised of 80 total seats.

14 The height in feet of the Sculptural Arbors located at each of the four primary entry areas into the Orlando Citrus Bowl stadium.

8 Total number of escalators in the new stadium. There are four escalators located on each sideline with two escalators running from Field Level to Plaza Level and two escalators running from Plaza Level to Terrace Level.

7 The number of letters in the new iconic ORLANDO sculpture.

5 Total state-of-the-art video board displays comprised of three large video boards and two ribbon boards.

2 Total number of public concourses with 360-degree access.

1 Tom Mickle working press box.

0 Number of urinal troughs in the new Orlando Citrus Bowl.

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FAN AMENITIES

The Orlando Citrus Bowl has been completely redesigned to enhance the fan experience regardless of where you watch the action on the field. Several new features and amenities have been incorporated into the new stadium to deliver a game day experience unlike anything Orlando has seen before.

In the north end zone, a 20,000-square-foot Plaza Deck provides an open-air setting where fans with any price ticket can meet with other fans and enjoy views of the action on the field as well as scenic views of Lake Lorna Doone. This “party deck” is an iconic feature of the stadium and acts as a multi-purpose space that can easily be converted depending on event needs, which may include additional seating or mobile concession carts.

Multiple giant video displays have been added so fans can see close-ups of the plays as they happen and watch replays of the action. The south end zone now showcases the largest state-of-the-art video display in the stadium, which measures 38 feet by 88 feet. On the opposite end of the field, two identical high-resolution video displays measuring 30 feet by 50 feet flank both sides of the north end zone. A high-quality sound system has also been added as part of the technology upgrades so fans won't miss a thing.

The stadium now features not one, but two 360-degree concourses for guests to freely roam the venue. The all-new Field Level concourse is 60 feet wide, double the width of the previous Orlando Citrus Bowl concourse. Throughout the stadium there are now more concessions and restrooms. To help fans easily navigate the stadium, eight escalators and eight elevators have been added to make getting around a breeze. At the north end of the stadium, which is now the primary entrance to the stadium, monumental stairs have been added in both the northeast and northwest corners so patrons can easily access the Plaza Level.

The **Dex Imaging Skyline Suite** (formerly the Skyline Club) is located on the Suite Level of the east sideline, offering a luxury-seating experience to those who don't need a private box. Skyline Suite seats include premium food and beverage for the bowl games and tickets to all stadium events during the term of the membership.

Twenty **Sideline Loge Boxes**, each with seating for four, provide a unique experience for fans looking for an upscale experience. With counter tops, individual seats and in-seat food and beverage service included, Loge Box owners also have access to the

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Open-Air Clubs. Loge Box seats also include the right-of-first refusal to buy tickets to other stadium events.

Located mid-field at the Plaza Level, the **Indoor Clubs** along both sidelines feature a view of the field in air-conditioned space, wider 21-inch seats, along with private restrooms, televisions, wifi and all-inclusive food and drink (soft drinks, beer and wine). Indoor Club seats also include the right-of-first refusal to buy tickets to other stadium events.

With seating located on the Plaza and Field Levels, the **Sideline Open-Air Clubs** are on both sides of each Indoor Club. Unique to a club experience, fans get the full game day ambiance with a view of the field from the club space. Fans also have access to purchase food and beverage (including a full bar), private restrooms, wifi and televisions. Open-Air Club seats also include the right-of-first refusal to buy tickets to other stadium events.

The **South Club**, a loft-like space at Plaza Level, will be another desirable indoor club when it opens in spring 2015. Two **“Bunker Suites”** will be built-out in the north end of the stadium at Field Level as part of a future expansion.

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STATE-OF-THE-ART VIDEO BOARDS

As one of the most technologically-superior stadiums in the country, the Orlando Citrus Bowl is equipped to provide an exceptional fan experience using a new generation of technology to enhance engagement among patrons.

The new Orlando Citrus Bowl is equipped with a state-of-the-art video display system featuring next-generation outdoor LED video boards deployed by ANC Sports Enterprises. The new boards utilize surface-mounted display (SMD) system technology that incorporates physical pixels that create clearer visuals offering a true high-definition image. These display systems present sharp quality video while significantly enhancing text and logo clarity. This is the latest revolution in outdoor LED technology, allowing the image to resolve to the eye much quicker and offering unprecedented viewing angles.

The Orlando Citrus Bowl's video display technology will redefine the patron experience with ANC's award-winning vSOFT media management and playback control system by creating an immersive digital signage experience. Recipient of the Commercial Integrator Best Award for Control and Automation at InfoCOMM 2014, vSOFT provides the highest resolutions and best playback in the industry, enabling a 1:1 playback for greater-than-HD displays. Complementing these resolutions, the vSOFT engine presents the most accurate multi-display synchronization, creating dynamic moments of digital media experiences.

Complementing the SMD system technology in the stadium are 355 high-definition LED monitors compared to only 77 (Suite Level only) in the old stadium. The sophisticated technology allows patrons to experience live game action, replays, highlights, statistics and player highlights all while delivering superior resolution truly enhancing the fan experience. The digital signage technology capabilities allow all screens to either instantly interface with a single image, address each part of the screen with a different message or video clip, or span a single image across multiple screens with animation.

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Video Board Display Specifics:

Main LED Video Screen / Scoreboard

Installer: ANC Sports Enterprises

Location: South End Zone

Production/Resolution: 16mm LED SMD

Height: 37.79 feet

Length: 88.19 feet

Total Square Feet: 3,332.70

Pixel Height: 720px

Pixel Width: 1,680px

Total Pixels: 1,209,600px

LED Video Screen – One Display

Installer: ANC Sports Enterprises

Location: South End Zone (facing 408)

Production/Resolution: 20mm LED SMD

Height: 29.4 feet

Length: 37.8 feet

Total Square Feet: 111.32

Pixel Height: 448px

Pixel Width: 576px

Total Pixels: 258,048px

LED Corner Displays – Two Displays

Installer: ANC Sports Enterprises

Location: Northeast and
Northwest Corners

Production/Resolution: 16mm LED SMD

Height: 30.24 feet

Length: 50.39 feet

Total Square Feet: 1,523.79

Pixel Height: 576px

Pixel Width: 960px

Total Pixels: 552,960px

Fascia Displays – Two Displays

Installer: ANC Sports Enterprises

Location: East and West Sidelines

Production/Resolution: 20mm LED SMD

Height: 31.4 feet

Length: 344.36 feet

Total Square Feet: 1,081.29

Pixel Height: 48px

Pixel Width: 5,248px

Total Pixels: 251,904px

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LEED: ENVIRONMENTALLY FRIENDLY

The newly reconstructed Orlando Citrus Bowl is on track to be a LEED-certified stadium. The building includes such sustainable design and construction elements as:

- More than 90 percent of construction waste was diverted from landfills as a result of a comprehensive waste recycling program.
- Both the roof of the stadium and the hardscape areas around the building have been designed to minimize daytime heat gain through the use of light-colored concrete in the plaza areas and reflective white roofing material on top of the stadium.
- Water use outside the building has been reduced with the implementation of high-efficiency irrigation technology and native plantings including trees, shrubs and ground cover that are tolerant to restricted water use. In addition, the palms surrounding the site are semi-drought tolerant and are watered by individual bubblers that limit the area of water distribution.
- Inside the stadium, high-efficiency plumbing fixtures will reduce the water demand by more than 30 percent, resulting in a projected water savings of more than 500,000 gallons per year.
- High-efficiency systems like the white roof, plumbing fixtures, HVAC units and light fixtures within the Orlando Citrus Bowl stadium are designed to be more efficient than a comparable code compliant design, resulting in cost savings and reduced energy use.
- Heating and air condition systems were designed to provide increased thermal comfort for occupants through the management of heat loss and gain.
- Recycled construction content and finish materials are being used where appropriate. For example, the existing pre-cast concrete seating risers were crushed and reused at the site as fill.
- Locally-sourced materials and material suppliers are being used where economically viable, to reduce environmental impacts associated with transporting building materials.
- Multiple bus lines within close proximity to the site provide alternate access to events over driving and promote alternative transportation usage.

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CREATING JOBS IN THE COMMUNITY

In a little more than 300 days, from the start of demolition to the first event held inside the new Orlando Citrus Bowl, more than 3,680 men and women worked around the clock to get the stadium to its event-ready status. Their contributions accounted for 860,472 man hours, which equates to 98 years.

More than a reconstruction project, the Orlando Citrus Bowl also served as an opportunity to create jobs for the local businesses throughout the Central Florida community.

Under the leadership of Mayor Buddy Dyer, the City of Orlando's Project Management Team worked closely with local minority-and-women-owned businesses – some of which were based out of the nearby Parramore community – awarding them with 36 percent of the contracts totaling more than \$61 million, exceeding the 30 percent benchmark established by the City of Orlando and the project team.

Of the 26 local minority-and-women-owned firms which worked to reconstruct the stadium, 11 were women-owned firms, eight were African-American-owned firms, eight were Hispanic-owned firms and two were Asian-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 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 the Performing Arts, the Orlando Citrus Bowl and the Major League Soccer stadium. Through the reconstruction of the Orlando Citrus Bowl, the BLUEPRINT initiative has resulted in:

- Twenty-six firms owned by minorities and women have been awarded construction contracts totaling \$61,218,117.
- Jobs for 280 people hired through the City's BLUEPRINT Employment Office. Of those, 93 workers were Parramore residents, 65 workers were homeless and 146 workers were ex-offenders.
- Thirty-one local companies participated in the project.
- Eighteen minority-and-women-owned companies had direct contracts with the City's Project Management Team and its partners to provide design and construction services, including:

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- 4 Evolution, Inc.
- Advanced Structural Design
- Albu & Associates
- Bobes & Associates
- Conpilog International Company
- C.T. Windows, LLC
- JCB Construction, Inc.
- Margaret A Davis
- Mari Frith Associates, Inc.
- Nancy Prina Landscape Architecture
- PSA Constructors
- Ramski & Company
- Rhodes + Brito
- R L Burns, Inc.
- T&T Construction of Central Florida, Inc.
- Verde Construction Manager, LLC
- Votum Construction, LLC
- WBQ Design and Engineering

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, 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:

Concrete Construction on the Signature Plaza Deck

Takesha Graham is determined to take advantage of every opportunity in her life.

The mother of three children, ranging in age from 18 to two years old, Graham said she needed to find full-time employment to support her family.

Through a mutual friend who worked at the BLUEPRINT Employment Office, Graham learned that the one-stop office would give her the tools she needed in her job placement search.

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Graham's previous work as a bricklayer and welder with the City of Leesburg and City of Altamonte Springs gave her the experience to apply for construction jobs on the City of Orlando's Community Venues projects.

"I filled out an application in July and they showed me how to build my resume with the experience I had," she said. Within weeks, she was hired by T&T Construction to work on the Orlando Citrus Bowl Stadium reconstruction grating concrete and other projects.

In August, Graham was chosen to help celebrate a significant milestone in the Citrus Bowl's reconstruction: the newly poured 20,000-square-foot Plaza Deck that she helped complete. The deck is one of the iconic features of the new stadium that allows fans to gather during events and enjoy views of nearby Lake Lorna Doone.

"It was a great experience. I was very nervous to meet all of the city officials and media, but I really enjoyed being put on the spot," Graham said.

With the stadium renovations in the final phase before the holiday bowls, Graham said she is extremely proud to be working on such a big project that has a significant impact on the City of Orlando.

"It feels good to be on a job site with great people to work around. I am happy to be able to explore new areas of construction and learn more," she said.

Despite making the hour and half commute to the job site every day from her home in Leesburg, Graham said she is grateful that she can provide better opportunities to care for her sons, ages 18 and 14, and her adopted two-year-old daughter.

She credits the BLUEPRINT Employment Office for her recent success.

"They (the BLUEPRINT Employment Office) gave me a chance when no one else did to find opportunities and spread my wings," Graham said.

Rebuilding the Orlando Citrus Bowl and His Life

Ernest Henry Jones Jr. credits the BLUEPRINT with giving him the tools to rebuild and change his life.

He attended Jones High School and Orlando Tech and earned his GED. A mason tender by trade for 15 years, the ex-offender worked as a roofer and on several smaller temporary construction jobs around Orlando to support himself. With a slowing economy and fewer available jobs, Jones found himself homeless.

He recalls learning about the BLUEPRINT Employment Office from some of his co-workers while working on a temporary job site. Jones said he knew that was the key to finding a long-term, better-paying job and took the first step to contact the office.

A few days later, Jones said he was contacted about a job opening working on the Orlando Citrus Bowl project. He was hired last month to install seats in the stadium.

Today, Jones, is reunited and now lives with his three sisters and two brothers in Parramore, where they all contribute to their mother's care while she recovers from a stroke.

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Jones said he has recommended the BLUEPRINT Employment Office to a number of friends. Several of them have been hired to work on the Orlando Citrus Bowl project.

"The BLUEPRINT Employment Office is a very good program for ex-felons and those who really need a job. You can work in the City of Orlando and not have to travel. It is a very good step to rebuilding your life," he said.

Local Plumbing Company Provides Apprentice Training and Jobs

It may have been as a student at the University of Central Florida (class of 1973) that James W. Tharp, Jr., founder and president of Tharp Plumbing, read a truism that has been his personal guiding force: "Mankind has become so much one family that we cannot ensure our own prosperity except by ensuring that of everyone else."

Tharp established his company three years after graduating with a firm commitment to excellence not only in service, but in personal character. Today, Tharp Plumbing is one of the largest commercial plumbing firms in Central Florida.

In December 2013, Tharp met with the City of Orlando's BLUEPRINT Employment Office to discuss the hiring initiatives for Tharp's Orlando Citrus Bowl reconstruction contract. Under the program guidelines, contractors are encouraged to seek registered BLUEPRINT workers first, with the goal of providing target residents the chance of steady employment, sustainable personal finances and career advancement.

Whatever doubts Tharp had about what he termed "government-mandated participation goals initiatives" have been erased as six new Tharp employees – former BLUEPRINT registrants – have not only become valued team members, but have sparked an apprenticeship program fully-funded by Tharp Plumbing.

"Six previously unskilled but ambitious minority individuals sourced from the BLUEPRINT program are proud members of our recently convened national and state-certified plumbing apprenticeship program," said Tharp. "Each one of them has earned their seat in this three-year training program through their strong work ethic and commitment to mastering new skills."

Ernest Varnado, 34, is a Parramore resident with plumbing and construction experience who found many doors closed to him due to his incarceration. He registered with the BLUEPRINT in January 2014, and the next month had an interview with Tharp Plumbing, which included a candid conversation about his criminal record.

"I told them I would put my past behind me if I could have an opportunity to prove myself to them," Varnado recalls. "There's not many who would do what Tharp has done, and now I'm grateful – loyal to them, and grateful."

Varnado's dream is to earn his journeyman's license and beyond, with a career path that has Tharp Plumbing firmly at his center. He wants to buy a home for himself and his four young children.

His story, according to Tharp, is the kind that needs to be told as a reflection of how well the BLUEPRINT works to match workers with employers, and why it's important for companies to invest with training and mentoring for their employees.

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"This is a positive and potentially life-long effect our collective efforts are having on many deserving people in the community that this program was established to serve," added Tharp.

The company's training program includes a personal computer for each of the six apprentices, one-on-one interaction with a nationally certified Master Trainer, both on-line instruction and on-the-job practical application.

Tharp said, "Our manpower needs on the Orlando Citrus Bowl renovation project were significantly advanced by the labor pool created by the BLUEPRINT program. It's wonderful to see such initiatives manifest the fruit of their intent and promote community, corporate and individual success."

Thirty-four-year-old Danny Beltran travels two hours each way by bus to the Orlando Citrus Bowl where he works with other Tharp Plumbing employees on fitting water pipes and other work on the multi-million dollar reconstruction project. Beltran moved from New York, where he worked loading trucks at a warehouse.

"It was a job, not a career path," said Beltran. "With Tharp, I'm on a better path, learning a trade, building a life for myself. You don't meet people like the folks at Tharp. They don't believe in just looking at someone or their background and making a judgment. They look at your work ethic and your loyalty. And believe me, I'm loyal to them," adds Beltran. His goal is to learn as much as possible to "do more, contribute more."

"And buy a car!" he adds.

"The BLUEPRINT wouldn't work without the interaction of proactive business leaders like Tharp. Nothing works in a vacuum," said Janeiro Coulter, Project Manager of the BLUEPRINT. "It's only when we have the energy and leadership of private business, combined with the guidance and oversight of an equal opportunity program, that we can fuel an economic recovery for everyone, regardless of background, education or personal history. We can do this, and I know this to be true because it's happening, right now, all over the City."

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TRANSPORTATION/PARKING

Getting Here

The Orlando Citrus Bowl is conveniently located just west of Downtown Orlando and is easily accessible via Interstate 4 and the 408 Expressway. There are approximately 5,850 public parking spaces available in a handful of parking lots surrounding the stadium. During bowl games, these lots are reserved exclusively for permit parking.

In conjunction with the reconstruction of the Orlando Citrus Bowl, the City's transportation and planning experts worked to create a seamless traffic management plan that incorporates multiple options including improved roadways, a pedestrian-friendly culture and parking available around the immediate area of the Orlando Citrus Bowl. For bowl games and other large-scale events, a bus shuttle from the Downtown Orlando area to the stadium is offered. These bus shuttles are an efficient transportation alternative to move patrons to and from the stadium. Shuttle pick-up and drop-off locations may vary depending on the size of the event.

The City of Orlando is utilizing the latest technology to guide guests to and from the Orlando Citrus Bowl. Extensive electronic signage on the highways, dynamic portable message boards and static signage located in the surrounding area will direct people to available parking and help pedestrians safely walk to the stadium.

Parking

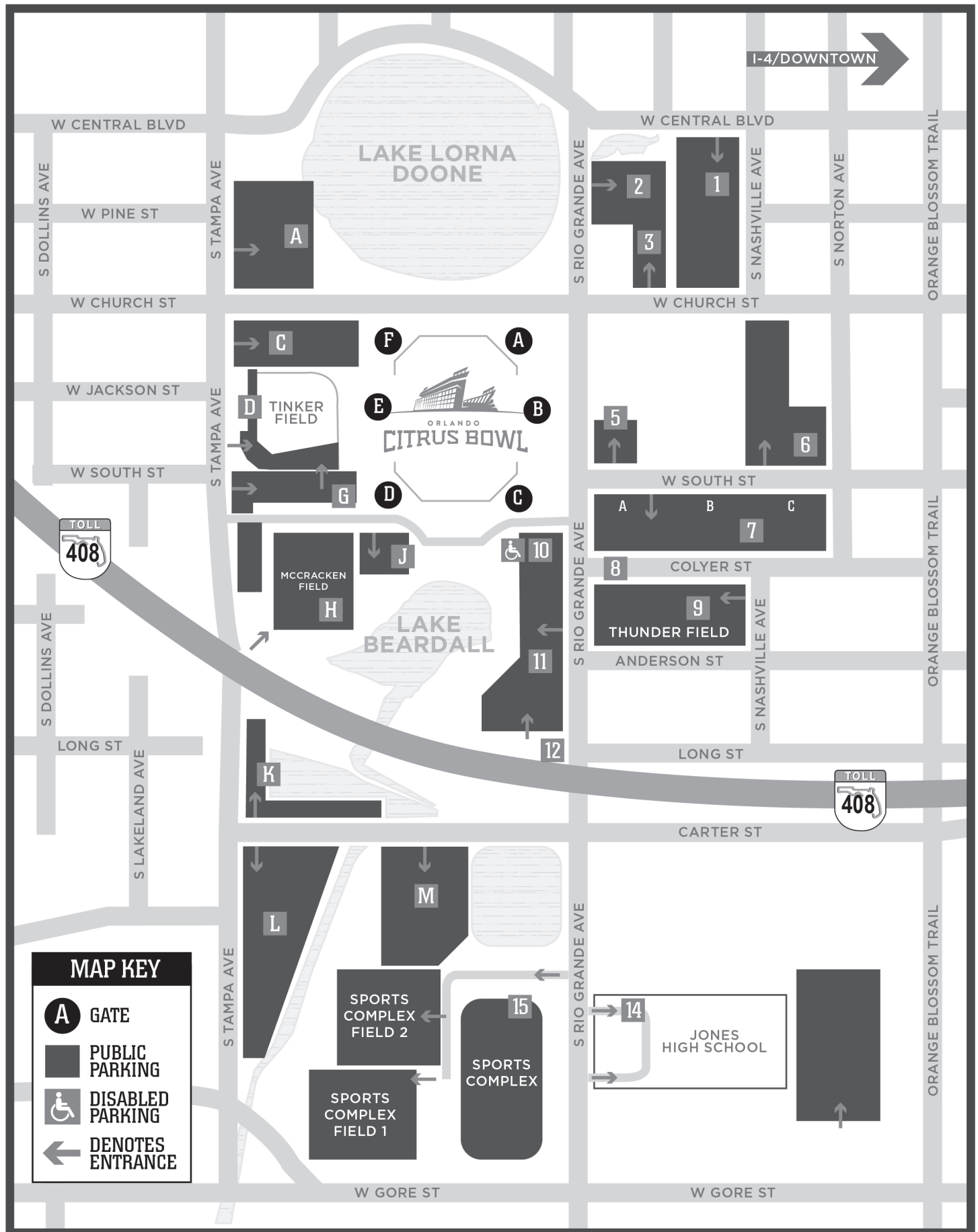
Patrons can find parking options and get easy-to-use directions to their designated parking lot at OrlandoCitrusBowl.com. Additionally, static parking lot wayfinding signs will guide drivers to the correct parking lot.

West Church Street Streetscape

In coordination with the reconstruction of the Orlando Citrus Bowl, the City of Orlando invested in streetscape improvements along West Church Street from Division Avenue to Tampa Avenue. Improvements include underground utilities, transit improvements, new streetlights, landscaping, mast arm traffic signals and sidewalks. As part of the streetscape, a plaza area in front of the Orlando Citrus Bowl will be constructed to create the feel of a festival area.

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PARKING MAP





ORLANDO CITRUS BOWL CONCESSIONS

As fans enter the stadium, they will find food and beverage options to satisfy everyone with a championship line-up of concession offerings on all concourse levels. Having more selections means less wait time, creating a winning combination.

For many patrons, eating stadium food is a cherished part of the game day experience. With that in mind the newly constructed Orlando Citrus Bowl will continue to offer great-tasting traditional food staples like hamburgers, hot dogs, pizza, chicken tenders and nachos while also offering more exciting culinary choices like gluten-free and healthy options. No matter where you are in the stadium there are also numerous beverage options including bottled water, soda, domestic, imported and local beer on tap, wine and liquor.

Concession stands like the Central Grill, Rio Grande Tex Mex and Tangerine Tap along with numerous mobile carts are strategically placed on both concourse levels and in the club spaces so fans won't have to travel far.

The new Orlando Citrus Bowl can accommodate 302 food and beverage points-of-sale for every one person, has 29 permanent concessions structures and has the capacity to hold 25 additional portable concession stands throughout the concourses.

Concession locations include:

- All American (Field & Plaza Levels)
- Central Grill (Field & Plaza Levels)
- Champions Pizza (Field Level)
- Church Street (Terrace Level)
- Goal (Field & Plaza Levels)
- Halftime (Field & Plaza Levels)
- Home Turf (Field & Terrace Levels)
- Lorna Doone (Terrace Level)
- Mid Field Grill (Field & Plaza Levels)
- Monster Sandwich (Field Level)
- MVP (Field & Plaza Levels)
- Rio Grande Tex Mex (Field Level)
- Spirits (Field Level)
- Tailgate Grill (Plaza Level)
- Tangerine Tap (Field & Plaza Levels)

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- The 408 (Field & Terrace Levels)

The stadium will also feature specialty carts with foods prepared by local restaurants and vendors. Local companies with carts include:

- Java Express
- Paradise Island Café
- Pita Hut
- Rugbymar Inc.

Orlando Foodservice Partners

Levy Restaurants is proud to be the market leader in delivering signature food and hospitality to luxury suites, private clubs, in-seat service, general concessions and private event catering in partnership with every major professional sports league.

Levy Restaurants is a full partner in the City's BLUEPRINT Initiative through the development of Orlando Foodservice Partners (OFP) in collaboration with Lee Wesley and Associates. The goal of this partnership with Lee Wesley and Associates is to help the City meet and surpass the goals of 18 percent minority and six percent women-owned participation for goods and services.

Levy Restaurants, a Chicago-based business, and Lee Wesley and Associates of Orlando, Florida, are the principals in the partnership. OFP operates the foodservice operations at the Amway Center, the Bob Carr Theater and the Orlando Citrus Bowl. Lee Wesley and Associates started as an MWBE business in a mentoring program. As the company grew it acquired the full control of the management and purchased an increased percentage of shares. Today, Lee Wesley and Associates is a certified minority business owned by Arthur and Delores Lee. The company is the operating partner in OFP and controls 45 percent of the partnership.

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ARTS AND CULTURE AT THE ORLANDO CITRUS BOWL

Of key importance to Mayor Dyer with the reconstruction of the Orlando Citrus Bowl was that it was designed with Orlando in mind and reflected the distinctive aspects of the community.

In addition to the newly reconstructed stadium's state-of-the-art facility upgrades and unique fan experience, there is an unexpected cultural experience that is a permanent display, visually illustrating Orlando's vibrant arts and cultural scene while reflecting on the historic significance of the Orlando Citrus Bowl.

To celebrate Central Florida's moderate climate, the building is filled with indoor-outdoor spaces, revealing the activities occurring within and creating a natural extension from the entrance to the nearby Downtown entertainment core, the Amway Center, the new Dr. Phillips Center for the Performing Arts and the soon-to-be-built Major League Soccer stadium.

Sculptural Arbors

At nearly 14 feet tall, the Sculptural Arbors are located at each of the four primary entry areas into the Orlando Citrus Bowl stadium. Each pair of arbors will create an interesting visual element as well as a functional shaded area where people can gather prior to or following events.



The arbors were designed as a reference to the citrus industry and its contribution to Central Florida. The form of the metal arbors was derived from the vase shaped branching of mature citrus trees. Within each arbor will be plantings of bougainvillea, their colorful displays reminiscent of the bright yellows and oranges found when traveling through Florida's citrus groves at harvest time.

The arbors will serve as a mid-level element to complement the tall palm plantings. This contrast will enhance the streetscape and pedestrian plazas along the Rio Grande Avenue streetscape frontage, not just on event days, but every day.

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ORLANDO Sculpture



Proudly crowning the scoreboard at the Orlando Citrus Bowl until demolition of the stadium commenced on January 29, 2014, the ORLANDO sign was seen and recognized by hundreds of thousands of fans and visitors to the Orlando Citrus Bowl over the years.

Prior to demolition, each of the seven individual letters, ranging from six to eight feet tall and six to eight feet wide, were salvaged and stored to be transformed

into a new iconic ORLANDO sculpture. Each letter has been retrofitted with more than 100 color changing LED lights. The new lighting will allow for the original colors of the ORLANDO sign to be replicated or changed to reflect a certain event or season.

The newly redesigned ORLANDO sculpture, standing 54 feet tall, symbolizes the reinvention of the Orlando Citrus Bowl. Located at the northeast corner of the Orlando Citrus Bowl site, where Rio Grande Avenue and Church Street intersect, in the pedestrian plaza at the base of the Grand Stair entrance, the sculpture is positioned at the new "Front Door" of the stadium and will again welcome visitors to Orlando and the new Orlando Citrus Bowl.

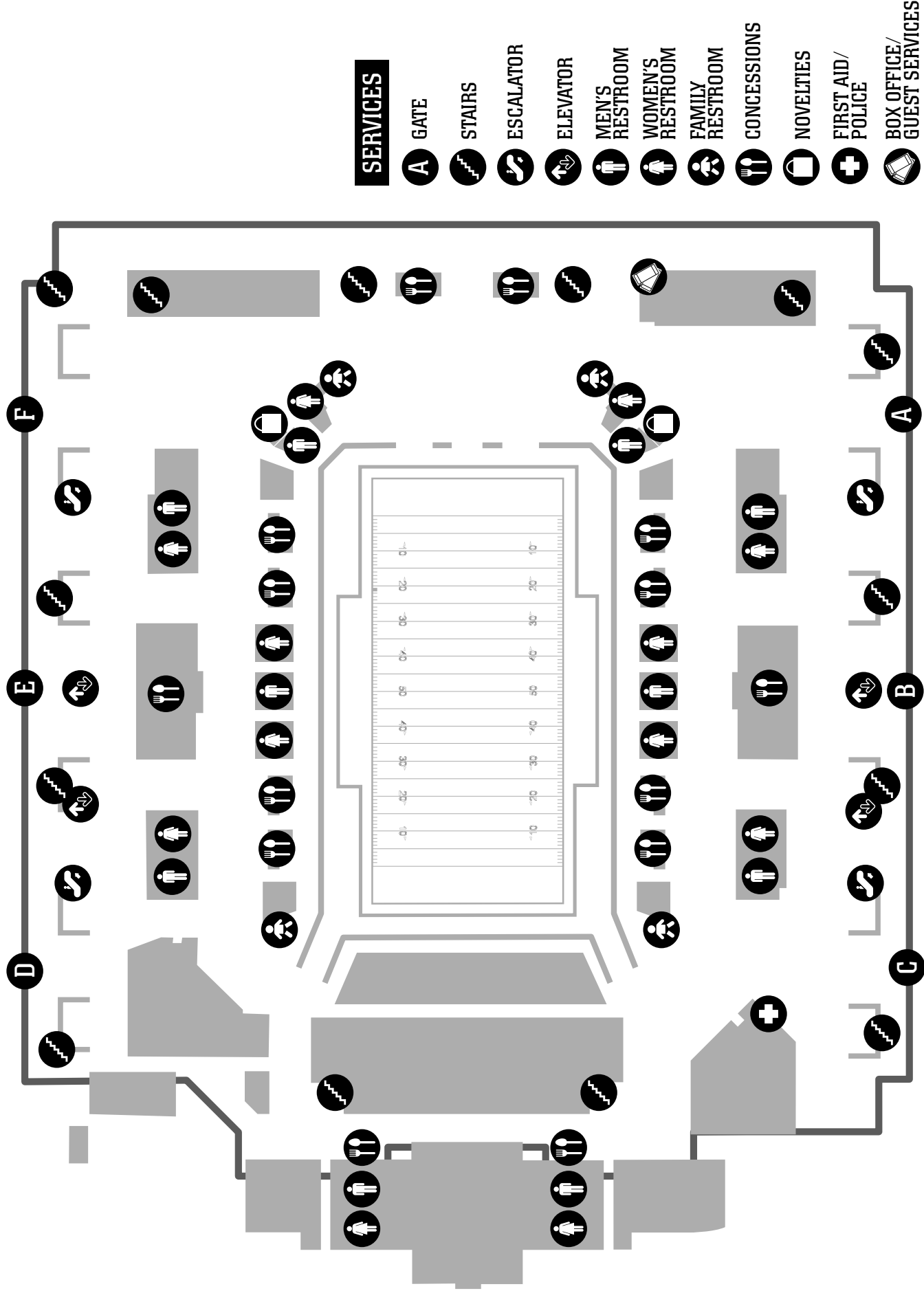
Fernando Vazquez, StudioFV Principal, led a team of artists and designers who designed and assembled the new ORLANDO art piece from the salvaged remnants of the old Orlando Citrus Bowl. Studio FV offers expertise in collaborative urban, architectural and interior design for all types of projects including environmental graphics, lighting designs and audio visual installations.

Part of this team was local company, AES, Artistic Entertainment Services, who did the fabrication and installation of the ORLANDO sculpture. AES is an industry leader in creating unique experiences for theme construction, trade show booths, exhibitions, full-scale special effects, stages and custom signage and props for theme park attractions, architectural projects, retail developments and large-scale parade floats.

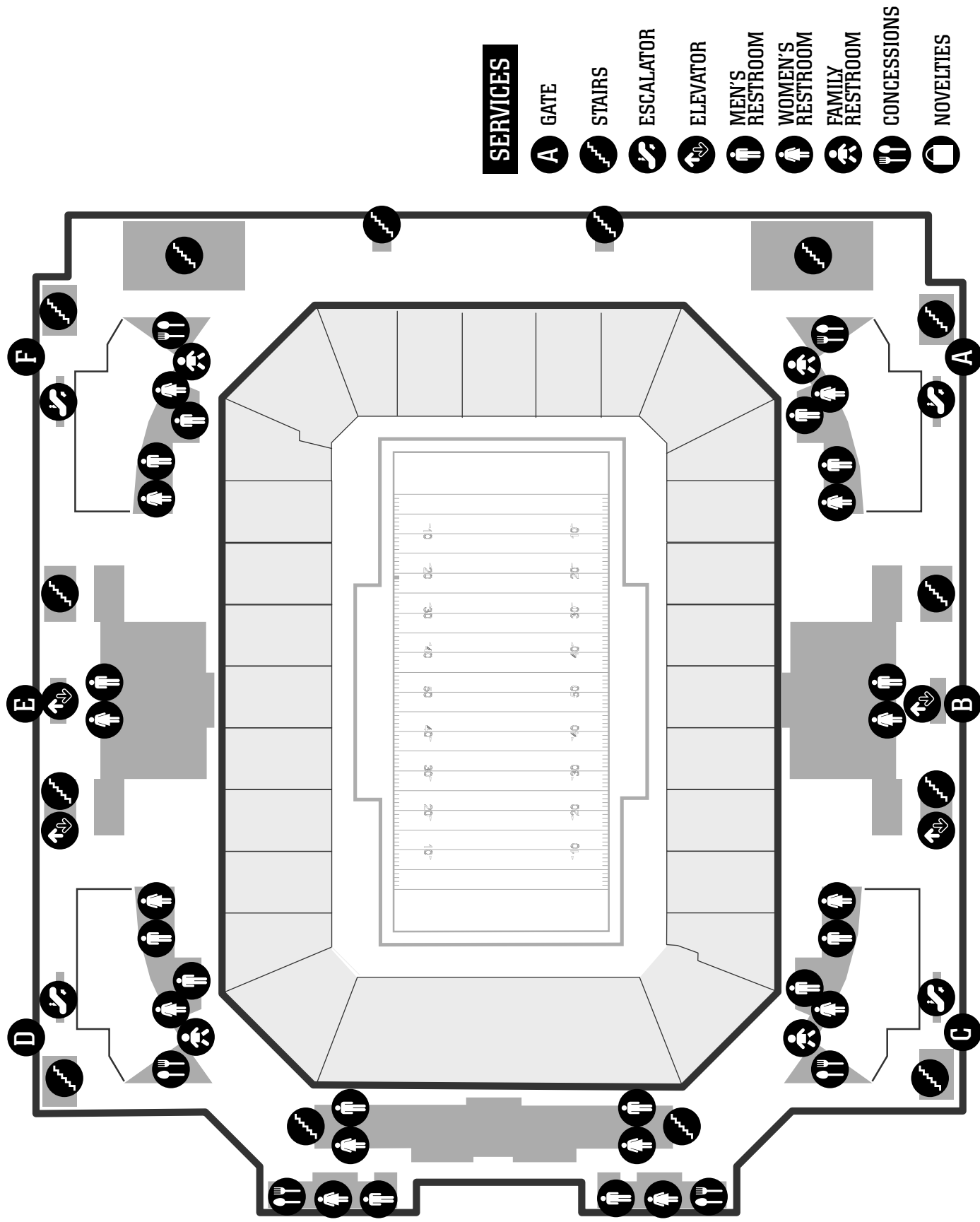


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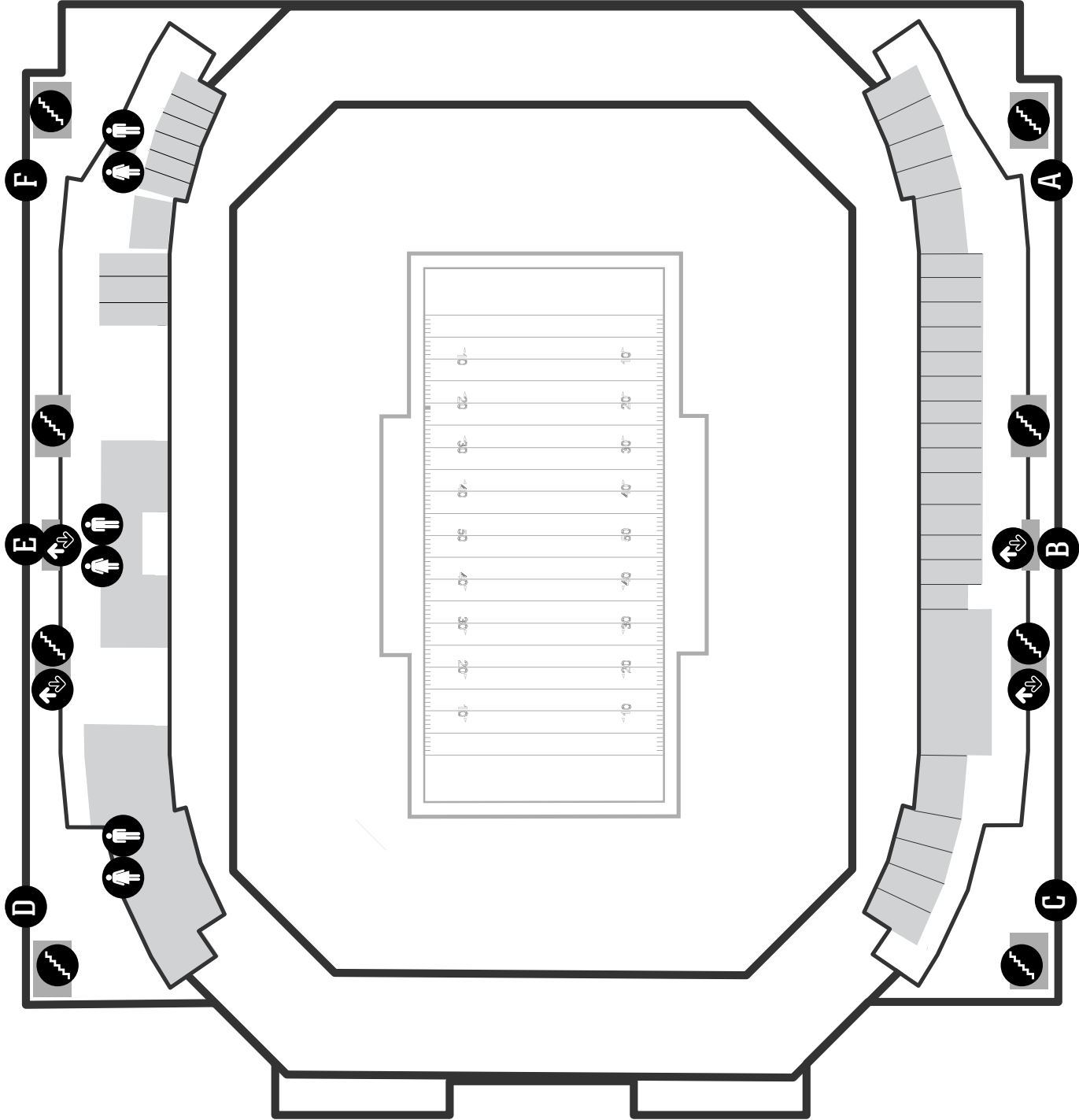
FIELD LEVEL



PLAZA LEVEL



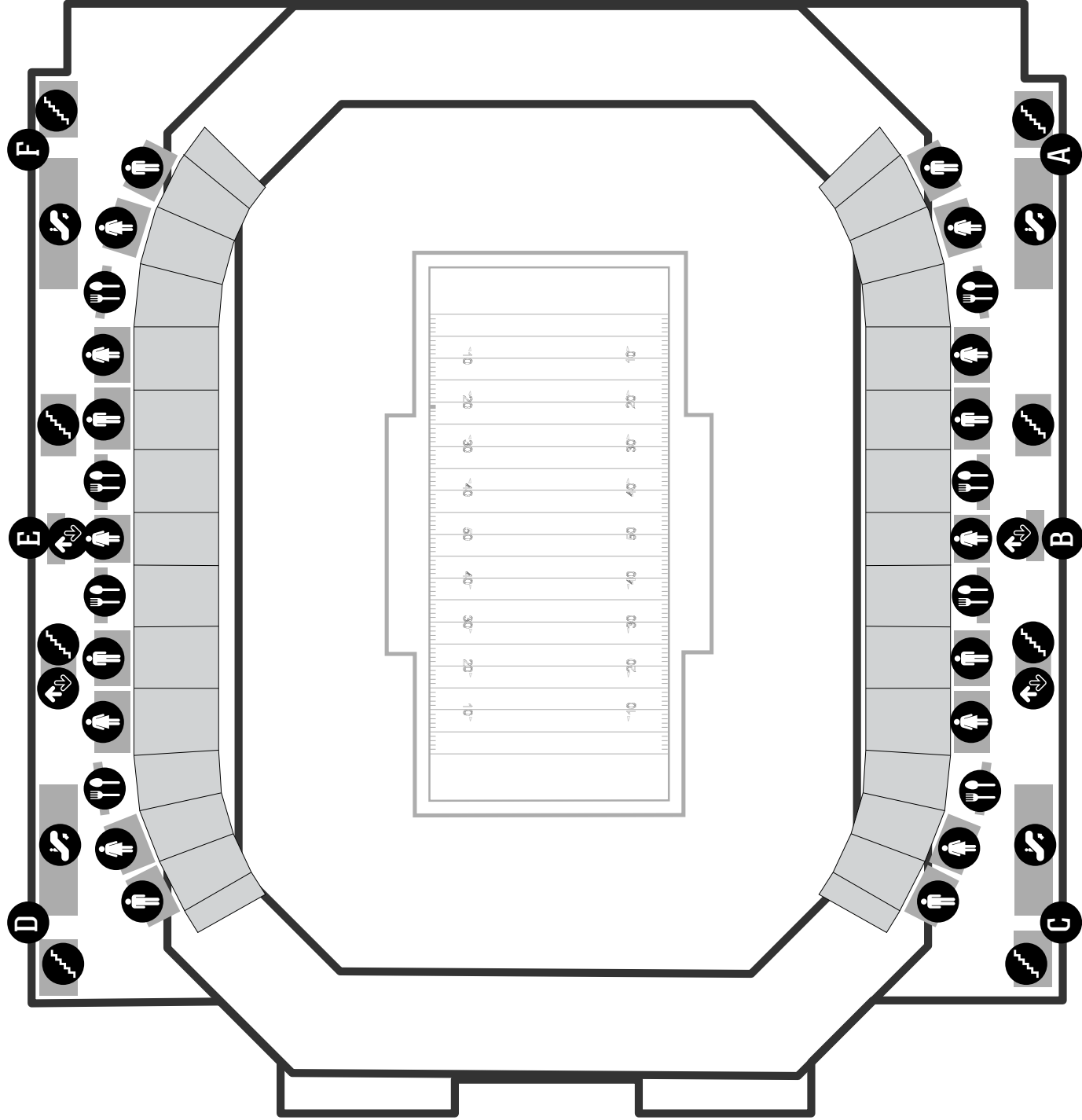
SUITE LEVEL



SERVICES

- A GATE
- STAIRS
- ESCALATOR
- ELEVATOR
- MEN'S RESTROOM
- WOMEN'S RESTROOM

TERRACE LEVEL



SERVICES

- A GATE
- STAIRS
- ESCALATOR
- ELEVATOR
- MEN'S RESTROOM
- WOMEN'S RESTROOM
- CONCESSIONS



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