

# 2024 CSEF Conference

May 19, 2024 4:00 PM – 6:00 PM

## Check-In & Registration

May 19, 2024 7:00 PM – 9:00 PM

## Networking Reception

Join us at this special evening networking reception. Stay tuned for more information!

May 20, 2024 7:00 AM – 5:00 PM

## Check-in & Registration

May 20, 2024 8:00 AM – 9:00 AM

## Networking Breakfast

Room: Expo Hall

May 20, 2024 9:00 AM – 9:45 AM

## Opening Keynote: Las Vegas Convention and Visitors Authority

Join us as we kick off the 6th annual conference with Brian Yost, the Chief Operating Officer for the Las Vegas Convention and Visitors Authority (LVCVA), the destination marketing organization for Las Vegas and Southern Nevada that also owns and operates the Las Vegas Convention Center, one of the largest convention centers in the United States. In his role, Mr. Yost is responsible for providing leadership and developing the strategy to create exceptional customer experiences and overseeing the operations at the 4.6 million square foot Las Vegas Convention Center. As part of his Las Vegas Convention Center oversight, he leads the business sales efforts for the facility and current planning of an upcoming renovation. Mr. Yost also helps drive visitation to the destination by managing signature citywide sports and special events such as the 2022 NFL Pro Bowl and NFL Draft as well as securing Super Bowl LVIII in 2024.

### Speakers:

#### **Brian Yost**

Chief Operating Officer

Las Vegas Convention and Visitors Authority (LVCVA)

May 20, 2024 9:45 AM – 10:30 AM

## Morning Plenary: State of the Market

In this multi-sector discussion, we look at what's happened in the past year across the sports and entertainment industries, as well as a look to the year(s) ahead. Industry experts join us to review the common issues and potential solutions faced by venues across the U.S. The panel will discuss the types of projects they're seeing coming down the pipeline, and where future opportunities lie.

### Speakers:

**David Stone**  
President  
Stone Planning LLC

May 20, 2024 10:30 AM – 11:00 AM

### **Networking Break**

Room: Expo Hall

May 20, 2024 11:00 AM – 12:00 PM

### **Game On! Scoring Big with Creative Funding for Your State-of-the-Art Sports Facilities**

Destinations across the US are looking to upgrade or build sports facilities. However, securing funding for upgrading or building these facilities presents a significant challenge. This moderated panel delves into innovative funding mechanisms that you can leverage to bring your modern facility projects to fruition. Learn how other destinations are utilizing these novel solutions and what is available in your destination to add to your tool box!

#### **Speakers:**

**John Lambeth**  
President & CEO  
Civitas

May 20, 2024 11:00 AM – 12:00 PM

### **How to Work with the Community and Decision-Makers to Approve and Fund New Stadium: Lessons from People Who've Been There**

Learn the inside story of the highly coordinated effort to approve and fund the largest public investment in a stadium in the U.S. from those who successfully navigated the process. There were a myriad of bumps along the way, but in the end, Nashville will gain not just an excellent new home for the Titans but a bustling center of commerce and community benefits as a result. Panel members include a key Titans representative, their top attorney and lobbyist to discuss the legal and political components of the project, a public relations consultant and grassroots organizer who turned out critical supporters for the project, a city planner, and a member of the local sports authority.

#### **Speakers:**

**Darden Copeland**  
Managing Director and Founder  
Calvert Street Group

**Monica Fawknottson**  
Executive Director  
Metro Nashville Sports Authority

**Lucy Kempf**  
Executive Director  
Metropolitan Nashville-Davidson County Planning Department

**James Weaver**  
Partner  
Holland & Knight

May 20, 2024 12:00 PM – 1:30 PM

**Networking Lunch**

Room: Expo Hall

May 20, 2024 1:30 PM – 2:00 PM

**Afternoon Keynote**

May 20, 2024 2:00 PM – 2:45 PM

**Afternoon Plenary**

May 20, 2024 2:45 PM – 3:30 PM

**Case Study: How HCSCC/NRG Park’s Willingness to Think Outside the Box has Led to Both a Historic Energy Efficient Facilities Project and a Separate Initiative to Leverage their Facilities Management Experience to Support Cities within Harris County**

How do you address much needed facilities upgrades and achieve sustainability goals without the availability of existing funds? Approaching the half-life of NRG Park’s stadium and convention center complex, the Harris County Sports and Convention Corp. (HCSCC) / NRG Park needed facilities upgrades across their HVAC and mechanical systems, building controls, lighting, water and various other facility improvement measures. Leveraging advances in technology alongside an energy savings performance contract, NRG Park was able to get \$33+ million in much needed upgrades paid for through guaranteed utility and operational savings. These energy efficient upgrades will also reduce CO2 emissions by 241,000 metric tons annually in support Harris County's climate action goals. HCSCC is leveraging its experience in the development, management, and operations of the NRG Park facilities to now benefit cities throughout Harris County Texas. We will discuss the current initiative with the City of Baytown, Texas.

**Speakers:**

**Russ Simons** (Moderator)  
Managing Partner and Chief Listening Officer  
Venue Solutions Group

**Alim Adatia**  
Sr. Director, Sustainable Infrastructure  
Johnson Controls, Inc.

**Ryan Walsh**  
CEO & Executive Director  
Harris County Sports and Convention Corp. - NRG Park

**Brian Moran**  
Economic Development Manager  
City of Baytown

May 20, 2024 2:45 PM – 3:30 PM

## **Crawler Cranes on Roofs, Pandemics, and a Giant Blue Bear - Oh My! Expanding Convention Centers in Dense Urban Areas by Building Up**

Showcasing the Colorado Convention Center Expansion as a case study, this session will include the owner, architect, contractor, and program manager. With hundreds of stakeholders holding them accountable, the team navigated the big ask of expanding an existing facility by 250,000 SF with nowhere to go but 'up'. Challenges such as a worldwide pandemic and construction above an active convention center required collaboration at all levels. Despite this, the team achieved an on-time, on-budget project that exceeded diversity and inclusivity requirements. Attendees will gain valuable insights into the creative solutions and best practices employed by the panelists, enabling them to tackle similar projects in their respective cities.

### **Speakers:**

**Scott Sumners** (Moderator)  
Executive Vice President  
Rider Levett Bucknall

**John Courtney**  
Program Director  
City & County of Denver

**Jordan Miller**  
Associate Principal  
Rider Levett Bucknall

**Rob Svedberg**  
Principal  
TVS Design

**Jason Wallack**  
Operations Manager  
Hensel Phelps

May 20, 2024 2:45 PM – 3:30 PM

## **Experience is the Anchor – A District-Wide Approach to Creating Thriving and Resilient Sports & Entertainment Facilities**

Sports and entertainment events are revenue generators, but they're also integral parts of our cultural fabric. Adjacent entertainment districts are evolving to accommodate a broader mix of uses that help fund facility maintenance and extend the game-day experience for a 24/7/365 buzz. Learn first-hand as we explore entertainment adjacent projects, Thrive City (Chase Center), Amway Center Sports & Entertainment district, McGregor Square (Coors Field), Aloha Stadium Entertainment District, Gallagher Way (Wrigley Field), LA Live, Nashville Yards, and more! We'll discuss challenges related to early adoption, community benefit and impact, partnership and team structure, sponsorship and site activation, lessons learned, as well as special ordinances and design innovations that propel content-rich outdoor gathering places and successful mixed-use developments. You don't want to miss this!

### **Speakers:**

**David Carlock**  
Founder & Principal  
Machete Group

**Shannon Jones**  
Principal  
Stantec

**Tim Katt**  
Managing Director, Sports & Entertainment Practice  
Transwestern

**Eric Nordness**  
Managing Principal  
Marquee Development

**Kevin Rieger**  
Senior Vice President, Real Estate Development  
AEG

May 20, 2024 3:30 PM – 4:00 PM

**Networking Break**

Room: Expo Hall

May 20, 2024 4:00 PM – 5:00 PM

**Roundtables**

**Speakers:**

**Sandy Hachat**  
Director, Sales  
MRI Software

**Catie Sirie**  
Solution Leader  
MRI's Facility Management, Energy and Footfall Analytic Solutions

May 20, 2024 5:00 PM – 6:00 PM

**Opening Night Networking Reception**

Room: Expo Hall

Join us at this special evening networking reception for all attendees. Enjoy drinks and light fare while meeting with exhibitors, speakers, and conference delegates.

May 21, 2024 7:00 AM – 1:00 PM

**Check-In & Registration**

May 21, 2024 8:00 AM – 9:00 AM

**Networking Breakfast**

Room: Expo Hall

May 21, 2024 9:00 AM – 10:00 AM

**Morning Plenary**

May 21, 2024 10:00 AM – 11:00 AM

### **A Story of Resiliency and Adaptive Reuse: The Rise, Fall and Reimagining of the American Mall**

The American Mall was once listed by Consumer Reports as one of the top 50 most revolutionary consumer innovations, ranked alongside things like antibiotics and personal computers. Today it is estimated that 68% of Americans live within one hour of a ‘dead mall’ and 2 in 5 live near two or more “dead” malls. 28% of Americans had an abandoned mall torn down where they live in the last 5 years. In many communities the death of the American mall is being turned into a positive. The large footprint, easily accessible facilities are being reimagined into sports, recreation and well being centers that provide even broader benefit to the community. In addition, these visionary projects represent the ultimate in sustainability, through adaptive reuse. We will also speak to the financing. This session will explore four significant projects: WeStreet Ice Center, UT Southwestern Redbird Mall Renovation, Nexus Park and Austin Community College Highland Campus.

#### **Speakers:**

**Don Dethlefs**

Sports Recreation and Entertainment Global Practice Leader  
Perkins&Will

**Brent Ross**

Practice Leader, Senior Associate  
Perkins&Will

**Andy Scurto**

Owner  
Tulsa Oilers

May 21, 2024 11:00 AM – 11:30 AM

### **Networking Break**

Room: Expo Hall

May 21, 2024 11:30 AM – 12:30 PM

### **P3 Recipe for Success: Essential Components for an Entertainment District to Thrive**

Entertainment districts are being planned or are popping up all over the country. While they vary in size, building type, and tenant mix, the collective intent of developers and municipalities is clear: to rejuvenate exhausted or neglected real estate, to generate much-needed tax revenues, and to bolster their cities’ live-work-play-visit image as they compete fiercely with other metros for businesses and residents. Public and private supporters view entertainment districts as potential catalysts for broader urban redevelopment. Learn more about the P3 (Public-Private) partnerships and perspectives that offer a unique synergy between government and business and are drivers for economic development across many communities throughout the U.S. This session will highlight the process that several planned and upcoming entertainment districts are navigating, essential components for these districts to thrive, and other key ingredients needed for success!

#### **Speakers:**

**Jessica Herrera** (Moderator)

Director of Business Development  
Mycotoo, Inc

**Elizabeth Triggs**

Planning & Development Office  
City of Midland Texas

**Kenton Tsoodle**

CEO

The Alliance for Economic Development of Oklahoma City

May 21, 2024 12:30 PM – 1:00 PM

**Closing Session**

May 21, 2024 1:00 PM – Invalid DateTime

**Conference Ends | Exhibitor Breakdown**

