



Profiling: **The Anaheim Arena**



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Anaheim Arena is scheduled events, concerts and family entertainment capacity than

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Three main structural components appearance as well as

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If you've got the money, Anaheim

Many problems that could have thanks to

The Main Event

With more seating than any other venue in Southern California, Anaheim Arena will be *the* place for sports, concerts and family shows

Well on its way to completion is Anaheim Arena, a state-of-the-art sports-and-entertainment complex boasting seating capacity for 19,200.

Facility operators already are busy pitching the arena as an attractive future home for one, possibly two, professional sports franchises, as well as the site of concerts and shows starring big-name performers.

The City of Anaheim owns the arena, which is operated by Ogden Facility Management Corp.

Located adjacent the 57 Freeway and within five miles of four other major Southland freeways, the \$103-million project—now 75 percent done—is emerging as a landmark thanks to its signature entry archway, lattice-work structural steel roof and brilliant finishes.

City officials and Ogden executives say the comfort and enjoyment—not to mention safety—of arena guests has to unusual lengths driven the functional design of the arena.

“Anaheim Arena will be the sports and entertainment choice for more than 2.5 million people in Orange County,” says Brad Mayne, arena general manager. “And, like other successful venues in Anaheim—such as Anaheim Stadium, Anaheim Convention Center, and, of course, Disneyland—the arena will become another destination of choice for the 38-million tourists who visit Orange County each year.

“From the moment they enter the building and step onto the marbled main concourses, they’ll realize they are entering a truly unique facility. It will be a place to entertain family, friends and clients with a wide variety of concerts, family shows and major sporting events.”

If nothing else, Anaheim Arena can market itself on the basis of being one of the plushiest entertainment and sports venues in the U.S.

“It will be more than just a place to watch a game or a concert,” Mayne promises. “We have the largest seating capacity of any arena in Southern California. The sight lines have been created for excellent viewing of all events.”

Builders currently are in the process of installing 82 luxury suites and 1,724 private club suites, plus a special 300-seat private section where users of those luxury and club accommodations can convene *en masse*. The main concourse suites are located 17 rows up from the event floor; each is large enough for occupancy by 10 guests. The club concourse suites are five rows higher and can host 14 guests each. The suites have their own cable television connections, phones, and wet bar; some versions come with private restrooms. All offer access to food and beverage services a couple of notches higher than those available at the concession stands catering to the general-admission crowds.