



University of Phoenix Stadium

The state-of-the-art stadium is owned and operated by the Arizona Sports and Tourism Authority. Global Spectrum has been hired by the Authority to handle marketing and operations for the facility which is the home to the **NFL Arizona Cardinals** and the **Tostitos Fiesta Bowl**. Designed as a multipurpose facility, it has already hosted the **2007 BCS College Football National Championship**, the **2008 Super Bowl** and will host the 2009 NCAA Men's Regional Basketball Tournament. Because of the roll-in field and retractable roof panels, the facility is also able to be easily configured for other events such as shows, motorsports, concerts, conventions, and sporting events such as **NCAA Final Four basketball games** and **World Cup Soccer**.

Stadium	<ul style="list-style-type: none"> • Approx. 63,400 permanent seats, expandable to 72,200 seats. • Climate controlled with retractable roof panels and a roll-in field. • Contains 1.7 million square feet. • Stadium floor contains 160,000 square feet of space with an embedded utility grid. • 6 levels: the Field (or Service) Level, Main Concourse, Club Level, Loft Level, Upper Terrace Level, Mechanical Level. • 88 suites. • 7,400 club seats.
Location	1 Cardinals Drive Glendale, Arizona 85305
Major Tenants	NFL Arizona Cardinals Tostitos Fiesta Bowl
Owner	Arizona Sports and Tourism Authority
Operator	Global Spectrum
Food Concessionaire	Center Plate
Opening Date	August 1, 2006
Architects	Peter Eisenman & Associates (Exterior) HOK Sport (Structural) Urban Earth Design (Landscape)
General Contractor	Hunt Construction
Landscape Architect	Urban Earth Design, LLC
Economic Impact	<ul style="list-style-type: none"> • The 3-year construction period from 2003-2006 created almost 3,000 jobs and \$306 million in economic activity for Maricopa County. • Annual maintenance generates 235 full-time jobs and \$31 million in economic activity for the county. • Retaining the NFL Arizona Cardinals preserves 1,600 full-time

	<p>jobs and \$154 million in annual economic activity for the county.</p> <ul style="list-style-type: none"> • Super Bowl 2008's festivities generated a record \$500.6 million in direct and indirect spending by visiting fans and organizations. • The Fiesta Bowl generates \$154 million in economic activity annually. • The very first BCS National Championship held Jan. 8, 2007 generated \$171.5 million in economic activity. The national championship game will rotate to UOP Stadium every four years. • Additional economic benefits and revenues are generated by international soccer games, NCAA men's basketball tournaments, tradeshow, concerts and exhibitions.
Retractable roof	<ul style="list-style-type: none"> • The stadium's retractable roof riding along a curved arc is the first of its kind in the U.S., UK and Europe. • Roof opening is roughly the size of the playing field. • Each roof panel weighs 1.1 million pounds. • Opens in 12 minutes. • Moves at 1/4 mile per hour to ensure control and safety while moving the huge panels. • Both panels are covered in Birdair fabric. • Each panel rides on the curved roof rails by 8 transporters. • 4 of each panel's transporters are powered by engines which use cable-drum drives to winch the panels along 8 cables. • All of the cable-drum drives are linked by fiber optics and are constantly synchronized to ensure even cable tension at all times. • The top of the roof is 206 feet above grade. • Roof supported by two 700-foot long trusses. Each truss is 87 feet high at its tallest point and weighs about 1,800 tons.
Roll In Field	<ul style="list-style-type: none"> • Roll in playing field is the first of its kind in North America. • Field remains outside of the stadium except for games. • Field is natural grass, preferred by NFL and World Cup Soccer. • Size: 234 feet wide x 403 feet long and 39 inches tall. • Field tray rests on 13 rail tracks and moves in and out of the stadium on 542 steel wheel assemblies. • 76 of the wheel sets are powered by a 1- horsepower motor (total = 76 hp). • Travel speed: 11.5 feet/minute (1/8 mph). • Travel distance: approx. 741 feet. • Travel time: 65 minutes one way. • Weight: 18.9 million pounds including tray and turf.
Site	<ul style="list-style-type: none"> • 165 acres at Bethany Home Road and Loop 101 in Glendale, Ariz. • Located directly adjacent to and south of Glendale Arena, home to the NHL Phoenix Coyotes, and Westgate, a master-planned, mixed-use retail, entertainment and commercial development. • Parking for 15,000 cars on site, 6,000 next door at the Glendale Arena and 6,000 off-site within one mile.

	<ul style="list-style-type: none"> The stadium is situated along a slight northwest to southeast axis for maximum sun exposure for field in the outboard position.
Financed Costs	<ul style="list-style-type: none"> Total financed costs of \$455.7 million. Stadium costs of \$395.4 million. Land costs of \$17.8 million. Site improvement costs of \$41.7 million. AZSTA contribution = \$300.4 million. Arizona Cardinals contribution = \$145.4 million. City of Glendale contribution = \$9.9 million
Stadium Improvements	<ul style="list-style-type: none"> Additional interior improvements not financed of \$15.7 million. Extravaganza seating (9,200 seats) = \$5.0 million. Furniture, fixtures and equipment = \$3.2 million. New media space and meeting rooms = \$7.5 million. AZSTA contribution = \$10.7 million. Fiesta Bowl contribution = \$5.0 million.
Web site	<u>www.universityofphoenixstadium.com</u>