



SBD_May 24

Highlights From Sports Facilities & Franchises Day Two

RENOVATIONS: The final session of the conference featured a discussion on how facility renovations can boost a franchise's bottom line. HNTB Architecture Principal Gerardo Prado said, "As you start to analyze your stadium or arena for renovations you have to look at it as a business value approach. What's the cost of adding or renovating piece A versus adding or renovating piece B or what about a combination of A and B?" Crawford Architects Partner Tom Proebstle stressed the importance of incorporating sponsors in renovation plans. Proebstle: "One of the most important things we don't see enough of in the industry is engaging your loyal sponsors. They want to be a part of your brand and there's so many different ways to engage them. One of the easiest ways is to come up with a program of opportunities that you see and take it to them and work together to come up with what the best fit would be."



(l to r) Gerardo Prado And Tom Proebstle Close Out Conference With Renovation Panel Discussion