



PHOTO BY DAVID AGUILAR

MOODY CENTER

Offering an experience not seen at other colleges, the 15,000-seat, \$385 million Moody Center is the most expensive arena ever built on a college campus. The new home of The University of Texas at Austin's (UT) men's and women's basketball teams, Moody Center was also designed with music in mind and has the largest event floor of any arena in the country. It will open on April 20 with a concert by Grammy Award-winning artist John Mayer.

"Our premise was to develop the best venue for a winning men's and women's basketball team for The University of Texas and also the best music venue," said Francesca Bodie, President of Business Development for Oak View Group. "This has never been done before, where the intersection of the best in sports also correlates to an uncompromising bowl and acoustic experience for the artist."

"The key was to determine how basketball and music fit in an arena," said Charles Attal, Co-Founder of C3 Presents. "It's hard when an arena may be cavernous for basketball, but plays well to music, and sometimes it's vice versa."

UNIQUE PUBLIC/PRIVATE COLLABORATION

Across the country, many pro team arenas, ballparks and stadiums are constructed through public/private collaborations. While this model is uncommon in college athletics, it was the type of collaboration UT employed for its new basketball arena.

Moody Center came about through a collaboration with arena developer and operator Oak View Group (OVG), owned by Tim Leiweke and Irving Azoff; C3 Presents/Live Nation, the promoter behind Austin City Limits; Oscar award-winning actor, UT alum and UT's Minister of Culture, Matthew McConaughey; and The University of Texas at Austin.

However, 100% of the \$385 million project was funded by OVG, C3 Presents and McConaughey, with a portion financed by Truist. The Moody Foundation, which has supported museums, libraries, universities and hospitals throughout Texas for 80 years, gave UT a \$130-million grant, one of the largest gifts the university has received, and became the arena's naming rights partner.

"Truist and Oak View Group have built a strong partnership, working together to create memorable live experiences for fans in several new sports and entertainment venues across the United States," said Truist Managing Director Peter Dorfman. "Both companies are relationship-oriented and committed to creating a unique strategy and part-

nerships for every project they complete. The collaboration and commitment to finding the right solution that will lead to a great outcome is essential to the success that Truist and Oak View Group have experienced together on a series of projects."

"When Moody Center opens its doors, fans will enjoy a state-of-the-art venue, world-class entertainment and athletics, and



The underlying theme in the design, construction and operation of Moody Center is to make it authentic to Austin.

engage with the Truist brand throughout the facility," he continued. "Truist Securities was lead left arranger on a syndicated debt facility used to fund, in part, construction of Moody Center. But our involvement in the project didn't end there. Truist is the 'Official Bank Sponsor of Texas Athletics' and Moody Center, and will collaborate and provide resources to initiatives that support Longhorn student athletes."

The arena will host over 150 events annually, with UT receiving 60 event dates, including 36 for men's and women's basketball.

"There's no risk to the university from a funding, operations or booking perspective," said Bodie, "and the university will maintain ownership."

UT receives all the revenue from their event dates and will eventually receive a revenue split from non-UT events.

"There's no mystery why the sports and entertainment industry is looking to Moody Center as an ideal case study of how collaborations can work," said Dan Vaillant, President of Development and Principal-in-Charge for CAA ICON, which served as the owner's representative for Oak View Group. "OVG had an incredible vision for this arena and the entire project team aligned under their leadership."

In an appearance on "The Late Show With Stephen Colbert," McConaughey explained the vision for Moody Center. "Our goal is to have that arena be the last place any visiting basketball team wants to play and the first place that any world-class large band act wants to play," he said.

"This is an unbelievable collaboration," said Chris Del Conte, Athletic Director at The University of Texas. "We have a brand-new arena that provides us with revenue from all the university events and the opportunity to share in the revenue from the other events. It's a win-win for Texas and Oak View Group, but more importantly, it's a win-win for student athletes and the city of Austin."

AN AUTHENTICALLY AUSTIN EXPERIENCE

The building is surrounded by oak trees that are hundreds of years old. They were relocated during construction and have since been replanted around the site. The restaurants and concessions will feature iconic Austin brands, while local artists created murals that wrap the building's interior walls.

Arena employees will be dressed in nontraditional uniforms. "They include denim and are a little bit of country western and a little bit of rock and roll mixed together," said Jeff Nickler, General Manager of Moody Center.

"Every aspect in every corner of the venue that has an activation or art will have an Austin and UT feel," said Attal.

ACOUSTICAL ROOFING SYSTEM STANDS OUT IN THE ARENA'S DESIGN

Moody Center boasts a modern design with a full glass wall allowing for a lot of natural light. It also has high ceilings, indoor/outdoor decking and a giant escalator in the concourse that takes fans to the upper level. It's constructed down into the ground, giving the



Together tastes like Magic

Coca-Cola celebrates
the opening of Moody Center



MOODY CENTER

arena a low profile.

"Moody Center is designed as a uniquely Austin venue with multiple indoor and outdoor areas for fans to gather before and after events, and clubs that are inspired by the local culture and surroundings," said Laura Brodersen, Lead Project Architect for Gensler. "The window-encircled arena showcases the excitement of a concert or game, while also offering a seamless connection to the campus, capital view corridor and the city."

"When you have a music venue like this and your anchor tenant is basketball, you don't have to make the same type of decisions that are needed to keep a hockey bowl configuration, both from the square-footage angle, as well as the floor plate," said Bodie.

One of the most iconic aspects to Moody Center is the interior roof. While most arenas use a curtain system to close off the upper deck, Moody Center uses mesh acoustical panels that open and close in minutes, like a garage door. When the upper section is not in use, these panels give the arena an exceptional acoustical experience, whether it's for a basketball game or half-house concert.

"It looks like a high, vaulted ceiling," said Attal. "But it is one of the key pieces that allows everyone to live in the same building, whether it's for sports, music, entertainment or private events."

For events using both the lower and upper bowl, the acoustical panels are raised and, along with the panels above the catwalk, provide the best audio experience for concerts.

"The roofing system gives us the best of both worlds," said Del Conte. "It's the most uniquely designed feature in any arena."

INTERACTIVE GAMEDAY PLAZA PROVIDES A GATHERING SPACE FOR MUSIC AND SPORTS FANS

A 5,400-square-foot interactive Dell Technologies Plaza outside Moody Center integrates with the south end of Darrell K Royal-Texas Memorial Stadium. It will serve as an activation space for tailgating and before and after events at both Moody Center and football stadium. It features a full plug-and-play stage - Hulu Stage - for local musicians to entertain fans.

"We're going to treat Saturday football games as if the arena is having a concert because 100,000 people will descend upon this area and the plaza," said Bodie.

"The plaza is an idyllic setting overlooking our campus and downtown," said Del Conte. "Fans can have an enjoyable afternoon on the plaza and then go in and enjoy a basketball game or concert."

PREMIUM SPACES PROVIDE THE ULTIMATE FAN EXPERIENCE

Moody Center's premium spaces feature four clubs, with seating for 2,000 fans, along with 44 suites and 57 loge seats. With private merchandise and food and beverage options, including from one of the arena's supporting partners, Coca-Cola, the premium

"Fans can have an enjoyable afternoon on the plaza and then go in and enjoy a basketball game or concert."



spaces can accommodate fans' needs without them having to enter the general concourse.

"Coca-Cola is thrilled to be the official beverage partner of The University of Texas at Austin's new Moody Center," said John Mount, Head of Sports and Entertainment Marketing for Coca-Cola North America. "This state-of-the-art venue will bring people together to share in the real magic that sports, music and entertainment experiences bring."

PORCH SUITES

Unique to Moody Center are 24 porch suites that extend 10 feet into the arena. They're located directly opposite the stage on the baseline and two corners of the arena, forming a horseshoe.

"The porch suites extend into the arena and you're not blocked in behind glass," said Attal. "A lot of the artists don't like suites because it feels like there's a cavernous space in the middle of the arena. These suites will bring fans onto the porch, in an open area where they can have more interaction in the arena."

McConaughey and his wife, Camila, were behind the concept of the porch suites. "Matthew and Camila challenged the design team to think outside the box," said Bodie. "The porch suites are 100% their design."

"Matthew sees the vibe of what people want," said Del Conte. "He's in touch, not only with the fans, but also the city of Austin. The porch suites are a cross between loge seating and traditional suite seating and they're spectacular."

The walls of the porch suites are cut back so they're separated by a railing that runs about half the suite's length. "It creates a party atmosphere and makes the suite seem more spacious," said Ryan Coyle, Vice President of OVG Premium Sales.

SIDELINE SUITES

The arena also features 20 traditional sideline suites that provide suite holders with a more private, enclosed area. They're closest to the stage for concerts and are near midcourt for UT games.

LOGE BOXES

Located behind the stage, Moody Center features three- to eight-person loge boxes that offer fans private couches. While the loge boxes are available for every UT game, they'll only be available for concerts that use the in-the-round, center-stage configuration.

CLUBS

Moody Center's two largest clubs - Indeed Club and Dell Technologies Club - are on opposite sidelines, between the baskets. Inspired by Austin's music scene, which includes an original mural from San Antonio/Austin-based artist Alannah Tiller, the Indeed Club takes its design elements from some of Austin's classic music venues. The Dell Technologies Club, on the other side, was inspired by Hill Country, the region of Texas that includes the city of Austin, and takes advantage of interactive technology.

On event level, the Germania Insurance Club offers a more high-end experience with rich oak and mahogany finishes. Moody Center's most exclusive VIP space, the Moët & Chandon Impérial Lounge, has the look and feel of an old-time speakeasy and offers the best views

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of the stage, along with a secret entry.

"A lot of detail went into thinking through how the clubs are used for music," said Coyle. "The food and beverage at a concert are 80% alcohol and 20% food. People often eat dinner before they come to the show. They generally arrive later for a concert than they would for a sporting event. To accommodate that, we created a more social atmosphere in the clubs, with more high tops than traditional tables."

MEMBERSHIP HAS PRIVILEGES

With Moody Center designed for the music experience, tickets are sold separately for UT games and concerts. This enabled Oak View Group to create an entirely unique concept for club ticket sales.

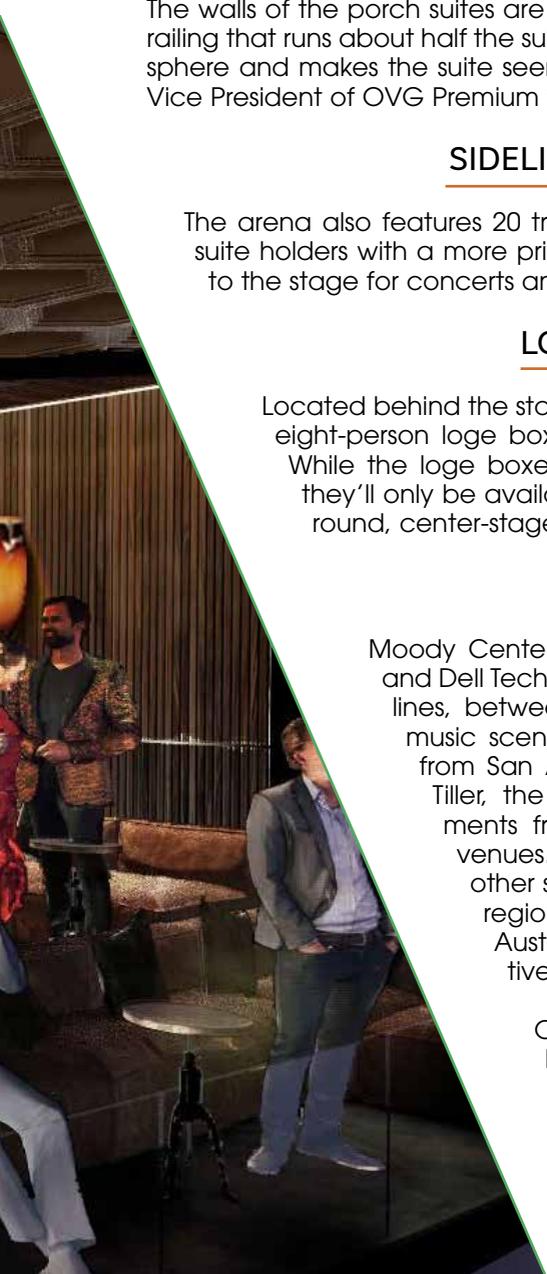
For the ultimate music experience, fans could purchase exclusive Concert Memberships, in which they pay an annual fee for the right of first refusal to buy tickets to any and every concert in the arena.

"With 2,000 Concert Memberships purchased, we're sold out and have a waiting list," said Coyle.

Before a concert goes on sale, Moody Center gets the best 1,000 seats on each side of the building from the artist and Concert Members select the shows they want to attend. Tickets that are not redeemed by Concert Members are returned to the artist to offer to their VIPs or fan clubs.

"This is a one-of-a-kind program at this volume," said Coyle. "These are some of the best seats in the building."

Since Moody Center is unlike most arenas, in which seating inventory



is tied to teams, it will become a proving ground for arenas that also serve the music and entertainment industry at an extremely high level. "This building will prove out the strategy of selling memberships for people to have access to all the concert tickets," said Coyle. "Our data points from our Concert Memberships will be transformative to the music industry in general and this strategy will likely be used in other cities."

THE LIVE MUSIC CAPITAL OF THE WORLD GETS A WORLD-CLASS MUSIC ARENA

A state-of-the-art basketball arena that also is a best-in-class music venue, Moody Center has one of the largest floors of any music venue in the country. The floor can accommodate 3,000 general admission seats – almost 25% more than most other arenas.

The arena features a robust artist compound, with six primary talent rooms, supplemented by larger locker rooms and lounge spaces, along with an interview room and several miscellaneous rooms that can be adapted for incoming groups. It also has a massive catering room and an area for limousine parking. It offers artists upscale amenities and an efficient experience.

"We were careful to pay homage to what has made Austin the live music capital of the world," said Nickler. "From the minute artists step into the building, they'll feel Austin's music history. It will start with the elevated dressing rooms, each named after a historic Austin music venue. They'll see a plaque outside the room that gives the history of that venue, while the inside will feature incredible art and venue-specific memorabilia. Then, as the artist walks out to the stage, he or she will see a unique custom neon sign that was manufactured by a local Austin company. Austin is known for these colorful and historic neon signs and the arena's sign will welcome the artist with a personal message."

"The entire wall of the artist hallway will showcase an art installation by renowned Austin muralist Zuzu Perkal, welcoming the performers to Austin," Nickler continued. "And of course, the backstage catering will feature food that is authentic to Austin, from our smoked barbecue and meats to our innovative Austin cuisine."

A tremendous amount of technological infrastructure is needed to create the ultimate music venue. For Moody Center, Belden provided the infrastructure to support all the arena's critical applications.

"Belden's globally recognized cabling and connectivity create the infrastructure backbone of this facility," said Christine Williamson, Global Director of Sports and Entertainment Venues for Belden. "The exceptional performance of our speaker and audio cabling systems will contribute to an incredible experience at this premier music venue."

The performances put on by today's artists can require more than a dozen semis. Since Oak View Group didn't want to detract from the beauty of the building, a tunnel was constructed that runs from a service road, under UT's new basketball training facility to an underground loading dock, which is directly below the entertainment plaza. This compound contains five traditional loading docks, along with two docks for food and beverage and a drive-up ramp that goes directly onto the event floor.

Following the two-night opening concerts by John Mayer, Moody Center will host a star-studded lineup of some of the biggest names in the music industry. Among the artists scheduled for Moody Center in 2022 are Bon Jovi, Justin Bieber, George Strait, with Special Guests Willie Nelson & Family and Randy Rogers Band for the Grand Opening Celebration Presented by Budlight, The Who, Dave Matthews Band, Eagles, Machine Gun Kelly, Jimmy Buffett, James Taylor, Leon Bridges, The Killers, Florence + The Machine, Alan Jackson, Shawn Mendes, The Black Keys and more.

Moody Center benefits by not having an NBA or NHL team, which not only require 41 home dates, but also a two-month hold in the calendar for potential playoff dates. "This gives us an incredible amount of flexibility in our calendars that the other major market venues in Texas don't have," said Nickler.

"The desire is for Moody Center to be the busiest concert arena in the state of Texas and one of the busiest in the country," he continued. "Our goal is to ensure every genre of music is reflected. Traditionally, Austin has had country, pop and rock music. We're looking to include other genres, like Latin programming and the more tradi-

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We're honored to congratulate Oak View Group, Live Nation, C3 Presents, The University of Texas, and Matthew McConaughey on the opening of Moody Center.

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“Moody Center is the most incredible college basketball facility in the country.”

tional Nashville country programming. From the standpoint of the number of concerts booked and number of concert tickets sold, we’re bullish this will be one of the top arenas in the country.”

UT TO PLAY IN THE FINEST ARENA IN COLLEGE SPORTS

UT has a rich tradition in both men’s and women’s basketball. The men’s team has won three conference tournament championships, including in 2021, and 22 regular season conference championships. It has 33 NCAA tournament appearances and has reached three Final Fours. In 2022, UT’s women’s program won the Big 12 tournament, made it to the Elite Eight in the NCAA

tournament and concluded the season with a 29-7 overall record, marking the program’s most wins since 2015-16. The Longhorns also won the national championship in 1986, have made 36 NCAA/AIAW tournament appearances overall, made it to four Final Fours, and have been crowned conference tournament or regular-season champions 23 times. Both teams needed an arena that would match their competitive excellence.

“Moody Center is the most incredible college basketball facility in the country,” said Coyle.

With a 10,000-seat capacity for basketball, UT has created an intimate environment with a strong home-court advantage. “With 10,000 seats, we’ve created an

unbelievable supply and demand situation,” Del Conte said. For basketball games, Moody Center has a standing-room-only section for students – the Corral – that will be loud and help give the teams the home-court advantage.

The food and beverage fare for UT games will be offered at student-appropriate pricing and can be paid with the student life card that is connected to the UT system.

“All of the concessions will be comparable to the UT price point, what the students pay at the UT cafeteria,” said Bodie.

Next door to Moody Center, just 62 feet away, is UT’s new four-story basketball practice facility. At Moody Center, UT’s men’s and

women’s basketball players will enjoy locker rooms and training rooms that are identical to their facilities in the new basketball practice complex. “We took the exact same footprint and put it in the arena,” said Del Conte.

Beyond UT’s 36 basketball games, the university has 24 additional dates to schedule and plans to use them for college and high-school graduations and other events important to the city. “It’s important for us to have community events that make sense for the city of Austin,” Del Conte said. “Whether it’s graduations, medical or tech conferences or events like South by Southwest, we’ll schedule events that touch the city.”

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