

Michael L. Hallmark

Education

Bachelor of Architecture
Arizona State University
Tempe – 1977

Professional Experience

1999-present
Partner, **Future Cities**
Partner, **TiS**
Los Angeles, California

1995 – 1999
Founding Principal
NBBJ Sports and Entertainment
Los Angeles, California

1988 – 1995
Co-Founder and Director
Ellerbe Becket Sports
Kansas City, Missouri

1986 – 1988
Director
HNTB Sports Facilities Group
Kansas City, Missouri

1980 – 1986
Project Director
HNTB
Phoenix, Arizona

Mr. Hallmark is a founding partner in **TiS**, a sports venue sponsorship development company, and **Future Cities** a Los Angeles based company specializing in entertainment development and in the design and development of complex public / private sector sports and entertainment projects.

Through his earlier career as a practicing architect, he was recognized as one of the country's leading innovators in sports and entertainment planning and design. In May 2004, *Sports Business Journal* named him one of the "20 most influential persons in the design and development of sports facilities". A co-founder of two of the largest and most successful sports architectural practices in the U.S., he also writes and lectures on the subject of trends in the industry.

His career began in Phoenix, Arizona. There he helped lead a resurgence of interest in that City's downtown with a series of projects that re-introduced entertainment and retail to the City center. Those projects include the Herberger Theater in 1984, the Rouse Company's Arizona Center in 1985, the America West Arena in 1992 and the Bank One Ballpark in 1997. Appointed by then Mayor Terry Goddard to Phoenix' inaugural Arts Commission in 1985, he authored that City's first "Percent for Arts" ordinance.

In 1986, he relocated to Kansas City as Director of HNTB's Sports Facility Group. Key projects there included Boston's Fenway Park additions, Michigan State's Jack Breslin Arena, and studies for several new NBA/NHL arenas.

In 1988, he became the Co-founder and Director of Ellerbe Becket Sports Architects. An unprecedented era of private/ public development ensued fueled by designs that supported new revenue streams. The firm designed NBA/NHL arenas in Boston, New York (MSG's renovation), Philadelphia, Washington, DC, Buffalo, Cleveland, St. Louis, Tampa, Phoenix, Portland ; new ballparks such as Atlanta's Turner Field, and Chase Field in Phoenix, AZ, as well new venues in Manchester (UK), Oberhausen (Germany), and Saitama (Japan), and the Ahmanson Theater at the Los Angeles Music Center.

In 1995, he co-founded NBBJ Sports and Entertainment in Los Angeles. NBBJ became the first firm to openly espouse the close synergy of Sports *and* entertainment in planning and design. The practice became known internationally for trend setting design work and immersive presentation style using larger scale physical models, computer-generated animations and video technology. From 1995 to 1999 the NBBJ S&E grew to over 80 architects and staff. Project highlights include the Staples Center Arena in Los Angeles, retractable roof ballparks Safeco Field in Seattle and Miller Park in Milwaukee, the Dodge Theatre in Phoenix, AZ and the *American Architecture* award winning Paul Brown Stadium in Cincinnati OH.

Presentations & Lectures

- "The next great American City"*
Speaker and panelist
Urban Land Institute, Phoenix Arizona, August, 2006
- "The New America West Arena and the Jackson Street Entertainment Corridor"*,
Key note speaker,
Urban Land Institute, Phoenix Arizona, May, 2004
- "The reinvention of America West Arena"*, *Presenter*
Franchise and Facilities Forum, San Diego California, April 2004
- "Current trends in Sports & Entertainment Development"*, *Guest Lecturer*,
Marquette University National Sports Law Institute, Milwaukee, Wisconsin, November, 2000
- "Creative Collaboration, The Story of the Staples Center Arena"*, Keynote Speaker,
A/E/C Systems '99, Los Angeles Convention center, May 24, 1999
- "Marketing Professional Services"*, Adjunct Faculty Member, Interior Design program,
UCLA
Spring, 1999
- "Creating a Niche Practice"*, Guest Lecturer, School of Architecture, **University of Southern California**, February, 1999
- "The Case for the Memorial Coliseum"*, Presenter for the City of L.A., **NFL Owners Meeting**, Kansas City, MO., Fall, 1998
- "The Los Angeles Sports Arena"*, Presenter, **Western Council Of Construction Managers**,
Los Angeles, October, 1997
- "Integration of Sports and Entertainment: the Affect on Venue design"*, Presenter, **IAAM**,
August, 1997
- "Figueroa Corridor Urban Design and Economic Plan: A Downtown Vision"*, Presenter,
Westside Urban Forum, July, 1999
- "Retractable Roof Technology"*, Presenter, **NFL Stadium Design Symposium**,
Chicago, June, 1997
- "Los Angeles Sports Facilities, Plans for 1997"*, **SMPS**, Los Angeles, January 1997

Publications and Awards

- "20 most influential persons in the design and development of sports facilities",
Sports Business Journal, May, 2004
- Winner, "*Leonardo Award, 1998*", *Society for Marketing Professional Services*
Los Angeles Chapter
- "People Power", Panstadia International, Vol. 5/No. 2, August 1998
- "On the Boards", NBBJ projects; Reebok Headquarters & LG Seoul Dome, Architecture,
June, 1998
- "A new Arena for Los Angeles", L'Arca, issue 127, June 1998.
- "Entertainment Arena", Sports Management, The Leisure Media company, Ltd. March
1998
- "The Seoul Dome Stadium", L'Arca, issue 122, January, 1998
- "NBBJ Scores in the Big Leagues", Design Journal, Preview Issue, 1998
- "Mega Complex Becoming Popular, Convergence Issue Should Continue" ,Amusement Business,
January, 1998
- "Designing the Practice", Panstadia International, Volume 4, No. 1, January, 1997
- "Reinventing the Dome", Panstadia International, Volume 5, No. 1, April 1997
- "Ahmanson Theater Reconfiguration", Architectural Record Lighting, May 1995

Michael L. Hallmark

Select Project Experience



Jackson Street, Phoenix AZ, 2005 - 2010
Development Director, Partner

Jackson Street is envisioned as Phoenix' first urban creative class, sustainable, live-work-play district, with economic and community benefits helping to shape the positive evolution of the City's downtown. Its successful development holds out the promise of influencing entertainment choices and leisure time pursuits for residents throughout the region. The diversity and quality of its proposed uses will help make Jackson Street an exemplary new-urbanism development of national interest.



Bordered by Jefferson Street to the north, 4th Street and Chase Field ballpark to the east, Central Avenue to the West, and the railroad tracks to the south, the total area is approximately 33.5 acres, 10 acres of which form the arena block and "W" hotel site.



The District will be planned as a diverse yet cohesive whole, with specific project elements and programs planned to bring vitality and a diverse commercial economic balance. A resident population, along with the visitors brought there by the District's attractions, will help maintain continual activity throughout the day, evening, and after hours.



Specific uses projected for the District include a concentration of urban loft and condo residential ranging from affordable lofts to high end luxury Condos (the "W"), boutique offices, service and lifestyle retail, restaurants, clubs and lounges, music and entertainment venues, outdoor street events such as farmer's markets, art walks, etc., as well as the continued use and support of the existing arena and stadium.

Programmed uses include: residential:



Brooklyn Arena, Brooklyn, New York
Development Director

When completed in 2009, the Frank Gehry designed arena will become the home of the NBA Nets who currently play at the Meadowlands in New Jersey. Hallmark serves the project as its development director, overseeing integration and development those elements that provide the extraordinary revenue streams made possible by both the emblematic design work of Mr. Gehry, as well as the marketplace of New York City and its regional drawing power.



US Airways Center Renovations, Phoenix, Arizona, 2000 – 2005
Development Director, Experiential Sponsorship Development

\$70 Million renovation of the arena originally completed in 1992. The Project has become the first of the new generation of privately financed arena venues to recognize the need for complete and systematic regeneration through sponsorship and premium product upgrades. The project was initiated in a 48-hour workshop format where most of the principle elements were conceived, and eventually implemented.



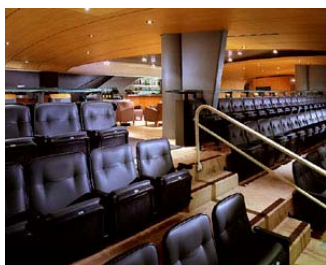
Phase 1 The First project was the simplest but had long-term strategic value to the project. The Chairman's Club was designed during the summer of 2000 and opened by the start of the NBA season. Fashioned from a small 600 sq. ft. storage area at the event level near the players' entrance to the court, the Chairman's Club was a place where visiting guests could be brought during pre-game functions and other special occasions.



Phase 2. Although most of the overall project was new construction and an expansion of the existing facility, the public concourses were one area that needed to be overhauled. With a confusing accumulation of small and medium sized advertising, over the years the concourses had filled with a variety of conflicting advertising messages. Creating a system for positioning second tier advertisers and sponsors who needed exposure at the concourse solved those problems.



Phase 3. Concourse sponsorship and advertising schemes also included special showcase areas. These were carved out of existing spaces to allow for the creation of fuller more experiential branding programs: the Quad expos. At each of the 4 corner exits, up to 3000 sq. ft. of space was designed and reshaped, then sold to a single sponsor to create a branded environment.



Phase 4. America West Arena was built at a time when the concept of arena club seats were not well understood. The Platinum Club concept, which eventually became the "Lexus Club" was developed to resolve years of premium ticketing problems by creating a specific amenity for the end section seats that had been difficult to market otherwise.

At the stage end of the arena bowl, and at the first level of suites, offices were relocated and seats reconfigured to create areas with full views of the arena bowl. These were combined to form the 13,000 sq. ft. Club.



The principal features of the club includes a central bar area, and strategically placed "chef's tables" which each offer a slightly different variety and pricing program for food and beverage. Access to the club is open to anyone who is a suite or club seat holder.



Phase 5. The Paseo was originally intended to be both a “spine” and a “passageway”. As a spine, it was designed to connect the existing arena development with a future East side restaurant and club development. As a passageway, it served as a link to the emerging entertainment district along Jackson Street, just South of the arena. Jackson Street also is a primary pedestrian corridor to the Bankone Ballpark so it will continue to assume importance over the next few years as the district develops.



Like the glass wall along Jefferson, a full height atrium space was achieved on the east side of the arena by similarly removing the existing block wall façade, then constructing full height glass. This allows people watching in both directions as fans ascend escalators to the upper concourse.



The Paseo is an outdoor, covered space 50 feet wide by 350 feet long. Its contribution to entertainment design is the concept of creating a technologically advanced event plaza that can be used for a variety of events. In this sense the Paseo is actually its own venue and there are plans to market it in this way. Since its opening in March, it has hosted concerts by the Gin Blossoms, 18 year old Blues guitarist JD Simo, and Three Doors Down who filled it to capacity with over 2000 fans attending.



The most striking feature of the Paseo is found in its projection Kiosks. Four glass towers each housing 4 theatrical light projectors, and two high intensity video projectors create any and every visual lighting effect possible. Sporting events, music videos, and sponsor promotions can be projected along the entire length of the overhead canopy, or on screens. It can be the world's greatest outdoor sports bar, an outdoor dance club, or a private party venue for executives attending a show at the nearby Phoenix Convention Center



Phase 6. The Pavilion was carved out of 15,000 sq. ft. of public plaza and utilized the same high tech glass system technology used elsewhere in the project. It houses the existing ticket office functions, a new APS sponsor pavilion, a direct escalator to the new Lexus Club, as well as escalators to offices, suite levels, and the upper concourse. The new Starbucks also is accessible from this new gathering.

Phase 7. Following the success of the Lexus Club, plans were put in place during the summer of 2004 to develop another club / lounge space in an area jut above the Platinum Club. The challenge was that this space had virtually no adjoining seating sections, so its appeal to fans would have to found in its identity as a “meet and greet” Lounge.

Given that the Lexus Club had already established itself as a club-seat support lounge (which resulted in the accompanying demographic of those organizations purchasing more expensive Club set programs), there was a conscious decision to go younger and hipper with this space. Since little ticketed seating was available here anyway, it was imagined that this would be the place to go and “hang-out” during the game, before and after.



Phase 8. The Verizon Wireless Jungle. The final phase of the arena interior improvements includes a concept for kids and families. Originally seen as a device to attract kids to bring parents to NBA events, programming for the Gorilla house quickly evolved to a themed environment which capitalizes on the popularity of the Phoenix Suns' mascot, "the Gorilla". With the naming rights sold to Verizon wireless, making it the **Verizon Wireless Jungle**, the new area features climbing areas, and basketball skill zones, as well as gaming stations.



Rock and Roll Hall of Fame and Museum – "On Tour", Memphis, TN and Phoenix, AZ
Created the concept of a permanent smaller version of the famed Rock and Roll Hall of Fame and Museum which is located in Cleveland Ohio. The "On Tour" version allows for other cities to participate in the celebration of the most universally accepted and celebrated art-forms in history – Rock and Roll. The "On Tour" museum will house permanent exhibits including "50 years of Rock and Roll History, The inductees gallery, listening stations for the 500 greatest hits in Rock and Roll history, as well as temporary and revolving exhibits developed to celebrate singular events, artists, or ideas that shape our perceptions and enjoyment of this music.



LA Live!, Los Angeles California
Development design and analysis

Conceptual design, operational Performa, and construction cost analysis of a 7,000-seat performing arts theater for AEG as part of an entertainment mixed-use masterplan surrounding Staples Center Arena.



Dodge Theater, Phoenix, Arizona
Architect, development director

5,000-seat performing arts Center located in Downtown Phoenix. This theater is the third in a series of entertainment projects for sports entrepreneur Jerry Colangelo who also developed the America West Arena and Bank One Ballpark. The facility includes a full fly tower and flexible seating that can convert from Broadway touring productions to center stage boxing. Opening night, April 12, 2002



Staples Center Arena, Los Angeles, California
Principal architect

20,000-seat arena for the NBA Clippers, Lakers and the NHL Kings. The facility has two means of dock access points to the arena floor to facilitate concerts, conventions, awards programs and other additional sporting events. Other design features include three levels of suites at the mid-concourse level, a multi-story club with views to the event floor and the downtown skyline of Los Angeles.

Completed, October 1999



Paul Brown Stadium, Cincinnati, Ohio

NFL stadium for the Cincinnati Bengals. 67,000 seats, 7,600 club seats and 114 suites. The intent was to redefine NFL football venues and in the process created a design that won an American Architecture award, the first NFL stadium to do so.

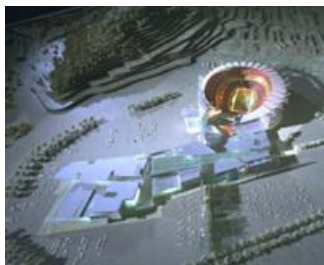
Opened, Fall 2000



Lincoln Financial Field, Philadelphia, Pennsylvania.

New home of the Philadelphia Eagles built adjacent Wachovia Center. 65,000 seats, 9,300 club seats, 150 suites. The design was intentionally "tough" in character using angular steel structural forms. Large graphic forms which double as sponsorship initiative effectively provide screening for open structural bays.

Opened, Fall 2001



San Francisco 49ers Stadium, San Francisco, California.

New Stadium on the site of existing 3Com Park. The complex is designed to seat 75,000 fans including a proposed 10,000 club seats, 100 suites and a 1.4 million square foot retail-shopping complex. The initial conceptual design package was used to help favorably position the project to San Francisco voters who approved it in May of 1997.



Safeco Field, Seattle, Washington

New home of the MLB Seattle Mariners. The second retractable roofed stadium built in the US covers a ballpark of 46,600 seats, 66 suites, 5 party suites and Seattle Mariner administrative offices. The turf is natural grass.

Opens, July 1999



Miller Park, Milwaukee, Wisconsin

New home of the MLB Milwaukee Brewers, this design was a competition winner and features the only pivoting retractable roof design in a professional sports venue. Features include natural turf, 43,000 seats, 75 suites and 7,500 club seats.

Opened, Spring 2000

Cintas Center, Xavier University

Cincinnati, Ohio

12,000 seat convocation center that will house the highly regarded men's basketball team and other university programs. Situated in the heart of the Jesuit University campus, the facility also hosts the campus dining hall.

The New Coliseum, Los Angeles, California

Conceptual design for a new NFL stadium to be incorporated into L.A.'s historic 1932 Olympic venue. The project was presented to the NFL owners in the fall of 1998 and selected as the official site for expansion in the spring of 1999.



Bank One Ballpark, Phoenix, Arizona

47,000 seat stadium for the Arizona Diamondbacks. The facility is only the second completed stadium in the Western hemisphere that features a retractable roof and the first baseball stadium in the world with natural turf. The design team was selected through an invited competition.

Completed, Spring 1997



Ahmanson Theater, Los Angeles Music Center

Los Angeles, California

\$19 million reconfiguration of the popular 2,100-seat music theater. The program required an audience chamber that could convert to various sizes to accommodate production requirements. A completely rebuilt interior with side boxes was added, with an extended side stage for dance. The theater reopened with the Los Angeles debut of *Miss Saigon*
Completed, January 1995.

America West Arena, Phoenix, Arizona

19,000 seat arena for the NBA Phoenix Suns and NHL Coyotes, and the indoor football Arizona Rattlers. The facility was funded primarily through private sources and included a full practice facility, restaurant, the first of its kind two tier suite level at the mid bowl level.
Completed, 1992

The Rose Garden, Portland, Oregon

21,800 seat arena for the NBA Trailblazers and WHL Winterhawks. Built primarily through private resources by Trailblazers' owner Paul Allen, the project features an ancillary retail, office and restaurant facility as well as a popular forecourt interactive fountain.

Completed, 1995

The Fleet Center, Boston, Massachusetts

The historic Boston Garden was replaced by this 18,600 seat arena for the NBA Celtics and NHL Bruins. The facility sits atop a 5,000 vehicle underground parking structure and "Red Line" subway. Development plans required the new arena to be developed between the older facility and an elevated highway in only 300 feet of right-of-way.

Completed, 1995

The Mark, Moline, Illinois

11,500 seat arena / convention / concert facility as part of a river front improvement project. Principle features include a lower bowl of retracting seats and 16 private suites. The Mark is the home of the Quad City Thunder of the Continental Basketball Association.. Named "Arena of the Year" by *Performance Magazine*, 1993, 1994, 1995, 1996, 1997

Completed, 1992

Herberger Theater Center, Phoenix, Arizona

A two theater Complex in Downtown Phoenix, each equipped with a fully rigged fly tower. The larger house has 820 seats with no seat farther than 66' from the proscenium. The smaller house has 400 seats in a classic courtyard configuration and can be converted to cabaret shows by removing orchestra level seating.

Completed, 1987

Arizona Center, Phoenix, Arizona

A four-block development of retail, restaurants and offices including the 22-story headquarters of Arizona's largest utility company APS. The retail development represented the first of its kind since the early 60's and helped reverse a trend of anti-downtown sentiment in the City.

Completed, 1990

