## Mullett Arena Gives Arizona State University Ice Hockey a Home in the Heat of the Tempe Desert

For the first time in its history, the Arizona State University men's ice hockey team will have its own arena to call home. For the past eight years, as a Division I independent team, the Sun Devils competed in an 800-seat community ice rink.

But on Friday, Oct. 14, the Sun Devils will open its 2022-23 home season against Colgate University in the newly-constructed 5,000-seat Mullett Arena.

## A PLACE TO CALL HOME

Constructed at a cost of \$140 million, Mullett Arena will be home to Sun Devil hockey, men's wrestling, other Sun Devil athletics events as well as the NHL Arizona Coyotes. The arena and the attached Mountain America Community Iceplex contain two NHL regulation-size ice sheets.

"We needed a venue for our men's Division I ice hockey team," said Morgan Olsen, Executive Vice President, Treasurer and CFO at Arizona State University. "Providing the right campus venue for them has long been a goal of ours."

Mullett Arena is one of the cornerstones of the university's Novus Innovation Corridor, 355 acres of mixed-use development intended to facilitate private sector collocation and collaboration with the university's knowledge assets. Novus Innovation Corridor is made up of commercial office space, multifamily residential, hospitality and restaurants, along with Sun Devil athletics facilities. In addition to Mullett Arena, the corridor features Desert Financial Arena, for men's and women's basketball, women's volleyball and women's gymnastics; and Sun Devil Stadium, for the football program; along with the university's combined soccer and lacrosse stadium, softball stadium, men's and women's basketball practice facility and football practice facility.

"We want the Novus Innovation Corridor to also be a place where people come for entertainment," said Olsen.

"In order for a new neighborhood, like the Novus Innovation Corridor to survive and thrive, it needs a constant flow of people," said Frank Ferrara, Senior Associate Athletic Director and CFO for Sun Devil athletics. "Mullett Arena will provide a flow of 5,000 people 150 nights a year. And the Mountain America Community Iceplex will be activated with people 19 hours a day. This area, on the largest and most innovative campus in the country, in one of the country's fastest growing cities, will become a thriving epicenter."





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## WORLD-CLASS DESIGN AND CONSTRUCTION

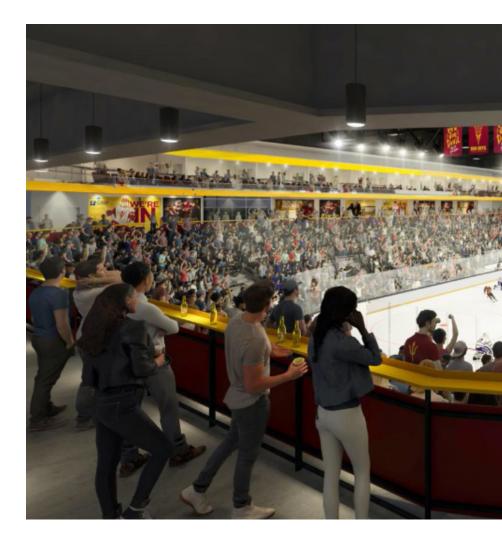
Mullett Arena was designed during the midst of the COVID-19 pandemic, when the design and construction teams couldn't meet in the same room. Instead, the entire facility was designed virtually.

"The success of this project delivery hinged on the collaborative design-build environment we established with SCI, Henderson Engineers and Mortenson's trade partners," said Tone Frisina, Lead Project Architect for SCI Architects. "The Virtual Design Coordination Model allowed us to discover the majority of challenges virtually, rather than discovering them on site. That allowed us to efficiently execute work during the construction phase. We are very proud of Mullett Arena. It's going to be a great destination for a lot of multi-purpose events. It will be a staple for hockey in the valley."

"Our partnership with ASU, one which Mortenson was responsible for the development, design and construction of this arena, resulted in one of the most successful projects we've ever been a part of," said Adam Hardy, Director of Project Development, Sports + Entertainment, Mortenson. "It couldn't have been accomplished without ASU's unwavering commitment to their student athletes, Stafford Sports' (owner's rep) tailored approach to project management, OVG's dedication to operating premier venues and a thoughtful design team led by SCI Architects. It was this partnership that enabled our project team to deliver a world-class venue that will serve ASU and this community for generations to come."

## THE IDEAL DESIGN FOR COLLEGE HOCKEY

The 185,000-square-foot, 5,000-seat arena, large by collegiate hockey standards, includes 22 suites – 20 standard and two for groups, five rink-side loges, 10 concourse loges, an exclusive VIP club level with 658 club seats and





a standing 942-student section.

The hockey team has 8,000 square feet of dedicated space that includes a hydrotherapy room, hot tub, cold tub, training room, weight room, coaches' offices and players' suite.

"Our team space is going to be one of the top three or four team spaces in the country," said Greg Powers, ASU's Men's Ice Hockey Coach. "We're all going to be under one roof, which will make us much more productive. It's going to take our recruiting to an entirely new level."

In creating the design, the team looked at other collegiate facilities. "We paid close attention to what we liked and didn't like in other arenas and agreed on a flow that made sense for our team," said Powers.

"Our goal is to create a program in a winning environment and culture that brings a campus energy our hockey team has never seen," Powers said. "We want an environment where our players want to be at the arena even when they're not on the ice, perhaps study there, hang out, get an extra ice bath or even put in some extra skill work since we'll have a big block of time when we have the ice."

## **BUILT-IN SUSTAINABILITY INITIATIVES**

As part of the Novus Innovation Corridor, Mullett Arena has earned LEED ND (neighborhood district) certification, but the university is vying for more. "We're on track for at least a LEED Silver certification at the arena," said Olsen.

Mullett Arena was constructed with sustainability initiatives in mind, with energy modeling to create an efficient building that minimizes energy usage. This includes low-flush fixtures in restrooms to conserve water; enhanced energy metering to precisely track energy usage; and daylight harvesting, in which outside light is used in place of light fixtures. An energy recovery ventilator will boost the efficiency of heating, ventilating and airconditioning systems. Additionally, a white roof will help reflect sunlight away from the building.

Xeriscaping, using plants that are acclimated to the desert environment and require only small amounts of water, green cleaning supplies and green pest control solutions are also part of sustainability efforts.

Y THE NUMBERS CONCOURSE & RINK-SIDE ARFNA LOGE BOXES

ESTIMATED ANNUAL ATTENDANCE



185,00 ARENA SQUARE FEET

**BLEACHER STUDENT SECTION** 

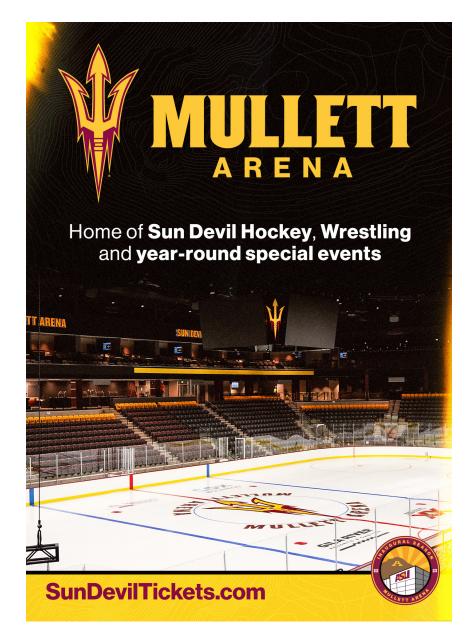
**CAPACITY** FOR HOCKEY

558

**6,000** CAPACITY WITH FLOOR SFATING

> LUXURY INDIVIDUAL & GROUP SUITES





A recycling program will be part of ongoing operations. "Our goal is to get to zero waste as quickly as possible," said Olsen, "sometime between 2025 and 2030."

## **ELITE OPERATIONS**

Owned by ASU, Mullett Arena is being managed by OVG360, a division of Oak View Group, which manages a portfolio of more than 200 stadiums, arenas and other entertainment facilities.

"Mullett Arena will be one of the finest facilities in college hockey, both for the fans and players," said Peter Luukko, Executive Chairman of OVG360. "It should give ASU a recruiting edge to continue to get great players."

OVG360 secured the arena's sponsors, provides staffing, operates the food and beverage program through OVG Hospitality and will schedule non-ASU and Coyotes programming.

"We're proud Arizona State chose us to make sure the arena is booked, is well run and managed properly," said Luukko.

In addition to 24 ASU and 41 Coyotes hockey games, Sun Devil wrestling and other Sun Devil athletics events, Mullett Arena will host concerts; comedy, family and ice-skating shows; additional sporting events; graduations; and other events. In total, Mullett Arena will be scheduled for around 150 events each year.

"With two sheets of ice, we plan to attract everything from national and regional hockey and skating events, including sled hockey, amateur tournaments and camps," said Joe Sheridan, General Manager of Mullett Arena. "We'll also have a diverse mix of events such as comedy, family shows, student concerts and up-and-coming artists." Prior to Mullett Arena, ASU did not have a medium-sized event venue. "We now have a logical progression from some of our relatively small venues, to Mullett Arena, a medium-size venue with a capacity of 5,000 to 6,000 for concerts, to Desert Financial Arena with 14,000 seats, all the way up to Sun Devil Stadium with 55,000 seats," said Olsen. "Mullett Arena fills a niche for the university and community."

## PREMIUM SPACES TO RIVAL A PROFESSIONAL FACILITY

Despite its medium size, Mullett Arena offers premium spaces that would rival a professional venue three times its size.

The Dos Equis Devil Deck on suite level can accommodate about 100 guests and will be used for private, pre-event hospitality groups and VIP functions. For some events, it will be open to the public and sold as general admission standing room.

The Coors Light Club Chill, at center ice on the main concourse, is a VIP area that serves the 658 club seats. It has a full bar and rotating buffet for ASU

Mullett Arena can seat 6,000 people for concerts.





## CELEBRATING THE OPENING OF THE MULLETT ARENA THE HOME OF HOCKEY IN THE VALLEY



games, Coyotes games and concerts.

Mullett Arena also features 20 individual and two group suites, along with 10 center ice loge boxes on concourse level and five rink-side loges, right on the glass.

"We wanted to provide products to meet a variety of needs," said Luukko, "whether it's a four-person loge box or 17-person suite. Some people like a private experience, while others want to watch the game rink side and still others want to be higher to see the action from above. And the club seats are on par with any NHL facility. Mullett Arena has been designed as the perfect collegiate facility but offering the amenities you'd find in any arena of any size in this country."

With the revenue generated from the premium spaces and corporate sponsorships, ASU's ice hockey team will become the university's third highest revenue-generating team, behind football and men's basketball.

"In order to grow the sport of college ice hockey, we have to prove it can work economically in nontraditional markets such as ours," said Ferrara. "This facility, with all of its premium amenities and event programming, proves it can work. We hope other schools in nontraditional markets take notice and someday follow suit."

## **CREATING THE ULTIMATE FAN EXPERIENCE**

Mullett Arena was designed for a superior fan experience. "The fans can expect an experience that is second to none in college hockey," said Ferrara. "It is very intimate. With clear site lines, there's not a bad seat in the house."





# WELCOME HOME, ASUHOCKEY!

Congratulations on your new multipurpose venue. We can't wait for you to drop the puck in Mullett Arena. GO DEVILS!

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"Providing exceptional customer service is key to people having a great time," said Luukko. "We want to be incredibly welcoming and provide a fun environment."

For food and beverage operations, Mullett Arena features five concession stands. Two stands are operated by local partners, one by a national corporate partner, one branded by ASU and one that is a grab-and-go market concept. OVG Hospitality, which operates the food and beverage program, will locally source most food ingredients.

Forgoing soda and beer taps, Mullett Arena will feature recyclable bottled and canned sodas and beers. This aligns with OVG Hospitality's robust recycling and composting program, which will help the arena meet its zero-waste goals.

"The food and beverage offerings will rival larger arenas in major markets," said Luukko.

## NAMED FOR SUN DEVIL HOCKEY BENEFACTORS

Mullett Arena was named for Don and Barbara Mullett, two long-time contributors to Arizona State University and the hockey program. It was through a charitable gift from the Mullett family that ASU's hockey program was able to advance in 2014 from a club program to an NCAA Division I independent program.

"Arizona State University is empowered to realize its vision for a 21st century university through the imagination and philanthropy of its donors," said Michael Crow, ASU President. "The generosity and confidence demonstrated by the Mullett family for our hockey program and our broader desire to be of service, matched with a state-of-the-art facility, will allow us to build on ASU's tradition of character-building competition and excellence."



Mortenson



"Don Mullett is our No. 1 fan," said Ferrara. "He's part of the fabric of who we are. It's an honor his name is going to be on our building."

## OFFERING CORPORATE PARTNERS MORE THROUGH LESS

Mullett Arena is opening with 17 sponsors – five founding, six presenting and six arena. Founding partners include Mountain America Credit Union, Crescent Crown Distributing, Cox Communications, Gila River Resorts and Casinos and Valley Hyundai Dealers.

"We've worked side-by-side with Sun Devil athletics to ensure their current partners had a first-look opportunity to extend that relationship at Mullett Arena," said Jeff Campbell, Senior Director of Global Partnerships for Oak View Group. "That was important to both OVG and Sun Devil athletics and has produced great results."

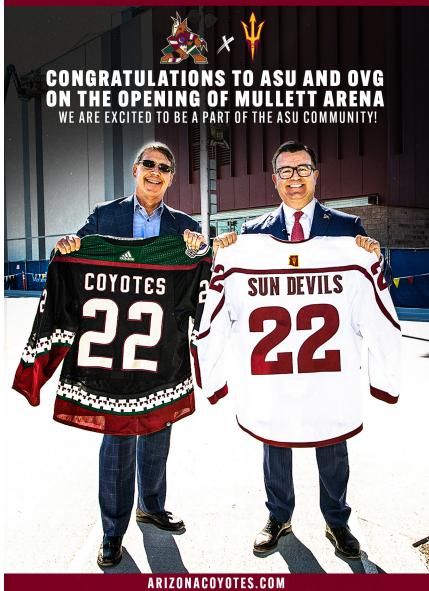
OVG took a less is more approach with its partnership model. With limited permanent signage in the arena, only founding and presenting sponsors have that visibility, which gives them a more dominant voice.

Founding partners were able to entitle specific areas in the arena. For example, Gila River Resorts and Casinos will be activating on the exterior hospitality plaza, while Crescent Crown Distributing has the Dos Equis Devil Deck and Coors Light Club Chill. In addition to the iceplex, Mountain America Credit Union has entitled the entryway on the main concourse, giving the credit union the arena's largest sponsorship presence.

Other partners fill specific needs in the arena. For example, Cox Communications provides the Wi-Fi and internet, while trash and recycling are handled by WM and pest control by Blue Sky Pest Control.

For sponsorship activation, OVG is again operating on the philosophy that less is more.





"Because of how intimate the space is on the inside, we're going to be strategic about activations," said Campbell. "We'll make sure activations are spread out enough where we're not inundating fans with too much messaging as they come into the building. It's a fine balance of making sure we're utilizing the space with things that enhance the guest experience."

"We have a larger footprint outside, in the Gila River Resorts and Casinos activation zone, that allows us to do some bigger activations, so we'll definitely utilize the space for that," Campbell continued. "We also anticipate many of our partners activating within the Mountain America Community Iceplex."

## MOUNTAIN AMERICA COMMUNITY ICEPLEX – FILLING A COMMUNITY NEED

Connected to Mullett Arena is the Mountain America Community Iceplex. Complete with a NHL-regulation size ice sheet, the iceplex will be used for public skating; learn-to-skate and learn-to-play-hockey programs; figure skating; youth, high school, college and adult ice hockey; sled hockey; group events; birthday parties; team building events; and other activities.

In addition to the ice sheet, Mountain America Community Iceplex includes the Devils Hockey Shop, a full-service retail location with ASU-licensed hockey merchandise, custom jerseys, skate sharpening services and skate rentals; food and beverage concessions; four locker rooms; and seating for 150 people.

"Mountain America Credit Union was encouraged by our ability to program the community iceplex with a vast audience of everything from figure-skating programs to learn-to-skate programs, to men's and women's club teams, to youth programs. They love being a part of that growth," said Campbell. "Their naming-rights deal gives them the opportunity to expand their financial education programs to the 250,000-plus guests that walk through those doors. Helping guests understand how Mountain America can help them navigate financial decisions was incredibly important. They saw their sponsorship as a



way to grow their brand and their presence in the market."

## WELCOMING THE NHL – ARIZONA COYOTES WILL CALL MULLETT ARENA HOME FOR THREE YEARS

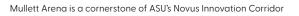
For the past 20 years, the NHL's Arizona Coyotes have played at what is now Desert Diamond Arena, formerly Gila River Arena. However, the team, which is in the process of building a new arena, was looking for a temporary home until its new arena was ready. In December 2021, 11 months into construction of Mullett Arena, the team reached a deal with Arizona State to play in Mullett Arena for the next three seasons.

As part of the agreement, the Coyotes invested over \$23 million into the project for a two-story, 15,000-square-foot annex, with locker rooms and offices for two NHL teams, and the upgrades Mullett Arena needed to make it a NHLapproved facility. This included technology enhancements, such as larger ribbon boards and more cameras, a TV broadcast facility, NHL replay booth and player-tracking technology.

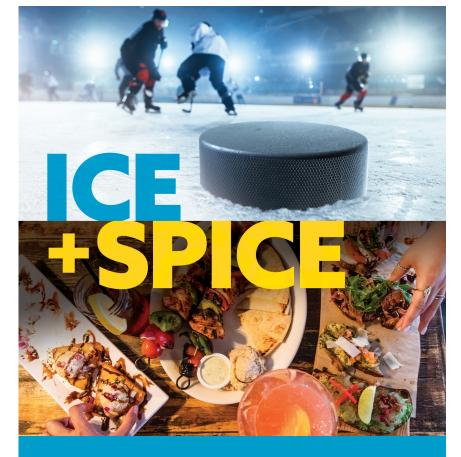
"We wanted our program to be a NHL training facility," said Ferrara. "Even before the deal with the Coyotes, we designed the rink to NHL specs. If we hadn't made that decision early on and instead went with the standard college hockey rink size, the Coyotes wouldn't be able to play here."

"While we're on the small end for a NHL facility, fans will see there's not a bad seat in the house," said Sheridan. "Fans will get to see NHL players up close in a way they haven't been able to since the players' Pee Wee hockey days."

"We're very excited to play at Mullett Arena this season in a brand new, stateof-the-art venue that includes over \$23 million of investments from [Coyotes Owner] Alex Meruelo to ensure the highest of NHL standards," said Arizona Coyotes President and CEO Xavier A. Gutierrez. "Mullett Arena will be an extremely loud, energetic and electric building where all fans will be the closest to hockey action anywhere in the NHL, providing them an unprec-







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edented game experience. We're very grateful to ASU and OVG for allowing us to play at their new home and can't wait for the Coyotes home opener on Oct. 28!"

When the Coyotes move into their new arena, the additional locker-room space in the annex will give ASU the opportunity to host NCAA regionals and other large hockey tournaments.

"Anytime you bring multiple teams into a sports venue, having more lockerroom space so teams aren't swapping in and out is a great asset," said Olsen.

## **READY FOR PUCK DROP**

After a four-game road trip, the Sun Devils will be able to play on their home ice for the first time. The Friday, Oct. 14 game against Colgate will start a new era in Sun Devil hockey.

"We're going to have a real home ice crowd and atmosphere behind us for the first time in the history of our program," said Powers. "It will be an incredibly loud, rowdy, raucous atmosphere."

And Coyotes fans are looking forward to the up-close viewing Mullett Arena provides when the team opens its first home stand in the arena against the Winnipeg Jets on Friday, Oct. 28.

A new era of entertainment is set to begin in the valley. "Tempe has a long history of hosting major sports and we're thrilled to welcome both collegiate and NHL hockey to the new Mullett Arena," said Michael Martin, President and CEO of Tempe Tourism.

"With 24 games for ASU and 41 games for the Coyotes, there's no arena in the country that's hosting 65 high-level home hockey games," said Luukko. "Add in wrestling and we're going to be one of the most active sports facilities with 5,000 seats in North America. We're very excited about it."