

LOS ANGELES Memorial Coliseum

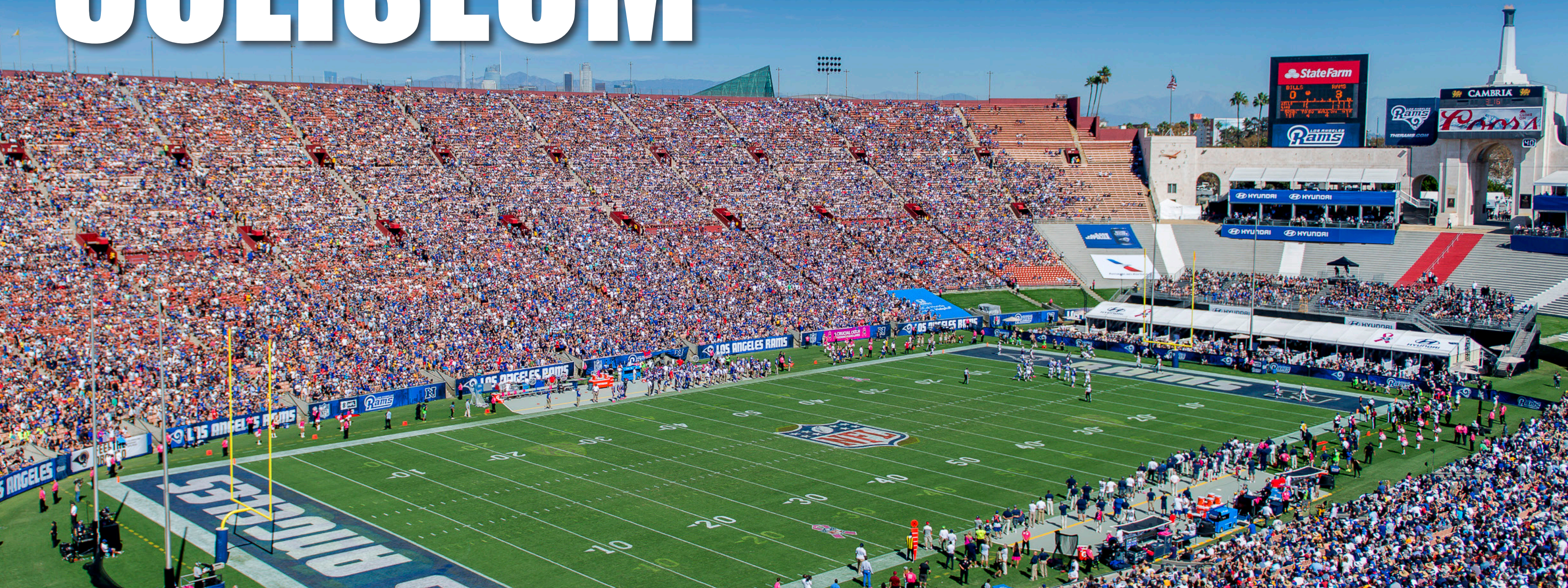
THE GREATEST STADIUM IN THE WORLD



LOS ANGELES MEMORIAL COLISEUM

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The Los Angeles Memorial Coliseum was originally commissioned in 1921 as a memorial to L.A. veterans of World War I and, in 1968, was rededicated to all U.S. veterans of the "Great War." When it opened in June 1923 at a cost of \$954,873, it was the largest venue in the city with a capacity of 75,144. On October 6th of that year, the first football game was played in the stadium - the University of Southern California defeated Pomona College 23-7 before a crowd of 12,836. In 1930, with the Olympics due in two years, the stadium was extended upward to seventy-nine rows with two tiers of tunnels, expanding the seating to 101,574. The stadium's signature Olympic torch was also added above the peristyle at the east end of the stadium, and for a time, the facility was known as



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Olympic Stadium.

In addition to serving as the home field for the USC Trojans since 1923, countless historic events have taken place inside the Coliseum, which was declared a State and Federal Historical Landmark in 1984. They include two Olympiads (X and XXIII), two Super Bowls (I and VII), one World Series (Dodgers vs. White Sox in 1959), a Papal Mass (Pope John Paul II in 1987), and visits by three U.S. Presidents: John F. Kennedy, Richard M. Nixon, and Ronald Reagan. On March 29, 2008, the Los Angeles Dodgers and the Boston Red Sox set a Guinness World Record for the largest attendance ever at a baseball game with a crowd of 115,300. Other historic events include Billy Graham's appearance in 1963 in front of 134,254 (still an all-time Coliseum record), and Nelson Mandela's



1990 triumphant return to the United States.

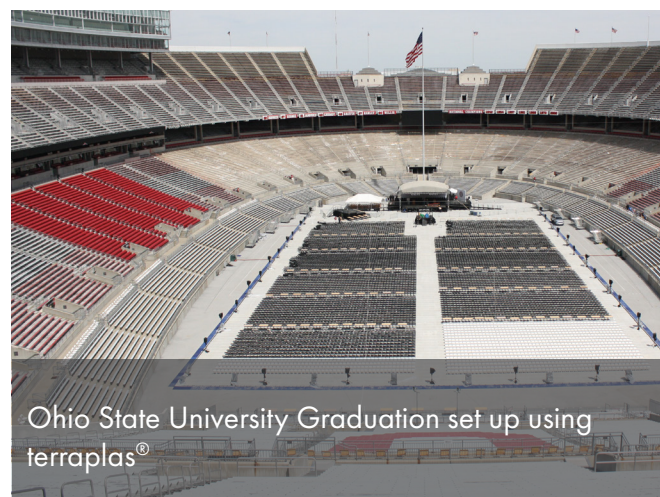
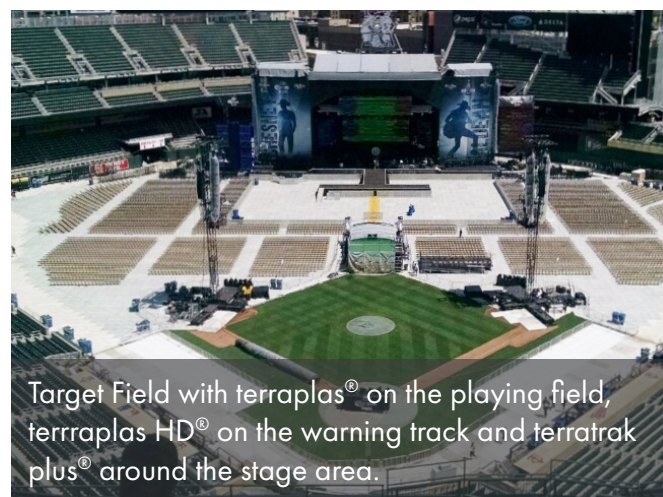
Last year, the venue became the temporary home of the Los Angeles Rams of the National Football League. "So we've got one full NFL sea-

son with the Rams under our belt and we expect them here for at least another two years," says Brian Grant, the Coliseum's Senior Facility Manager and Director of Operations. "In addition, we're a very popular site for the film and television industry in Los Angeles; they shoot commercials, TV shows, and full-length feature films in our venue. And we do pride ourselves in engaging the community in other private events – anything from a 150-person dinner to a 75,000-person soccer match. We're here for

everything. Those of us working here think this is the greatest stadium in the world."

Grant adds that the venue has a booking and marketing staff that actively advertises the stadium. "They're involved in making cold calls out to clients and networking and building custom events," he states. "So, not only are we putting on events, we're actively trying to self-promote to create unique and valuable event content. We also field calls for other events that come in, and keep an active list of the repeat busi-





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ness we do; it's always good to have returning clients that understand the way the building functions and desire to do their events here, year over year."

In 2013, the management of the Coliseum was transferred to the University of Southern California, whose staff of 40 full-time employees manages the facility. "We lease the land and the building from the state, and then we manage it on their behalf," says Grant. "As part of that deal, we are contractually obligated to at least \$70 million in improvements to the facility over the next ten years. It's a jewel in the university's crown that they take very good care of and have a very strong reverence for."

That \$70 million is only a small part of a ma-

AT A GLANCE | LOS ANGELES MEMORIAL COLISEUM

WHAT: Iconic American stadium and sports arena since 1923

WHERE: Exposition Park, Los Angeles, CA

WEBSITE: www.lacoliseum.com

major renovation project that Grant says will take place over the next 24 to 36 months. "Between now and July of 2019, we're scheduled for a \$270 million renovation that will basically re-define the south half of the building and create a separate building within a building concept for a private, luxury box tower and press box," Grant reports. "There will be 20 founder suites,

After 20 years of renting turf protection from Terraplas USA, May 2017 saw the LA Coliseum start purchasing their own cover system. They have chosen **terratrak plus®**, the fully drivable, high quality, turf protection system from the Terraplas portfolio, with the first delivery in early July.

The LA Coliseum hosts a concert July 29, preceded by a Manchester United vs- Real Madrid soccer match and followed by the Rams first preseason game vs the Dallas Cowboys. The same weekend as the LA Coliseum concert, Terraplas USA is renting products to Dodger Stadium (MLB) and Anaheim Stadium (MLB) plus the 49'ers home, Levi's Stadium, with its own Terraplas system, has a concert too.

With no Terraplas rental products available on the west coast, Terraplas USA's solution includes moving 70,000 sq ft of **terraflor®** (for the patron access areas) from their Cleveland, Ohio warehouse to the Coliseum.

The University of Southern California has taken over management of the city owned LA Coliseum and have approached the operation of events in the stadium with a fresh decision making process.

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roughly 50 individual suites, and then a collection of loge boxes and club seats, as well, leading into a brand new, modern press box and roof deck.” In addition, the stadium will have a new sound system, new and upgraded concession stands, upgraded entry concourses, new lighting, and a modernization of the plumbing and electrical systems.

Last, but certainly not least, the renovation

will also add eight new scoreboards – four on field level, one above the tunnel, one on the historic peristyle, and two in the northeast and southeast corners of the facility. “We have a very large screen on the west side of our building that was added in 2009, but in the 94 years of the Coliseum, there were no modern scoreboards included in the design. So they will allow us to bring in a multitude of visual tech-



INNOVATIVE COMMUNICATIONS SYSTEM IMPROVES STAFF COLLABORATION TO INCREASE PRODUCTIVITY AND SECURITY

“When I have a question that I didn't even think to ask three years ago, I can pose it to BearCom today and have a solution from them tomorrow.”

BRIAN GRANT, Sr. Associate Director of Facilities & Project Management, Los Angeles Memorial Coliseum

PULLING OUT A TOUGH WIN AT THE COLISEUM

The Los Angeles Memorial Coliseum is an awe-inspiring venue. It also happens to be one of the most challenging environments conceivable for communication systems. Built largely of concrete and steel, the structure tends to block wireless signals, which can create communication dead zones.

In 2014, Brian Grant, Sr. Assoc. Director of Facilities & Project Management for the Los Angeles Memorial Coliseum, was handed the daunting task of implementing a modern, fully functioning communications system within the venue. “It was an easy decision to engage BearCom,” said Brian, “I knew they understood the unique nature of events operations, as well as the specific challenges an old venue like the Coliseum can present.”

That decision three years ago launched a close, ongoing working relationship between the University of Southern California (USC) and BearCom to deploy a comprehensive digital two-way radio system that revolutionized communications throughout the stadium. Using a combination of infrastructure, two-way radios and repeaters from Motorola Solutions, innovative logistic solutions, and scalable rental units, the system meets team communications needs for both daily operations and high-capacity events. The Coliseum is now able to coordinate a staff of 150-200 individuals, plus additional contractors during peak traffic times. Utilizing 12 channels, each operational team (security, food & beverage, custodial, etc.) maintains its own dedicated talk group.

LOOKING AHEAD TO NEXT SEASON

Thanks largely to USC's proactive vision to embrace the new communication techniques and technologies proposed by BearCom, the years of hard work have more than paid off in improved staff productivity and increased visitor safety. The partnership resulted in a system so robust and well-engineered that organizations including the USC Campus Group have inquired about how to replicate it.

USC plans to continue working closely with BearCom both during and after the upcoming Coliseum renovations, because as Brian Grant puts it, “I don't want to work in a venue that doesn't have BearCom as its communication source... They know exactly what I need, and can deliver it for me.”

A RICH & STORIED HISTORY

The Los Angeles Memorial Coliseum, built in 1923, is an iconic venue and a National Historical Landmark. The Coliseum confines have welcomed millions of spectators and hosted scores of famous events over the decades, including the inaugural Super Bowl in 1967, and the 1932 and 1984 Summer Olympic Games. It is a timeless structure that is as impressive and imposing today as the day it opened, nearly 100 years ago.



nologies and screens that a building of this age would be hard-pressed to find,” says Grant. “By the time we’re done installing this, we’ll have one of the most visually appealing and impactful board setups in the country. We may not necessarily have the biggest board, but we’ve got a lot of content throughout the building that can integrate the entirety of the building all at the same time.”

“Once we finish that construction, our capacity will go from 94,000, where it is now, to just over 77,000 in its final configuration,” Grant adds. “One of the other nice things we’re going to be able to do in this renovation is: all of the seats in the seating bowl are going to be changed

out. So of the 77,000 that will remain in our capacity, every single one of those will be a brand new seat. So, imagine our seats from the 1960s and ‘70s finally being replaced with brand new material. It will be a nice, comfortable environment for everybody who comes to the Coliseum, whether they’re in the tower or not.”

While some may question the elimination of 17,000 seats from one of America’s iconic stadiums, Grant maintains that the diminution is in the venue’s best long-term interest. “Hun-



dred thousand person events, nowadays, are very, very hard to sell and market,” he explains. “Putting us in that 77,000 range still keeps us on the high end of capacity for venues of our

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type, but 77,000 becomes more realistic for large scale concerts, sporting events, and things of that nature. And it puts us in a nice realm for the Olympics, as L.A. looks to finish off the proposal for its 2024 Olympics bid. All of those things work better for us with capacity in the 70,000 range than they do in the 90 and 100 thousand range.”

Finally, Grant touts the importance of a marriage between an historic building and a contemporary renovation. “We’re tying modern elements into a national landmark,” he avers. “The ability to do that is fairly unprecedented in our environment. Doing that type of work is once in a lifetime in terms of how something like this happens. So, it’s a pretty big deal for everybody

out here and it will be a nice moment if L.A. is awarded the 2024 Olympics. We’ll have a nice new Coliseum to show off.”



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