

ince the Rams' return to Los Angeles in 2016, they've been playing in the venerable Los Angeles Memorial Coliseum. The Chargers, who relocated 120 miles north from San Diego in 2017, have been playing in Dignity Health Sports Park. Beginning with the 2020 season, both teams will play in the new 70,000-seat SoFi Stadium. It is the first completely covered, open-air stadium in the country.

Built by Rams' owner and chairman Stan Kroenke, SoFi Stadium, located on the site of the former Hollywood Park racetrack in Inglewood, California, is the centerpiece of a 298-acre world-class sports and entertainment destination, Hollywood Park.

With a footprint of 3.1 million square feet, SoFi Stadium is the largest stadium in the NFL. Although its seating capacity is 70,000, it can be expanded to 100,000 for the big events. "We had a large footprint to work with at Hollywood Park," said Jason Gannon, managing director of SoFi Stadium and Hollywood Park. "That gave us an opportunity to create something unique in terms of size in today's sports entertainment environment."

Designed for the big events, SoFi Stadium has been chosen as the site of Super Bowl LVI in 2022, the College Football National Championship game in 2023 and the Opening and Closing Ceremonies of the 2028 Olympic Games.

SoFi Stadium is only the second active building in the NFL to serve as the home field for two NFL teams. MetLife Field, home to the New York Jets and New York Giants, is the other.

#### **Weather Certainty with Coastal Breezes**

"The design of SoFi Stadium was influenced by the indoor-outdoor mentality of Southern California," said Mark A. Williams, FAIA, principal and marketing director of HKS, the architecture firm that designed the stadium. "SoFi Stadium was purposely designed to respond to the climate and we were fortunate to have an

extremely favorable location."

While SoFi Stadium is not enclosed, it boasts a massive one million square-foot roof canopy that not only covers the stadium, but also the 2.5-acre open-air American Airlines Plaza and the 6,000-seat performance venue. The roof is made from ETFE (ethylene tetrafluoroethylene), a fluorine-based plastic. It has a 65 percent dotted reflective frit pattern, making it semi-transparent. This allows fans to look up and see the sky and planes flying over, but still be protected from the solar heat and UV rays.

The roof canopy is comprised of 302 unique ETFE panels that each weigh between 30,000 and 70,000 pounds, depending on the size and type. Forty-six (46) of these panels have the ability to be opened and closed, with half of the panel lifting up and sliding on top of the other half of the panel. This design allows the coastal breezes into the stadium. Even though fans can feel like they're outside, inside SoFi Stadium, it will be significantly cooler. "Patron comfort is important, so we wanted to allow the coastal breezes to circulate in the building," said Gannon.

The roof is supported by a double cable-net system that is the largest in the world. It weighs 1,800 tons and includes close to 18 miles of cable.

"The roof is a signature piece of the iconic architecture," said Williams. "It's extremely functional, but it's also a beautiful sculptural piece of art."

"The roof canopy provides climate certainty throughout the year, but the sides are open," said Gannon. "A lot of being in Los Angeles is spending time in these indoor-outdoor environments. We were able to do that on a stadium-sized scale and create an incredible indoor-outdoor experience that I think is unique to Los Angeles."

While the roof's ETFE panels let the sun come through, the stadium's sports lights will be on for both day and night games. "It helps mitigate the shadow effect inside the building," said Gannon.

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#### Embedding into the Environment

With SoFi Stadium just three miles from LAX, the stadium had to be constructed within flight pattern height restrictions. The solution was to go down – SoFi Stadium is built 100 feet below street level, lower than any stadium in the league. The excavation created seven million cubic yards of dirt that was redistributed around the site. The result is two-thirds of the people attending an event, about 50,000, are sitting below grade. "So many of the great venues and buildings in Los Angeles are embedded into the earth," said Gannon.

Most fans sitting at field level aren't used to traversing many steps to get to their seats. The creative solution was meandering paths with lush green landscapes that are sometimes indoors and sometimes outdoors. "It takes away the point A to point B mentality," said Williams. "We created the best procession into a sports venue that will provide many unique opportunities to experience event-day activities."



The one million square-foot roof canopy covers SoFi Stadium, American Airlines Plaza and the performance venue. The manmade lake connects SoFi Stadium with the rest of Hollywood Park

director of seismic design for Walter P Moore. "We designed it so the stadium is surrounded by a large 100-foot tall earth-retention system, a MSE (mechanically stabilized earth) wall. This keeps the structures separate during a potential seismic event."

#### An Innovative Dual-Sided Center-Hung Video Board

One of the defining features of SoFi Stadium is its video board. Its centerhung, dual-sided design is the first of its kind board can show content on both the inside and outside of the oval.

Depending on where fans are sitting, they'll either be watching the inside of the board (lower sections) or the outside (higher sections). Both sides will have the ability to display the same or different content.

"I think we'll see different approaches for content from our two NFL teams and a third approach for other events like WrestleMania or concerts," said Hedinsson.

"One hundred percent of the seat-

#### **Creating a Legacy**

"SoFi Stadium is a generational, legacy type of project that's incredibly important," said Jason Gannon.

"Drawing inspiration from the one-of-a-kind stadium design and state-of-the-art technology, SoFi Stadium has been created to deliver an innovative fan experience unlike any other in the world," said Shervin Mirhashemi. "It's exciting to be a part of a community asset that is going to have such a profound and long-term impact on the future of sports and entertainment. We are incredibly thankful for the opportunity to bring Stan Kroenke's vision to life, in partnership with Jason Gannon, Kevin Demoff, A.G. Spanos and the entire Rams and Chargers orga-

"SoFi Stadium is an important project in an important location for the sports and entertainment world," said Mark Williams. "It was designed to be a global stage and the world will be watching."

"SoFi Stadium has the most incredible design," said Damon Zumwalt. "We've opened dozens of new stadiums in the last 50 years and SoFi is the greatest stadium in the world right now."

"SoFi Stadium will be considered by many to be the finest sports and entertainment venue in the world," said Bart Miller, principal and national sports market leader for Walter P Moore. "It will immediately become the global benchmark. The stadium's structural design from the roof and video board, to the enclosure, seismic design strategies and even the excavation – redefine what's possible in our industry and unlocks so many new opportunities for owners and stadium designers.

"When you see SoFi Stadium and the ongoing development surrounding it, you have to marvel at Stan Kroenke's vision for this site," said Dean Spanos. "This is an iconic project that will not only redefine the City of Inglewood, it's going to redefine the landscape of greater Los Angeles for the next century and beyond."

## NFL'S LARGEST STADIUM IS HOME TO THE RAMS AND CHARGERS

Walter P Moore provided the structural and enclosure engineering services for SoFi Stadium. This included the seating bowl, performance venue and roof structures. "We created carefully engineered soil structures that appear as canyons to the patrons to seamlessly transition from the entries to the lower portions of the stadium," said Mark Waggoner, principal and senior project manager for Walter P Moore.

The stadium's design is a major factor in the team's sustainability efforts. The indoor-outdoor concept eliminates the need to air condition 3.1 million square feet. Additionally, SoFi Stadium, along with the rest of the Hollywood Park entertainment district, contains onsite storm water reclamation centers. This allows storm water to be kept on site and used within the Hollywood Park complex, minimizing the impact of the area's water needs on the city.

SoFi Stadium's location less than half a mile from the Newport-Inglewood fault created seismic design challenges for the engineers. "The stadium is already 100 feet tall at ground level and is subject to the same seismic movements as a similar tall structure," said Rafael Sabelli, principal and



SoFi Stadium boasts the only center-hung, dual sided video board in any stadium. It is the largest video board in all of sports.

The largest video board ever created in sports, it measures 120 yards long, or 1.2 times the length of the field. It's also 1.5 times wider than the field and sits 122 feet above the field and 70 feet below the canopy. The only 4K end-to-end video board in all of sports, it weighs 2.2 million pounds. Ranging from 20 feet to 40 feet tall, the board's oval display features 80 million pixels across its 70,000 square feet of digital LED.

"The video board is a large part of the identity of the stadium," said Skarpi Hedinsson, chief technology officer for SoFi Stadium and Hollywood Park.

By being dual-sided, the video

ing bowl has the opportunity to engage with the video board in a way that's complementary to what's happening on the field," said Gannon.

All of the content for the video board is captured in both 4K and HDR and prepared in the stadium's production room, where 40 to 50 people will work to prepare content on event days. The largest graphics control system in the history of sports allows the crew to generate real-time graphics for every pixel on the board.

"We're running a medium-sized television station in the stadium just to present content for the video board," said Hedinsson. "It's a very sophisticated system that gives us a lot of production capabilities."

The video board also includes more than 260 speakers, along with amplifiers, that are embedded into its structure. This allows the audio to be distributed from a central location, providing a higher quality and more consistent audio experience for the fans. It also contains 56 5G wireless antennas.

"This system represents a clear advancement in how you capture and present content in stadiums," said Hedinsson.

SEE SOFI, PAGE 4A





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SOFI, FROM PAGE 2A

#### Thousands of Premium Seats Fill the Stadium

To meet the needs of the variety of people that will be attending events, SoFi Stadium was designed with a diverse spectrum of seating options. Of the stadium's 70,000 permanent seats, 13,000 are premium. They take up the first 40 rows of the stadium, from end zone to end zone. In addition to dedicated entrances and wider cushioned seats, fans in these seats receive access to the stadium's Patio Club, Pechanga Founders Club, SoFi Social Club and Executive Club.

Options abound for fans in their selection as there are seven concepts for the stadium's more than 260 suites. There are suites that cater more to businesses, while others are geared more toward personal use. Some of the suites can host large gatherings of 200 people, but can also be divided into individual suites through the use of pocket doors. "Creating dynamic spaces in the premium areas was important to us," said Gannon.

Additionally, SoFi Stadium features more than 12 premium club areas.



"We wanted to offer a variety of club and premium spaces based on how people wanted to experience a football game or concert," said Gannon.

#### Accommodating Two NFL Teams

From day one, before a second team was even identified, SoFi Stadium was created to accommodate two NFL teams. "We designed the facility so the locker rooms, training areas, owners' suites, anything associated with the teams is 100 percent equal," said Williams.

In addition to the Rams' and Chargers' locker rooms and compounds,

along with locker rooms for officials and support personnel, SoFi Stadium includes two locker rooms for visiting teams that can be sub-divided into four individual locker rooms. This gives the stadium the flexibility to host back-to-back events, such as a soccer tournament.

As all of the signage throughout the building is digital, the stadium can be changed from a Rams game to a Chargers game to a concert with the flip of a switch. "We created efficiencies in the building that gives us a great deal of flexibility," said Gannon.

"SoFi Stadium is more than a venue, it's going to be the grandest stage in

#### **PROJECT PRINCIPALS**

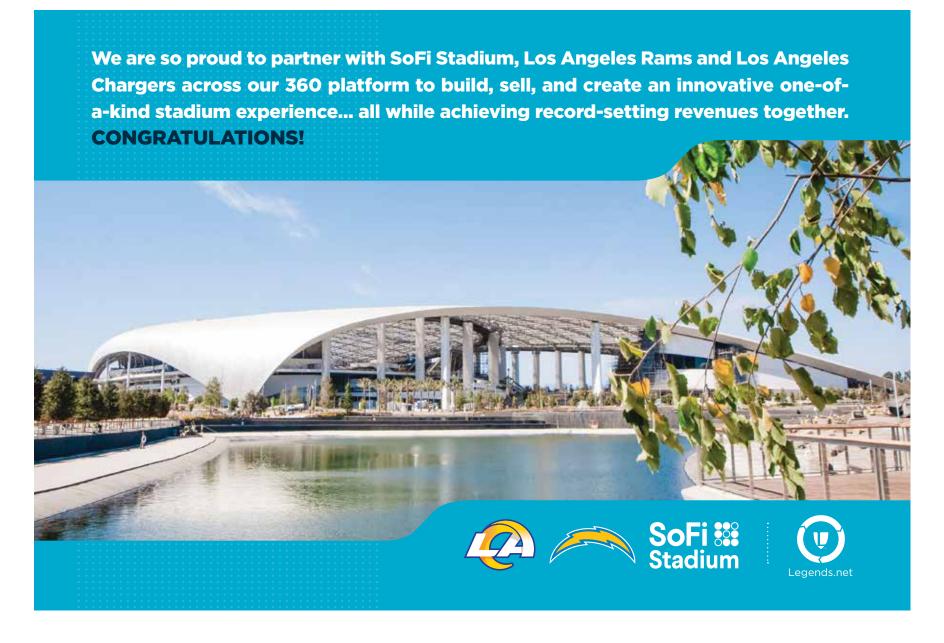
- Architect: HKS
- **Project Manager**: Legends Global Planning
- General Contractor: Turner | AECOM Hunt
- Operations Contractor: StadCo L.A.
- Naming Rights Partner: SoFi

#### **FOUNDING PARTNERS**

- American Airlines
- PepsiCo
- Pechanga Resort Casino
- SoFi

all of sports in the heart of the entertainment capital of the world," said Dean Spanos, owner and chairman of the board of directors for the Los Angeles Chargers. "To be able to utilize a platform like this during our first team event in the stadium, in front of a live, national TV audience, to seek change in our society, to say 'enough' and to say that we, as a society can do better

SEE SOFI, PAGE 5A



#### SOFI, FROM PAGE 4A

— you can't really put into words how important that was. I'm not sure there's a better way to open a building. And I couldn't be more proud of our players, coaches and entire organization for making that the first memory in our new home."

#### **Latest Generation Coverage**

SoFi Stadium features Wi-Fi 6, the next generation Wi-Fi standard. With more than 2,500 Wi-Fi 6 access points, it is the largest deployment of technology in a sports venue. This network allows the stadium and Hollywood Park to use one secure Wi-Fi platform for fans and operations.

"It gives us more capacity for putting both our guests and our operations on Wi-Fi," said Hedinsson. "Having a robust Wi-Fi system is incredibly important for the guest experience and from the operational perspective."

#### No Cash Required

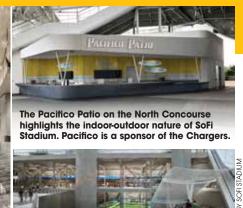
SoFi Stadium is one of the first new sports facilities to open completely cashless. All transactions in the stadium, from ticket purchases, to mer-



The exclusive Owners Club features marble throughout.

chandise sales and concessions, will be cashless. In addition to debit and credit cards, point-of-sale systems will also accept NFC (near-field communication) wireless payments so fans can pay directly from apps on their phones.

To accommodate the unbanked community and people without credit or debit cards, SoFi Stadium has reverse ATMs. Guests can put cash in the ATM and receive a SoFi branded debit card that contains the same amount of money. There are no transaction fees for the fans. These cards can be used for purchases inside the stadium, as well as for purchases out-



Canyons with lush green landscapes serve as the main entrances into the stadium.

side the stadium at merchants that accept MasterCard.

#### Stadium Staff Creates the Ultimate Fan Experience

It will take thousands of people to staff an event at SoFi Stadium. Aside from the concession stands, Contemporary Services Corporation (CSC) will provide staffing for crowd management and event-day functions. This includes guest services, ticket scanning, ushers, security, safety monitors, bike patrol, off-duty law enforcement

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#### **BY THE NUMBERS**

- **80**<sup>+</sup>million ▶ video board pixels
- **12**<sup>+</sup> million ► hours worked by construction workers
- 3.1 million square feet ► stadium footprint
- 2.2 million pounds ▶ weight of the video board
- 1 million square feet ▶ span of the ETFE canopy roof
- **70,000** ► seating capacity
- **13,000** ▶ premium seats
- **10,500** ► onsite parking stalls
- 2,500 ► LCD displays
- **298** acres ► footprint of Hollywood Park
- 260<sup>+</sup> ► luxury suites
- **50** ▶ escalators
- 23 ▶ elevators
- 12 ▶ premium clubs
- 7 ▶ suite concepts



#### **SOFI, FROM PAGE 5A**

and concierge services.

"We will employ more than 2,200 people to work each event," said Jim Granger, president of CSC. "We currently have more than 1,000 team members who live in Inglewood and we will continue to emphasize Inglewood residents in our hiring process." These numbers will increase once the rest of Hollywood Park opens.

One of the goals for SoFi Stadium was to employ local talent. CSC has almost 80 percent of its event staff hailing from Inglewood.

CSC has deep roots in Inglewood. The company's first event in Inglewood was 52 years ago, one year after the company's founding, when the Rolling Stones played at the Forum in 1968.

"I'm looking forward to doing the greatest events in the world at SoFi Stadium," said Damon Zumwalt, CEO and founder of CSC.

#### It Takes a Village

Building the largest football stadium in the league required a huge workforce. More than 17,000 people worked more than 12 million hours to



The 2.5-acre open-air American Airlines Plaza serves as the main entrance to both SoFi Stadium and the performance venue.

construct SoFi Stadium. At its peak, more than 3,500 workers were onsite on any given day.

More than \$750 million in construction contracts has gone to MBE/DBE businesses, with more than \$92 million in contracts to local businesses in Inglewood.

#### Naming Rights Deal Gives SoFi Broad Exposure

In 2019, Social Financial, better known as SoFi, signed a 20-year deal for naming rights to the stadium. With SoFi Stadium located under flight paths into LAX, the company will receive visibility from the millions of people that annually fly into Los Angeles. "SoFi Stadium is the front porch of Los Angeles," said Gannon.

In addition to naming rights, SoFi gets non-exclusivity in the broad financial services category and exclusivity in the mobile/retail banking, lending and payment cards sub-categories. SoFi is also a sponsor of both the Rams and Chargers and the adjacent performance venue.

Additionally, SoFi has a 37,000 square foot SoFi-branded activation space at the stadium and use of the stadium and Hollywood Park complex for six days every year.

"As we think about SoFi Stadium and working with partners that share our same values in terms of customer experience and technology, we couldn't think of a better partner than SoFi," said Gannon.

An online financial company with about one million customers, SoFi's products include student and personal loans, mortgages and wealth management.

The global sales team at Legends, a premium experiences company, helped to broker the deal, "Leaends has been fortunate to be a part of Stan Kroenke's vision for SoFi Stadium since the very beginning – to help build, sell and create an innovative, one-of-a-kind stadium experience," said Shervin Mirhashemi, president and CEO of Legends. "The work we've done spans Legends' entire 360-degree platform - planning and project management, partnerships, retail and merchandising, premium sales, technology solutions and hospitality. From securing sponsorships - including the wide-ranging partnership with SoFi – to reimagining the culinary experience, to creating an immersive tour experience, and more, we are extremely proud to deliver record-breaking results for the new stadium."

#### A Trio of Founding Partners Set the Stage at SoFi Stadium

SoFi Stadium's first three founding partners are American Airlines,
Pechanga Resort Casino and PepsiCo.

The first founding partner, American Airlines has naming rights to American Airlines Plaza, the 2.5-acre, open-air space located between the stadium and the performance venue. It is the main entrance for both facilities. Standing 10 stories tall, American Airlines Plaza has a capacity of 15,000 guests and will be open to the public year round. In addition to the plaza, American Airlines is also the official airline of the Rams, Chargers and Hollywood Park. It will have prominent branding on game days.

With PepsiCo's sponsorship, Pepsi and Frito-Lay become the exclusive soft drink and salty snacks partners of SoFi Stadium, the performance venue and Hollywood Park, along with the Rams and Chargers. The company also receives a 46,000 square-foot branded activation space, known as the Pepsi Zone, in the stadium's south end.

Pechanga Resort Casino, owned and operated by the Pechanga Band of Luiseño Indians, is the official California casino partner of SoFi Stadium, as well as the Rams, Chargers and Hollywood Park. Pechanga entitled one of the stadium's four VIP entrances. The company also has several branded spaces, including the 14,000 squarefoot Pechanga Founders Club – a premium club space on the field level – and the 11,500 square-foot Pechanga Zone on level 8 that provides the casino with branding and experiential opportunities.

#### Completing Hollywood Park through Mixed-Use Development

SoFi Stadium is the centerpiece of Stan Kroenke's 298-acre Hollywood Park mixed-use sports and entertainment destination. It will initially feature more than 1.5 million square feet of retail and commercial office space. When completed, it will also include a 300-room hotel, about 3,000 residential units and 25 acres of public parks and open space. It's 3.5 times the size of Disneyland Park. The first phase of the district's development will be open around Super Bowl LVI in February 2022

It is also the future home of NFL Media, which will take up several floors of the seven-story, 450,000-square-foot office tower across from the stadium. The NFL's west coast headquarters will house operations for hundreds of employees at the NFL Network, NFL RedZone, NFL. com website and the NFL app. In addition to indoor office and studio space, the facility will give the NFL its first opportunity to host a studio audience. It will also include NFL Media's first outdoor studio.

"Hollywood Park is a confluence of Stan Kroenke's core competencies," said Gannon. "It's an opportunity to create not only a memorable and exciting sporting environment at SoFi Stadium, but also a 365-day-a-year city within a city."

#### SoFi ::: Stadium

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World's largest ETFE cable net roof structure

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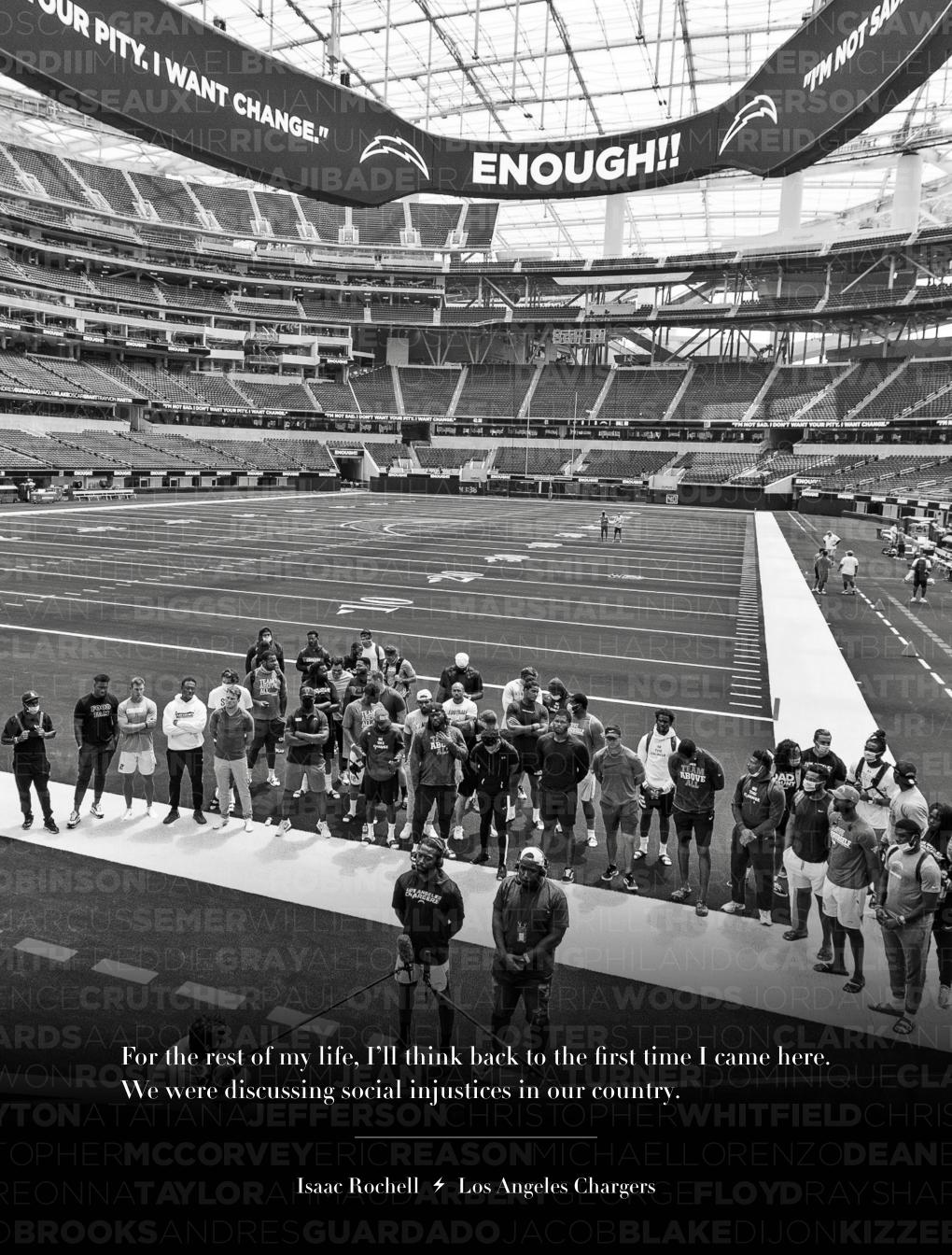


6A

#### **Project Role**

Structural Engineering Enclosure Engineering Construction Engineering

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Thank you to all our partners, the construction teams and trade workers for all the long hours, hard work and dedication.



# We couldn't have done this without you.

- SoFi Stadium



SoFi 🗱 Stadium

LOS ANGELES CHARGERS

