



FACILITY IMPROVEMENT STUDY FOR THE MESA CONVENTION CENTER AND AMPHITHEATRE

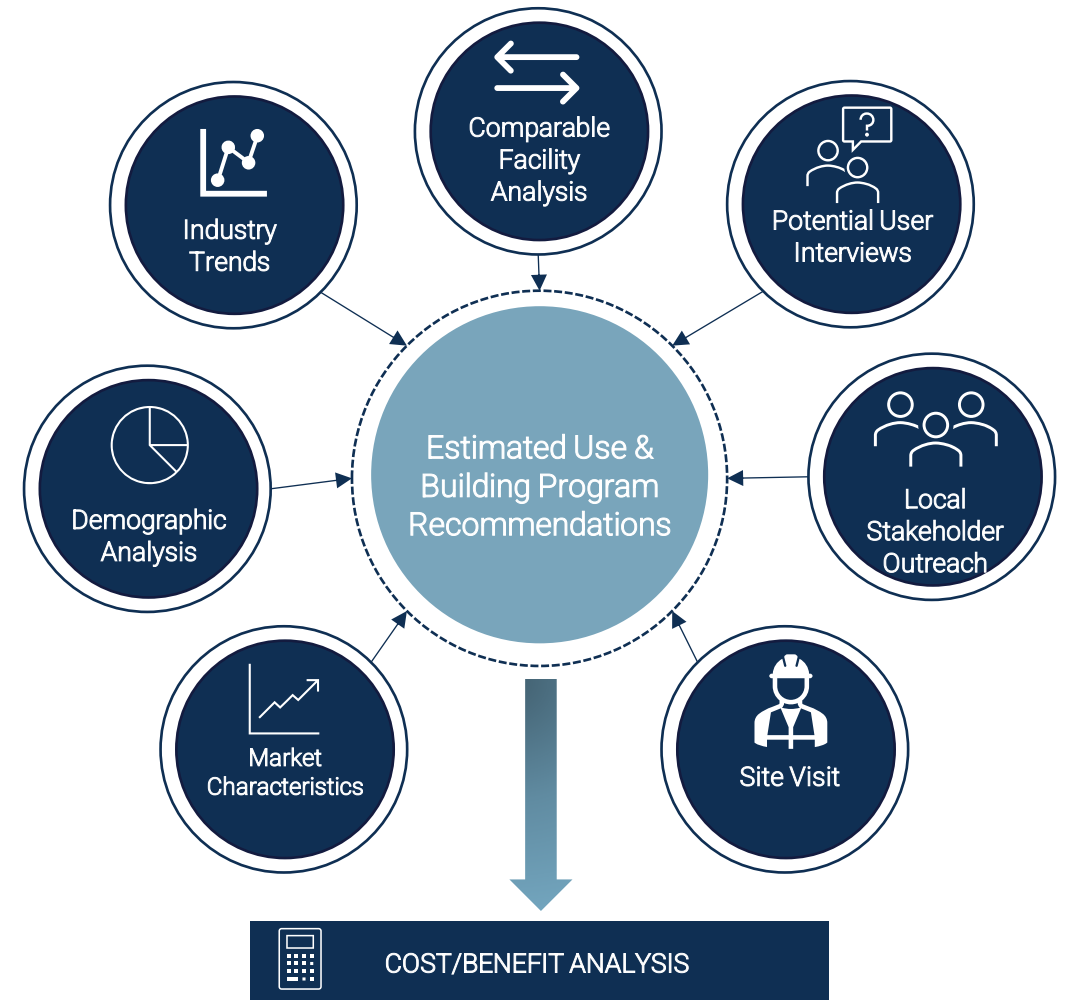
MARCH 20, 2025



I INTRODUCTION & BACKGROUND

INTRODUCTION & BACKGROUND

- **PROJECT EXPERIENCE:** More than 2,000 previous engagements.
- **EXISTING CONDITIONS:** Evaluated 50 competitive convention and concert facilities throughout Arizona.
- **COMPARABLE ANALYSIS:** Benchmarking analysis of 21 comparable facilities and markets throughout the country
- **INDUSTRY TRENDS:** Detailed evaluation of macroeconomic trends in the convention and concert industries.
- **STAKEHOLDER INTERVIEWS:** Held more than 20 stakeholder interview sessions.
- **INITIAL SITE VISIT, INTERVIEWS & OUTREACH:** Completed 65 surveys of event planners collectively representing more than 300 annual events.





CONVENTION ANALYSIS



| CSL

1 CONVENTION ANALYSIS

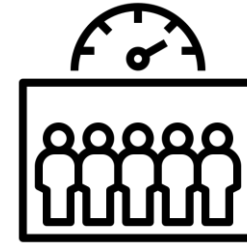
ANALYSIS TAKEAWAYS



**Recent Convention
Growth**



**Crowded Competitive
Field**



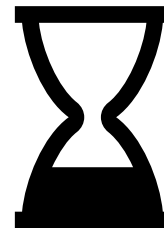
**Ballroom + Hotel
Limitations**



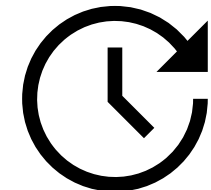
**Disconnected from
Downtown**



**Lack of Familiarity
Among Planners**



Dated Facility



**Opportunity to Be
a Pioneering
Facility**

1 CONVENTION ANALYSIS

MESA CONVENTION CENTER RECOMMENDATIONS



Scenario 1: Cutting-Edge MCC

Facility Improvements:

- 10K SF “3-season” outdoor patio space
- New entryway and lobby area
- Immersive experience technology
- High-end LED panels and other technology
- Pedestrian paths to downtown
- Updated interior spaces

Other Improvements:

- Convention marketing strategies
- Shuttling service to other hotels



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CONVENTION ANALYSIS

Outdoor Patio Space



1 CONVENTION ANALYSIS

Immersive Experiences



Wisdom (Los Angeles, CA)



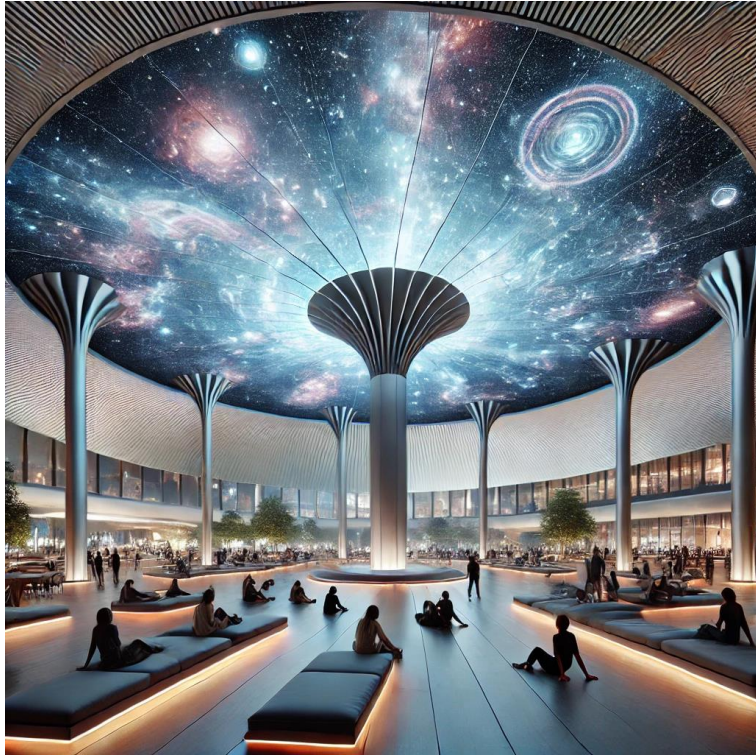
Illuminarium (Atlanta, GA)



Area 15 (Las Vegas, NV)

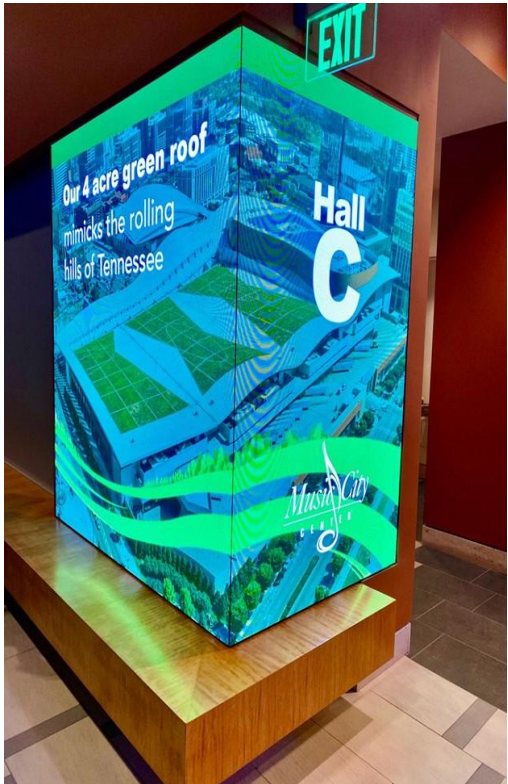
1 CONVENTION ANALYSIS

Event Patio + Immersive Experience: A New Downtown Attraction



1 CONVENTION ANALYSIS

Digital Placemaking



Interactive Installations



Rotating Digital Art



Video Chat Spaces

1 CONVENTION ANALYSIS



Downtown Connectivity



1 CONVENTION ANALYSIS

New Entry & Lobby



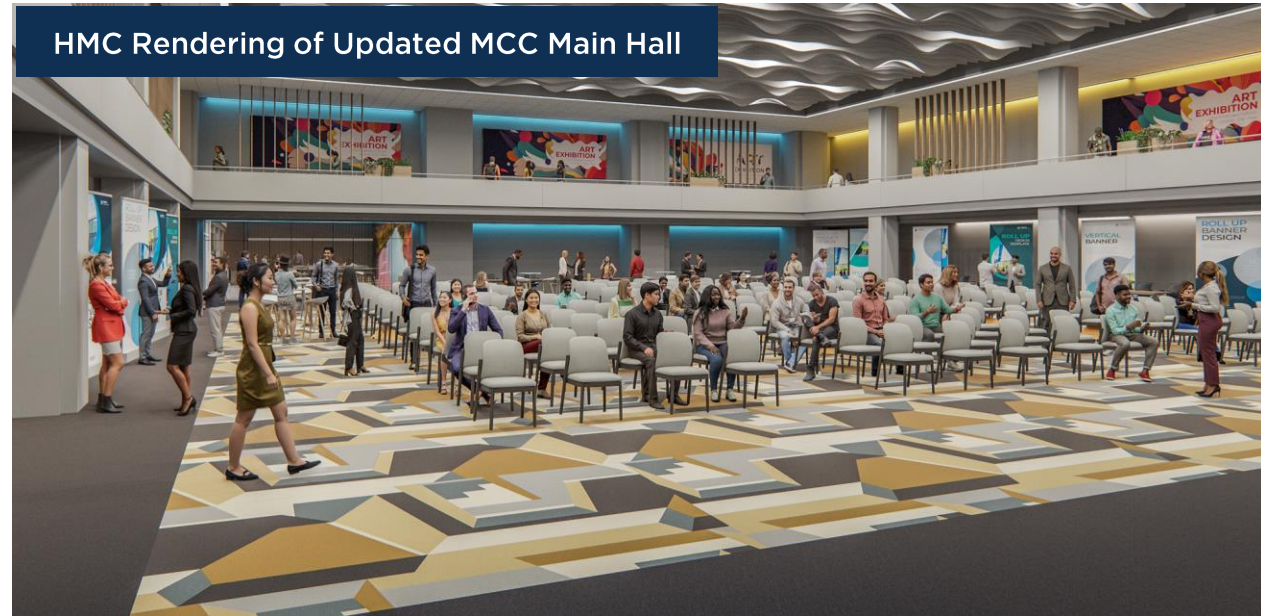
1 CONVENTION ANALYSIS

Updated Event Space

HMC Rendering of Updated MCC Meeting Room



HMC Rendering of Updated MCC Main Hall



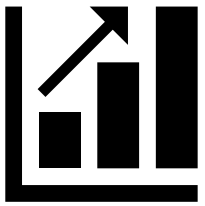


AMPHITHEATRE ANALYSIS



2 AMPHITHEATRE ANALYSIS

ANALYSIS TAKEAWAYS



**Post-COVID Concert
Growth**



**Competing with
Recently Improved
Venues**



**Need to Improve The
Artist Experience**



**Opportunities to
Improve the Fan
Experience**

2 AMPHITHEATRE ANALYSIS

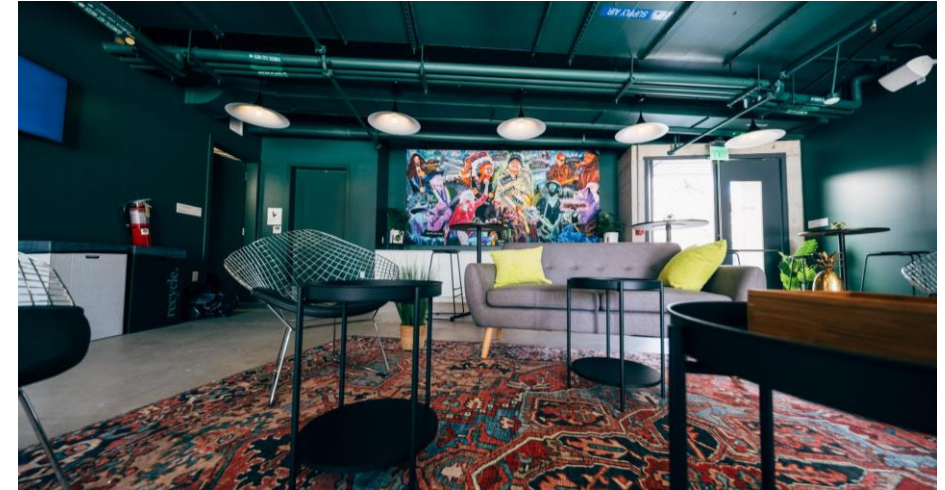
MESA AMPHITHEATRE RECOMMENDATIONS



Scenario 1: Increased Concerts + Enhanced Experience

Facility Improvements:

- Develop new green room and hospitality space
- Enhance the rigging capacity of the Amphitheatre
- Provide overhead shading and mister stations throughout venue
- New permanent beer stand
- Develop VIP seating area
- Install projection mapping and a/v technology
- Add ADA ramp on west side of complex



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AMPHITHEATRE ANALYSIS

MESA AMPHITHEATRE RECOMMENDATIONS: VISUAL EXAMPLES



Talent Hospitality



Enhanced Rigging



Overhead Shading



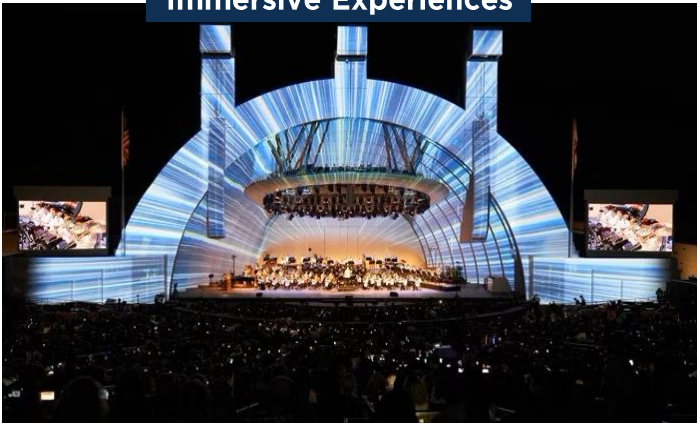
New Beer Stand



VIP/Premium Seating



Immersive Experiences



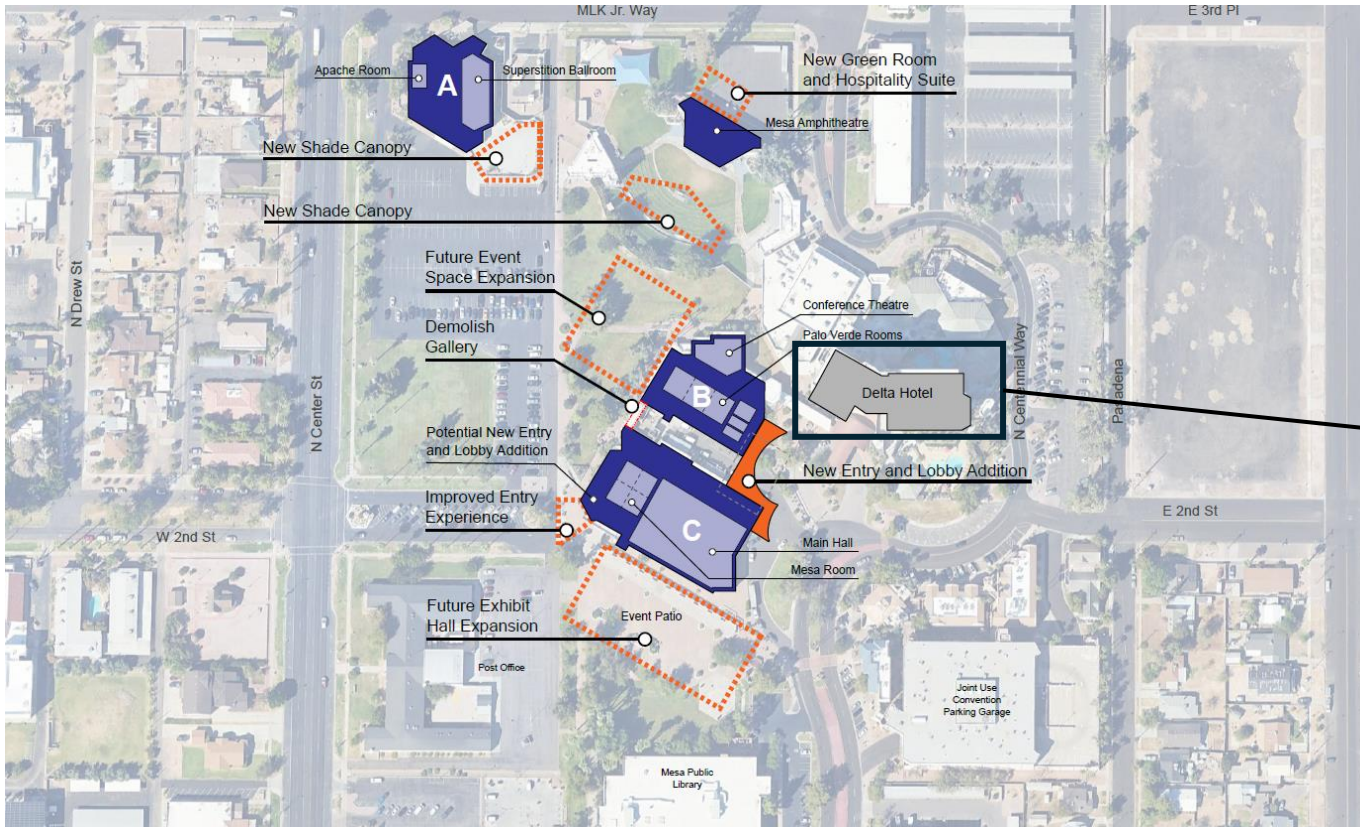


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A CONVENTION DISTRICT APPROACH



A DISTRICT PLAN



HOTEL INVESTMENT ADDRESSES SEVERAL IMPORTANT NEEDS:

- A potential chain scale upgrade to a branded Marriott.
- Updated ballroom and breakout spaces to accommodate diverse event needs.
- Expanded and upgraded food & beverage offerings to enhance the guest experience.
- New outdoor gathering and event spaces to activate the hotel grounds.
- Dedicated event spaces and premium club areas for socials, private parties, and other events tied to MCC and Amphitheatre activity, addressing hospitality and VIP opportunities.
- Improved pedestrian connectivity linking the hotel to MCC, Amphitheatre, downtown, and the planned Culdesac development.

3 A CONVENTION DISTRICT APPROACH




DELTA
HOTELS
MARRIOTT

 ENSEMBLE

March 10, 2025
24-0207

Cunningham



SITE PLAN & CONTEXT

- A FUTURE EVENT CENTER 2,000-2,500 SEAT
- B SURFACE PARKING
- C FUTURE PARKING DECK
- D PAVILION IN LANDSCAPE PLAZA
- E ENHANCED HC PARKING PLAZA
- F LANDSCAPE BLVD
- G LANDSCAPE PEDESTRIAN/BIKE PATH
- H VIP MUSIC TERRACE
- I SERVICED MUSIC SUITES
- J MUSIC GUEST ACCESS
- K CONCESSIONS
- L PRESHOW COURT YARD
- M FUTURE CONVENTION CENTER
PREFUNCTION SPACE
- N WATER FEATURE IN GARDEN LANDSCAPE
WITH TERRACES. TBD
- O OUT DOOR GARDEN BAR/BEER GARDEN?
- P CONDITIONED HOTEL CONNECTION TO
CONVENTION CENTER
- Q ENHANCED LANDSCAPE BUFFER TO FUTURE
LOADING DOCK
- R FUTURE CONVENTION CENTER EXPANSION



SITE PLAN STUDY

- A CENTRAL LANDSCAPE FEATURE**
WATER FEATURE AND GARDEN DESTINATION WITH MUSIC VENUE, GROUP SEATING ALONG WITH ORE PRIVATE HIDEAWAY SEATING. WATER FEATURE FOUNT TO BE SENSIBLY SCALED FOR AN ATMOSPHERIC EFFECT.
- B OUTDOOR GARDEN BAR / BEER GARDEN**
BAR IN THE GARDEN OPEN AIR CATER TO THE GUESTS IN THE GARDEN IMMEDIATELY VISIBLE FROM STREET AND ADJACENT DEVELOPMENT.
- C CLUB ROOMS | MEETING ROOMS | LOUNGE**
CLUB ROOMS BASED ON "M" CLUB AS A HOTEL GUEST DESTINATION OVERLOOKING CENTER GARDEN. CASUAL MEETING SPACES, OFFICE SERVICES, W. FITNESS AREA OPENING TO OUT DOOR EXERCISE ADJACENT TO POOL SHADED BY OVERHEAD BALCONY.
- D FITNESS AREA**
FITNESS AREA OPENING TO OUT DOOR EXERCISE ADJACENT TO POOL SHADED BY OVERHEAD BALCONY.
- E SECOND FLOOR BALCONIES**
SECOND FLOOR ROOMS/SUITES? OPEN ONTO BALCONY OVERLOOKING POOL AREA.
- F EXISTING POOL AREA**
ADD SUN SHELTERING CABANAS, INTEGRATE FITNESS OUTDOOR AREA AS A PART OF POOL AREA, POOL BAR, POOL SIDE LOUNGE AREAS WITH SOLAR SHADE AND INTIMATE LIGHTING.
- G EXISTING HOTEL TOWER**
PORTE COCHERE NEEDS TO BE MORE VISIBLE AND INVITING, SET IN A GARDEN ENVIRONMENT WHICH MASKS AND CONCEALS. DRAW MORE FOCUS TO EAST ALONG OUTDOOR POOL AREA, TOWER IT SELF MORE LUMINOUS FROM A DISTANCE WITH LIGHTING DOWN THE FROM THE ROOF ALONG WITH NEW IDENTITY. TOWER IS VERY DARK AT NIGHT AND DISAPPEARS.
- H RESTAURANT | BAR | LOUNGE | TERRACE**
JAZZ ERA RESTAURANT /BAR/MUSIC VENUE DESTINATION TWO LEVELS PRIVATE DING/ MEETING ROOMS, BAR/LOUNGE ATMOSPHERE, DING ROOM, PERFORMANCE AREA, OUTDOOR TERRACE IN THE GARDEN ALONG WITH ATMOSPHERIC MUSICIAN.

3 A CONVENTION DISTRICT APPROACH



SITE VIEW STUDY

1 VIEW FROM ACROSS N CENTENNIAL WAY,
LOOKING NORTH



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SITE VIEW STUDY

1 VIEW FROM THE ROUNDABOUT, LOOKING NORTH



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SITE VIEW STUDY

1 VIEW FROM THE RENOVATED COURTYARD, LOOKING NORTH-EAST



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SITE VIEW STUDY

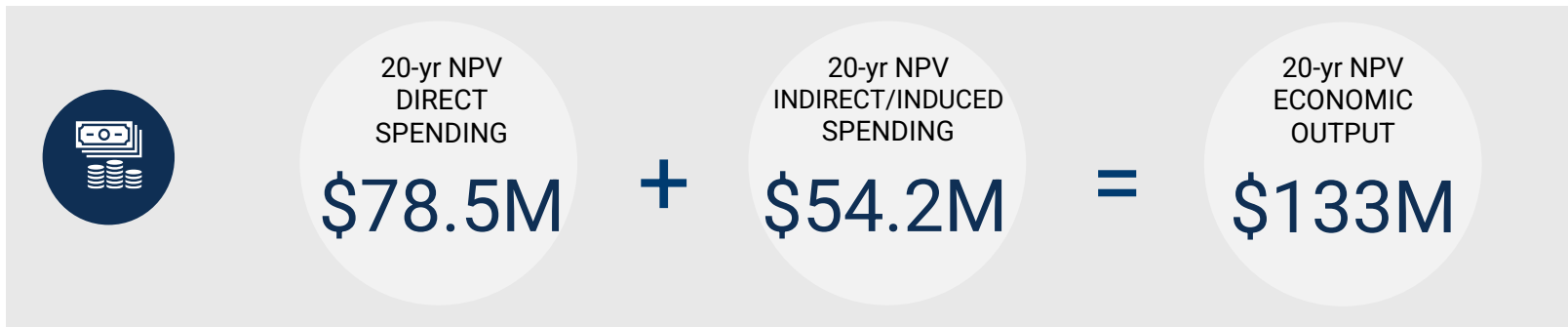
1 VIEW FROM PARKING LOT, LOOKING WEST



3 A CONVENTION DISTRICT APPROACH

IMPACTS OF MCC CAMPUS INVESTMENT

Summary of Key Cost/Benefit Projections Associated with full Convention Center and Amphitheatre investment scenarios, in addition to proposed Delta Hotel improvements.



Other Qualitative Impacts

- Potential transformative and iconic effects.
- Anchor for revitalization of surrounding area and downtown.
- Enhanced quality of life for community residents.
- Inducement of follow-up visitation.
- Various other benefits.