



CENTENE

COMMUNITY ICE CENTER



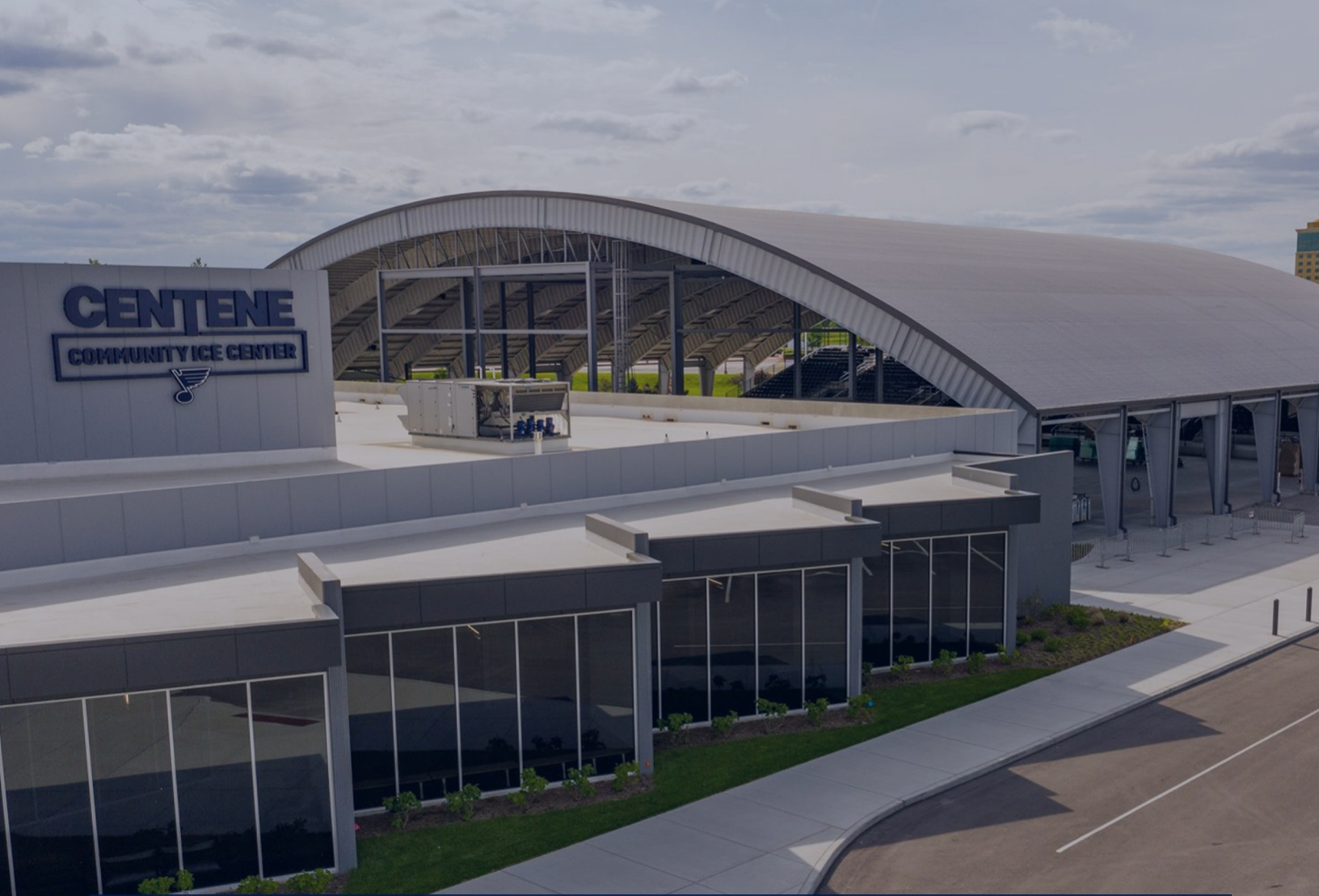
PROMOTER'S GUIDE



750 CASINO CENTER DR.
MARYLAND HEIGHTS, MO 63043

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CENTENE
COMMUNITY ICE CENTER



FACILITY OVERVIEW



CENTENE

COMMUNITY ICE CENTER



**Saint Louis
Music Park**

FACILITY OVERVIEW

The new, state-of-the-art Centene Community Ice Center is the premier ice sports facility in the Midwest. The 277,000-square foot facility features four NHL sized ice sheets, including a 2,500 seat arena which is fully convertible for non ice sporting events, concerts, graduations and conventions. The covered outdoor rink, The Barn, features 2,200 stadium seats designed to be converted into the Saint Louis Music Park for concerts, festivals and other events during the summer months. The facility also features a performance health center, top-of-the-line technology, 20 locker rooms and multiple meeting spaces to accommodate guests of any size.

The Centene Community Ice Center has 10 meeting rooms that can be used for events, hospitality, medical staff, corporate meetings or trainings. The NHL rink has one 900 sq. ft. meeting room, that can be divided into two smaller rooms. The Plager Rink has two 900 sq. ft. meeting rooms, which can each be divided into two smaller rooms for a total of four spaces. The Mezzanine level has four meeting rooms, each 500 sq. ft. that looks over the USA Arena.

The Centene Community Ice Center opened in September 2019 and has hosted several events during that time including the St. Louis Blues Training Camp, USA Hockey Sled Classic, NHL Alumni All Star Game, Mid States High School Hockey Semi Finals, Lindenwood University NCAA games, and numerous tournaments.

The Saint Louis Music Park is scheduled to open in 2021 with multiple concerts including Blackberry Smoke, The Goo Goo Dolls, Judas Priest, Lindsey Stirling and more. The Saint Louis Music Park is also designed to host festivals, 5k's, farmers markets, and other events throughout the year. The Saint Louis Music Park also includes The Plaza, where food trucks will be located, and a turf field that enhances the versatility of the venue. The Plaza can hold up to 6 food trucks with surrounding picnic tables to accommodate guests of various sizes. The 110 x 170 turf field will be used for recreational activities including youth sports, athletic camps, fitness classes and more.

BOOKING INFORMATION

- To schedule an event at the Centene Community Ice Center or Saint Louis Music Park contact Lance Rosenberg at 314.451.2244 x 204 or Lance.Rosenberg@spectrarp.com.
- The rental structure is based on established rental rates and may vary based on the type of event and space used.
- All catering is managed in-house through Spectra Food & Beverage. To order catering for your event contact Jenna Mueller at Jenna.Mueller@spectrarp.com.

PARTNERS

A true public-private partnership, numerous organizations have come together to make this project a reality. Partners include the City of Maryland Heights, St. Louis Legacy Ice and Live Nation.

City of Maryland Heights

Maryland Heights is a great place to live, work, and visit. Our city is home to more than 27,000 residents, 1,700 businesses, 4,000 hotel rooms, and numerous dining, recreation, and entertainment opportunities.

The City has a prime location in the center of the St. Louis Metropolitan area, located at the intersection of Interstates 70 and 270, and within a short drive of Interstates 64, 44 and 55. An eight-lane regional highway, U.S. 364, serves as one of two bridges connecting Maryland Heights to neighboring St. Charles County across the Missouri River, which forms the city's western boundary. Lambert-St. Louis International Airport is a 10-minute drive from Maryland Heights.

Since incorporation in 1985, the City has seen significant growth, both residential and commercial. Every year, approximately 9 million visitors come to the City. Thanks to major investments in constructing, rebuilding, and maintaining infrastructure the City is able to optimize access throughout the community. Maryland Heights prides itself on its service-first staff and responsive elected officials. The police department has a sterling reputation, and our already-low crime rates have fallen over the years.

St. Louis Legacy Ice Foundation

The volunteer-led St. Louis Legacy Ice Foundation worked with state and local governments, local ice sports organizations, and skating enthusiasts to create the new Centene Community Ice Center. The St. Louis Legacy Ice Foundation is a non-profit organization that brings together local men and women whose board appointment and mission is to serve their community, the sport of ice hockey, other ice sports and many more fitness and wellness that will be at home in Centene Community Ice center.

St. Louis Legacy Ice endeavors to provide the St. Louis region, with an emphasis on youth, the opportunity to develop their skills in ice sports in settings that foster personal growth and excellence.

Live Nation

As the world's leading live entertainment company, Live Nation is privileged to work with artists to bring their creativity to life on stages around the world. Whether it's two hours at a packed club, or an entire weekend of sets at a festival, a live show does more than entertain. It can uplift, inspire and create a memory that lasts a lifetime.

Bringing 40,000 shows and 100+ festivals to life and selling 500 million tickets per year is a massive undertaking, made possible by our 44,000 employees worldwide. But just because we are big doesn't mean we do things the same way as other companies of our size.



CENTENE COMMUNITY ICE CENTER
 750 CASINO CENTER DRIVE
 MARYLAND HEIGHTS, MO 63043

MANAGEMENT

Spectra Venue Management services begin with a firm commitment to enrich the communities we serve. From that starting point, our experienced team delivers customized solutions and game-changing efficiencies that instill operational excellence and a seamless experience for customers and guests. Spectra's expertise provides diverse event content, proficient facility operations, financial returns and engaging marketing strategies for every venue we manage, big or small.

GENERAL MANAGER

Lance Rosenberg

Lance.Rosenberg@spectrarp.com

AGM / DIRECTOR OF HOCKEY

Brandon Schultz

Brandon.Schultz@spectrarp.com

DIRECTOR OF OPERATIONS

Greg Milam

Greg.Milam@spectrarp.com

DIRECTOR OF FOOD & BEVERAGE

Justin Sollers

Justin.Sollers@spectrarp.com

DIRECTOR OF SALES & MARKETING

Jenna Mueller

Jenna.Mueller@spectrarp.com



SPECTRA



NHL RINK
PLAGER RINK
THE BARN
USA ARENA

ICE RINKS

NHL RINK

ST. LOUIS BLUES PRACTICE FACILITY

800

FIXED-SEATING CAPACITY

200'



85'

4 LOCKER ROOMS

SCOREBOARD & AUDIO

314 SOCIAL
MEETING ROOM



PLAGER RINK

4 LOCKER ROOMS

200'

ICE RINK DIMENSIONS

85'

400

FIXED-SEATING CAPACITY

SCOREBOARD & AUDIO



THE BARN

COVERED OUTDOOR ICE RINK

2,200

STADIUM SEATS + STANDING ROOM ONLY

200'



85'

4 LOCKER ROOMS



FIRE PIT

SCOREBOARD & AUDIO

1 CONCESSION



USA ARENA



HOME	0	TIME	0:0	Visitors	5
SGG	0	Period	3	SGG	0
Home Penalty		Visitors Penalty			
Player #		Player #			

CENTENE Corporation

NCAA UNDERWOOD

2,500

FIXED-SEATING CAPACITY

USA ARENA

3,000

MAXIMUM TOTAL CAPACITY

HOME ARENA OF LINDENWOOD UNIVERSITY'S WOMEN'S NCAA DIVISION 1 TEAM AND MEN'S AND WOMEN'S ACHA HOCKEY CLUBS

**2,000+ SQ FT
EVENT SPACE**

200'



85'

6 LOCKER ROOMS

2 MEETING ROOMS
OVERLOOKING THE ARENA

**1,500 ADDITIONAL FLOOR SEATS
FOR DRY FLOOR EVENTS**

1 CONCESSION
STAND + PORTABLES



CENTER HUNG VIDEO SCOREBOARD & AUDIO



USA ARENA

Power:

Upstage Center- 35 ft.
2-400AMP- 208V
1-200AMP-208V

Emergency Equipment:

Fire sprinklers, smoke detectors, and fire extinguishers are located throughout the facility and office areas.

House Lights:

All lights are LED high bay fixtures. They are controlled by light switches or push button controls.

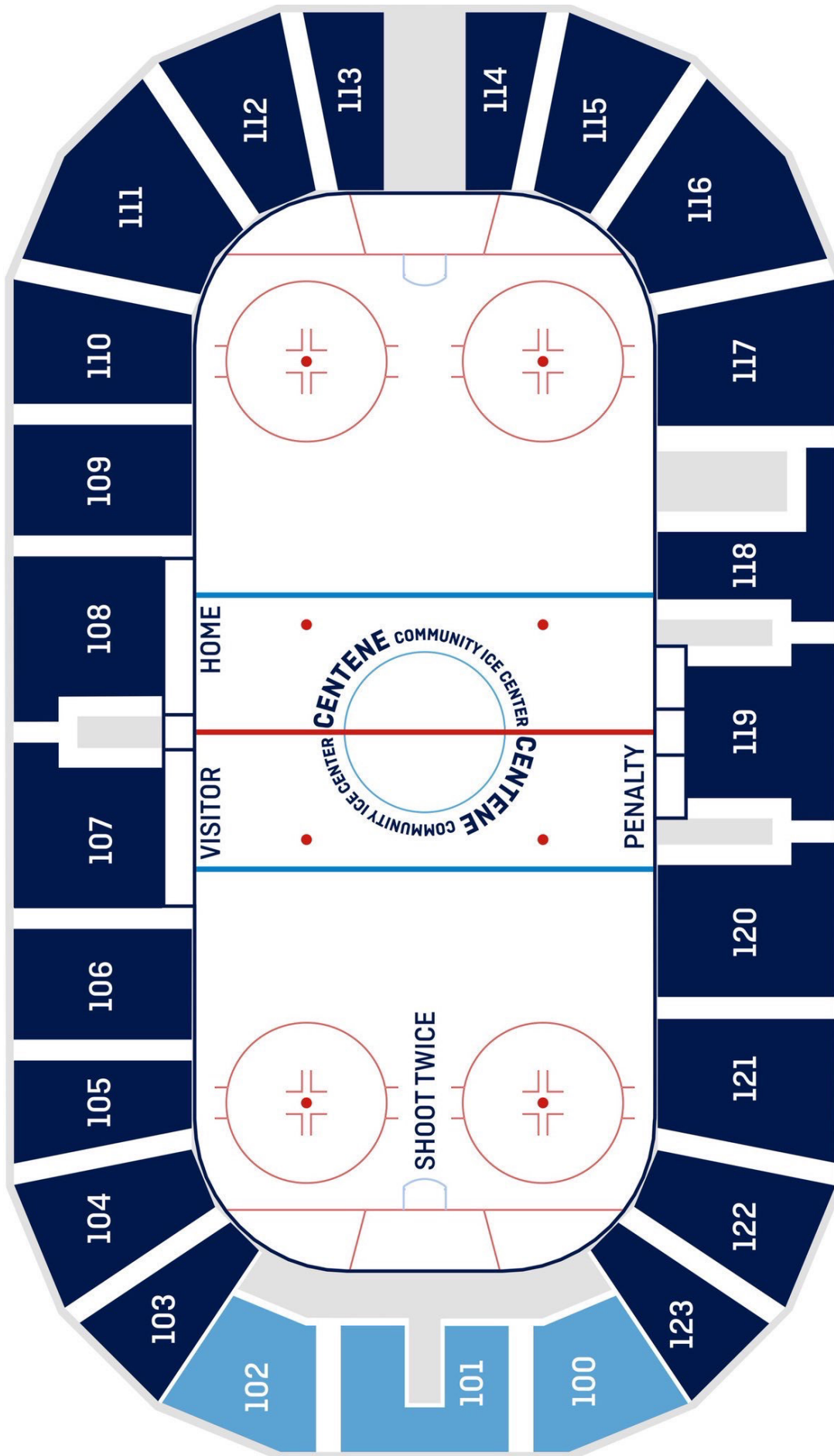
Scoreboard:

4 sided - 6mm LED video board - 6.92'x11.02'

Rigging:

40,000lbs above stage by way of 8 points each of 5,000lbs point load tabs
Additional 20,000lbs at center ice by way of 4 points each of 5,000lbs point load tabs







SAINT LOUIS MUSIC PARK

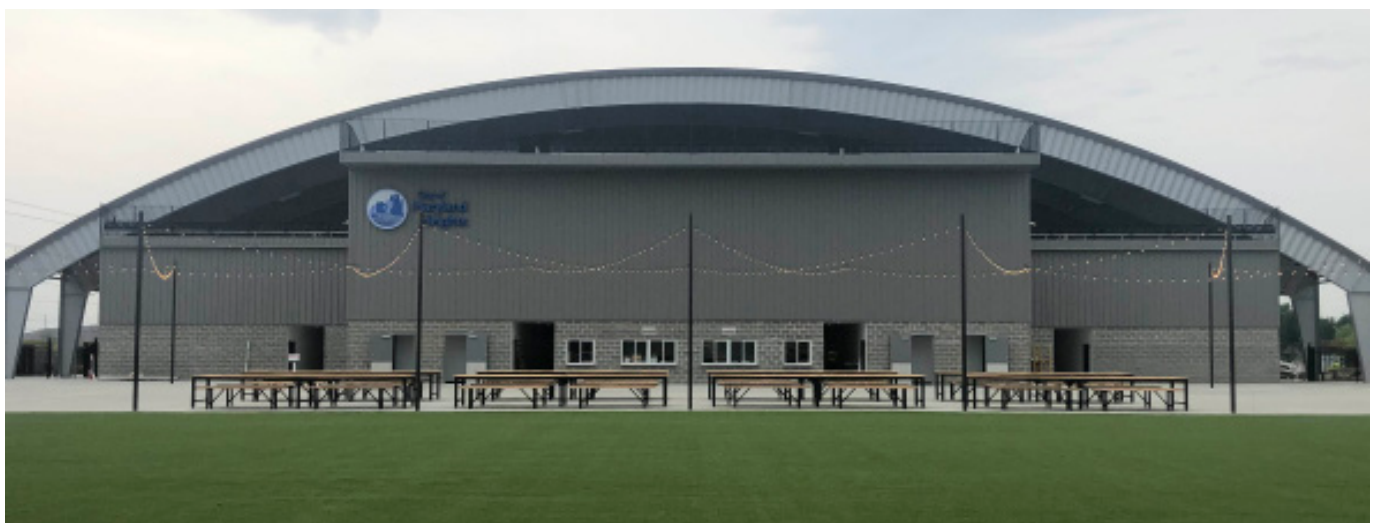


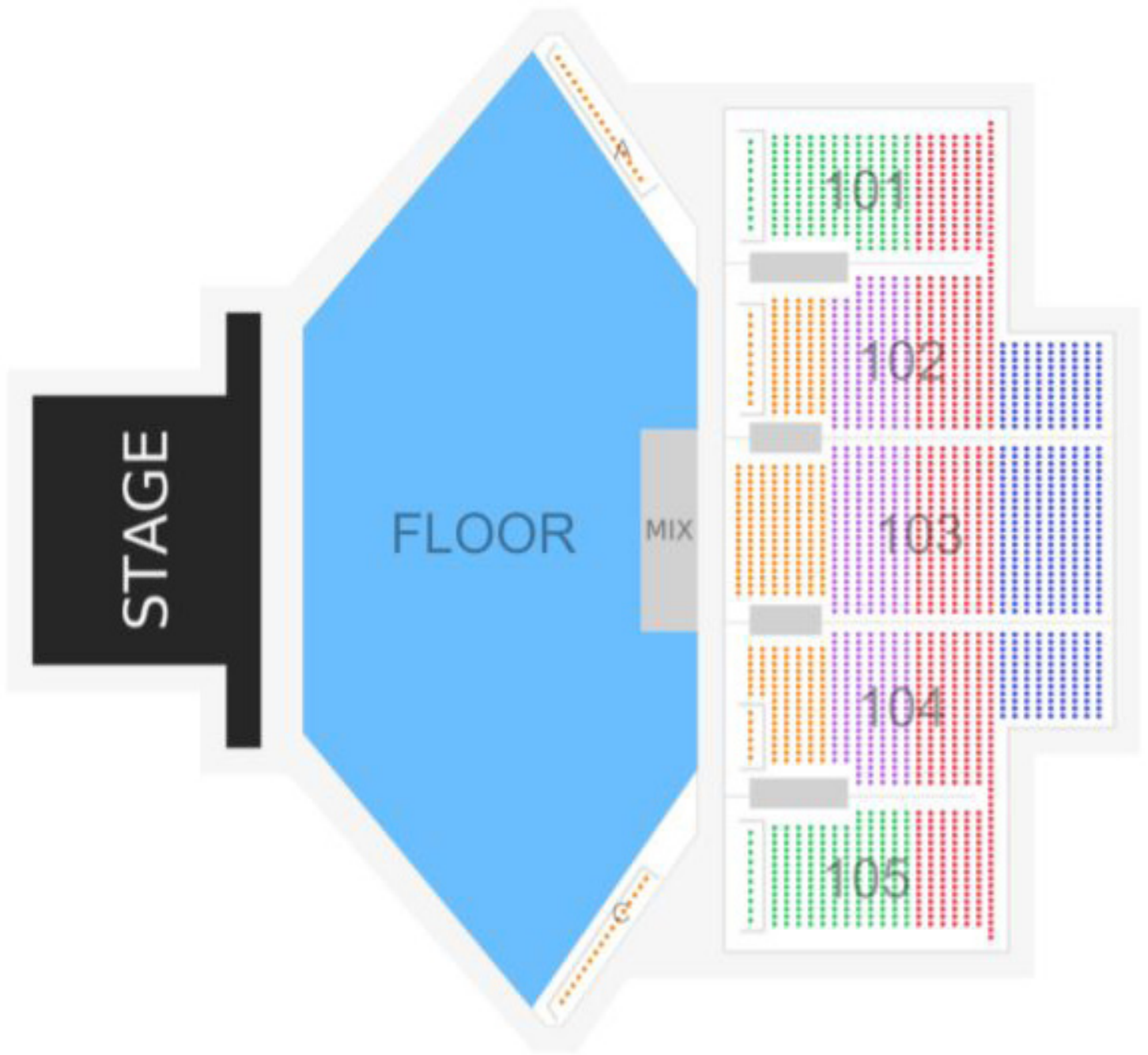
SAINT LOUIS MUSIC PARK

The Saint Louis Music Park is a 4,500 seat, multipurpose outdoor concert venue located at the Centene Community Ice Center.

The Saint Louis Music Park will make the seasonal transition from an ice skating rink to a concert venue for the spring and summer seasons. The venue features covered pavilion seating, a beer garden, an all-weather turf field, and The Plaza which will feature food trucks and seating. In addition to the many concerts, the venue will host community events, food and beer festivals, conventions, fundraisers, family entertainment, and a variety of children's programming.

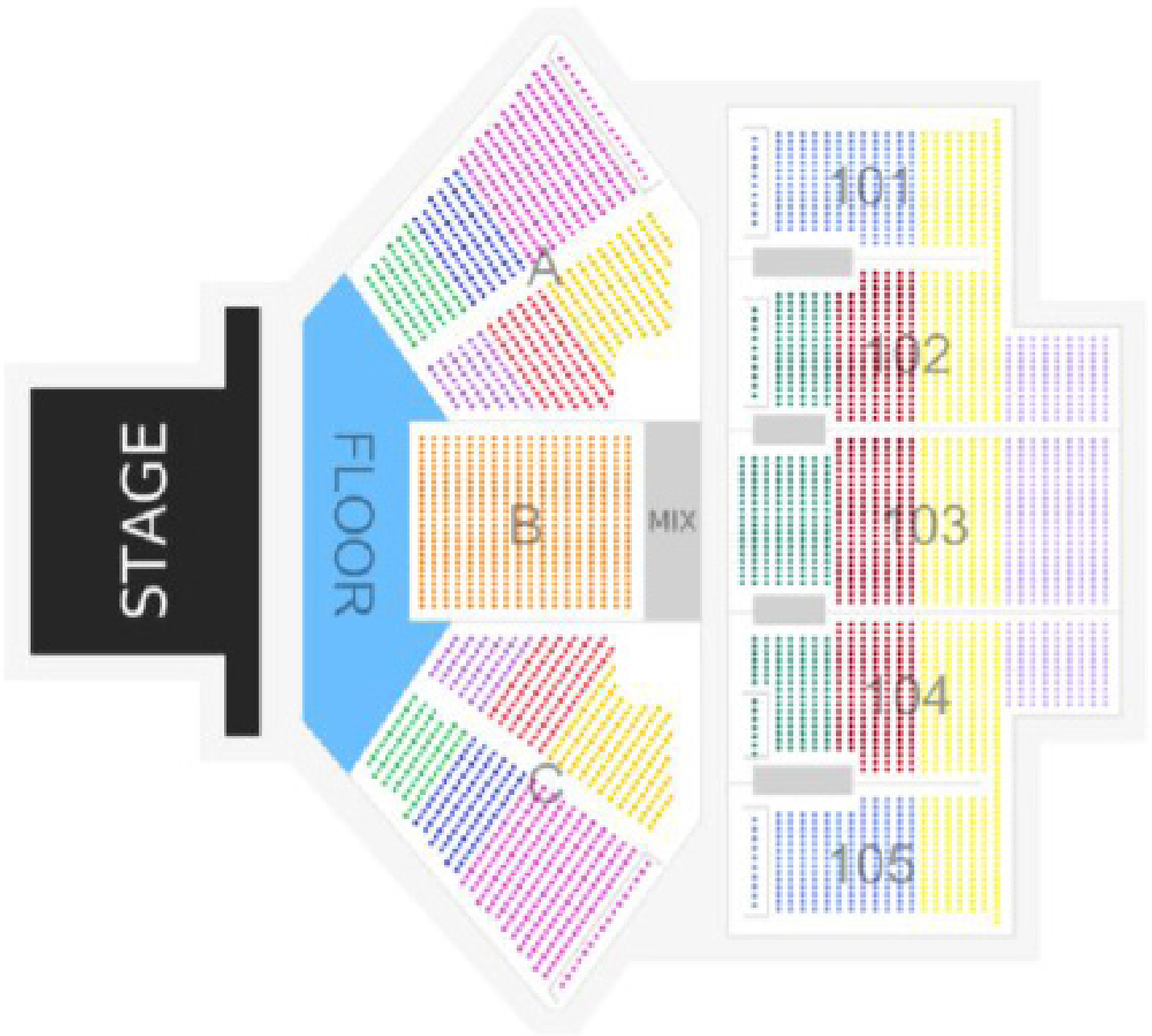
Saint Louis Music Park is set to open in 2021 and will feature world-renowned acts David Gray, Blackberry Smoke, Primus, Goo Goo Dolls, Judas Priest and many more throughout its debut season.





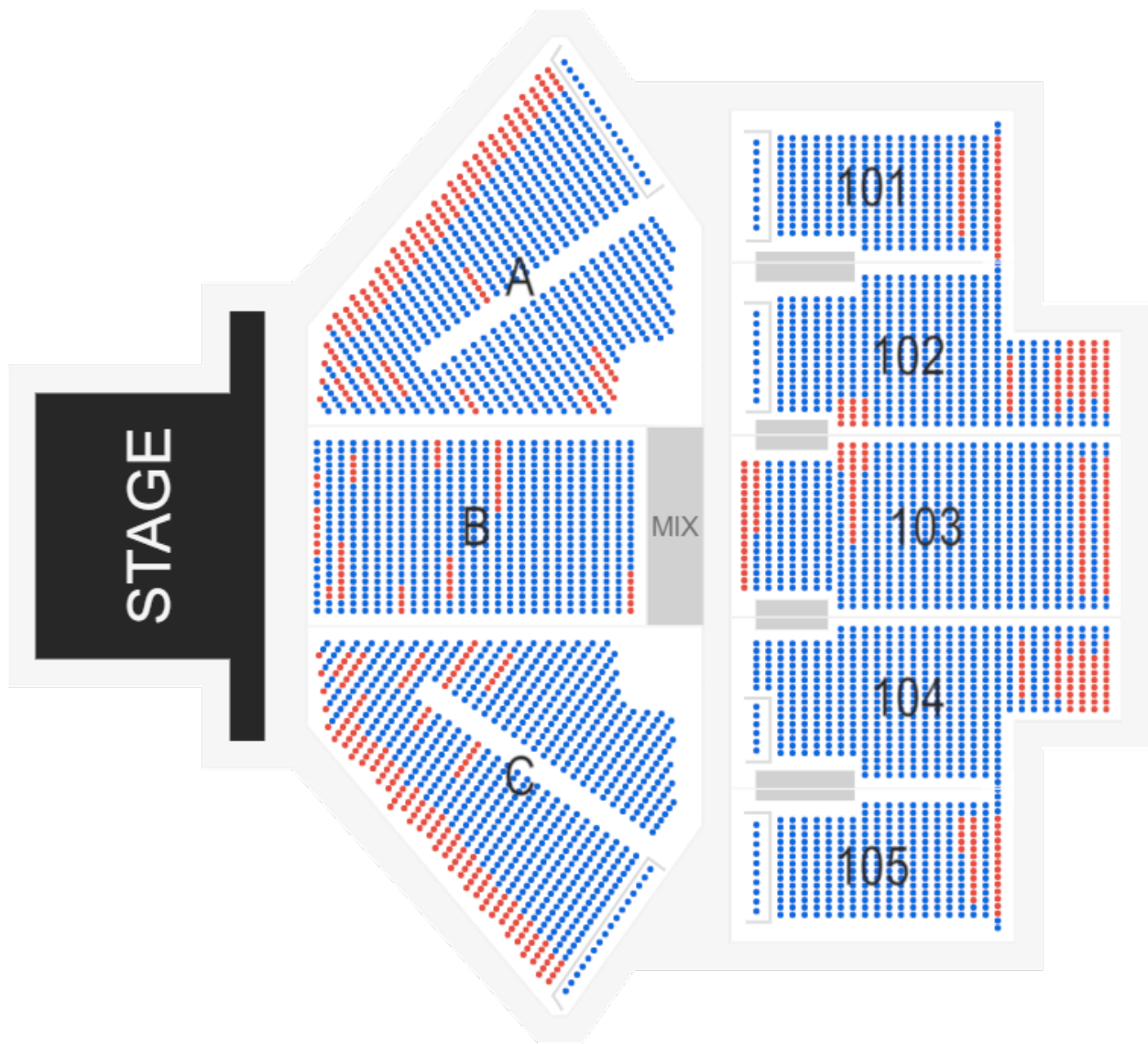
GA FLOOR SCALING

Floor Capacity: 2,300
Terrace Capacity: 2,265
Total Capacity: 4,565



GA PIT SCALING

GA Pit Capacity: 500
Floor Capacity: 1,843
Terrace Capacity: 2,265
Total Capacity: 4,608



ALL RESERVED SCALING

Floor Capacity: 2,298
Terrace Capacity: 2,265
Total Capacity: 4,563

VENUE & STAGE DETAILS

Stage Dimensions:

Overall Stage Size: 60' Wide x 40' Deep - 78' High

Cable Runs:

DSH to FOH 175' run

Power:

Stage Left: 1-400AMP 3 Phase 120/208V

Stage Right: 1-400AMP 3 Phase 120/208V

Stage Center: 1-400AMP 3 Phase 120/208V

Bus Power: 3-30AMP 1 Phase 120/208V

Rigging:

40,000lbs capacity - max pick load is 2000lbs

Audio bays: 15,000lbs each

Max pick load: 4,000lbs

Rooms:

4 Dressing rooms - (2) share restroom facilities

1 Production office

2 Star dressing rooms

1 Catering room

Catering:

All catering will be done in house by Spectra Food & Beverage.

Soft Goods:

Upstage drape provided, blow through stage left and stage right

Loading Dock:

Trucks: 2 trucks fit in the bay. Semi's need to unload with ramp/fork to ground.

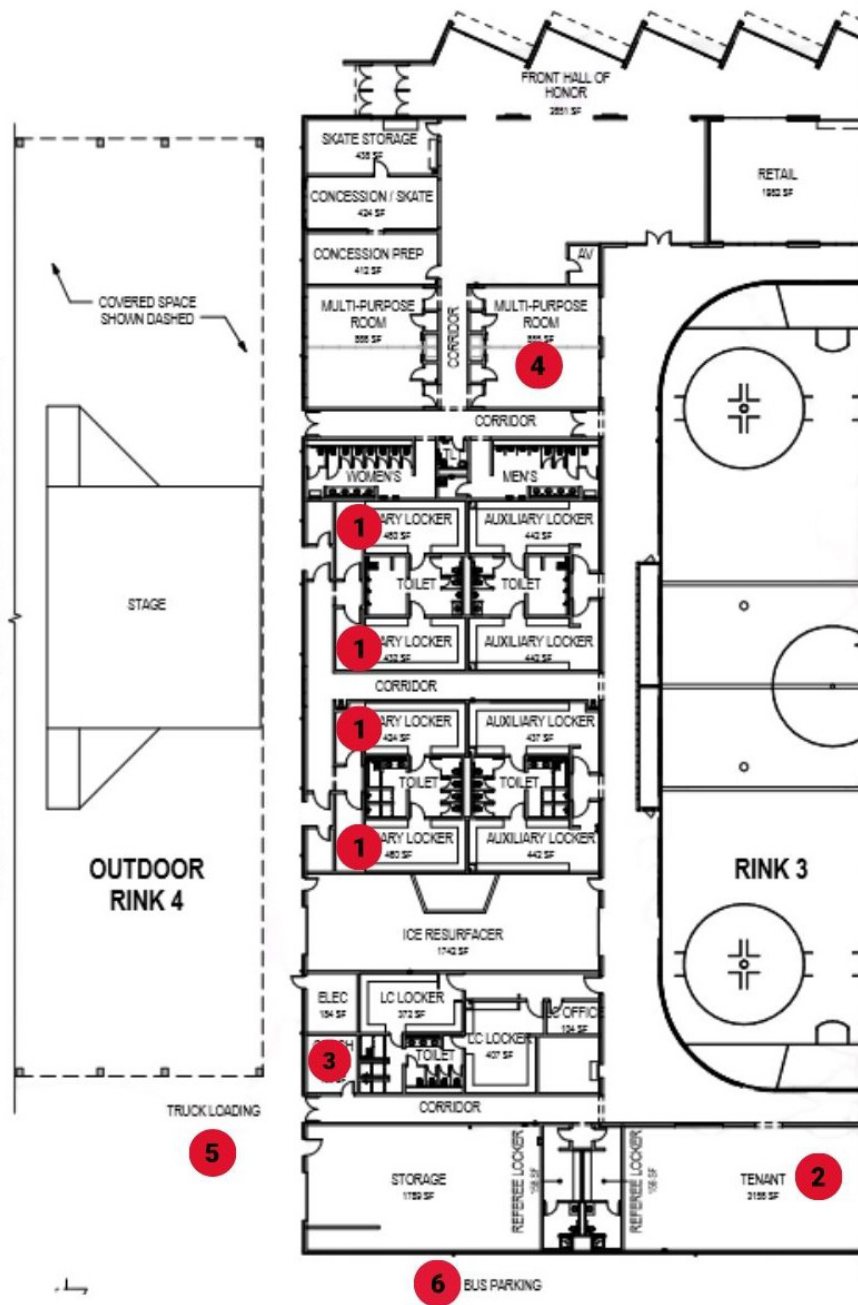
Ramp or Fork up to stage.

Buses: 4 buses in bus lot with shore power for up to 3 buses.

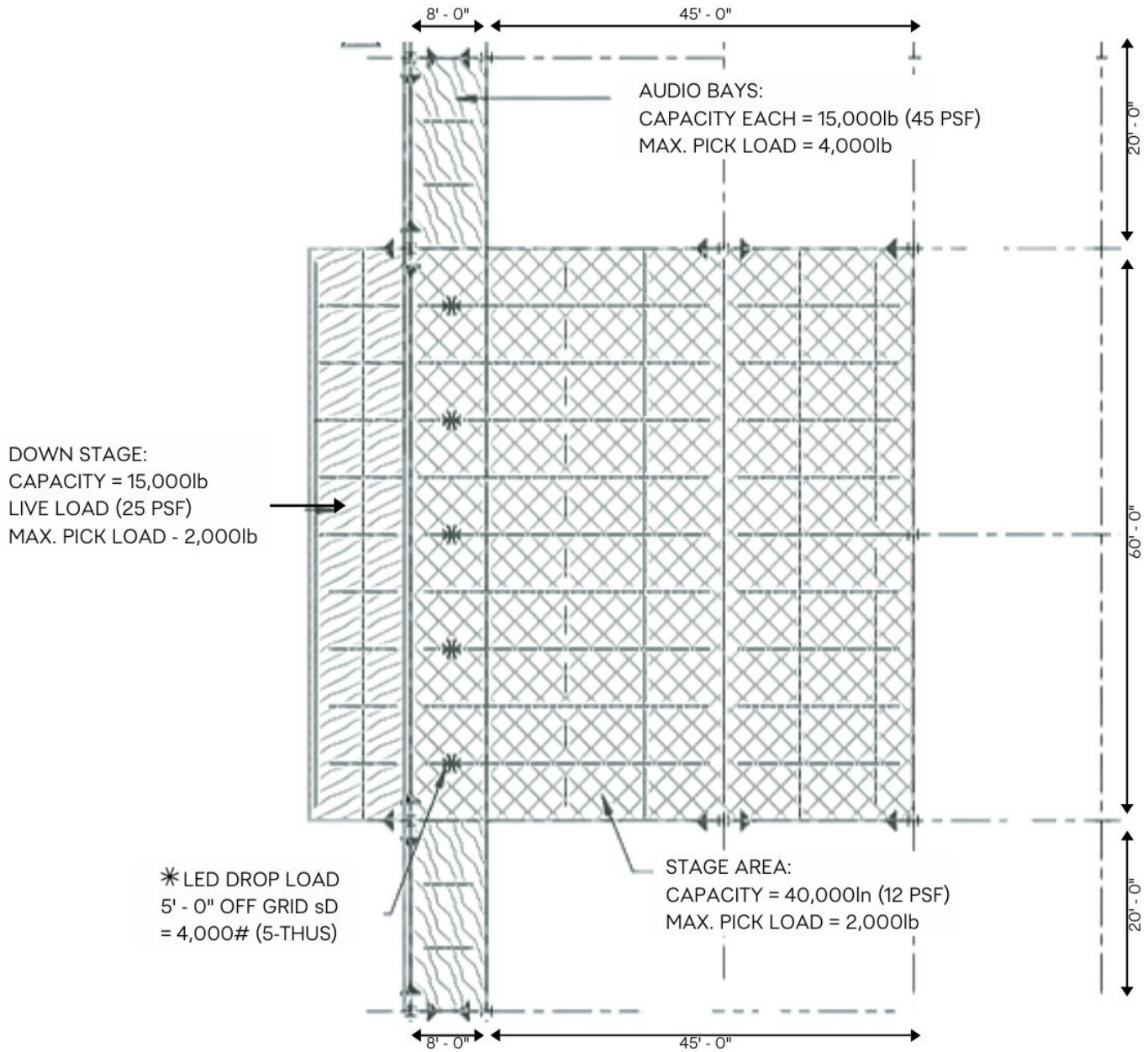
BACKSTAGE FLOOR PLAN

KEY	
1	Dressing Rooms
2	Star Dressing Rooms
3	Production Office
4	Tour Catering
5	Truck Loading
6	Bus Parking

Saint Louis Music Park = Rink 4

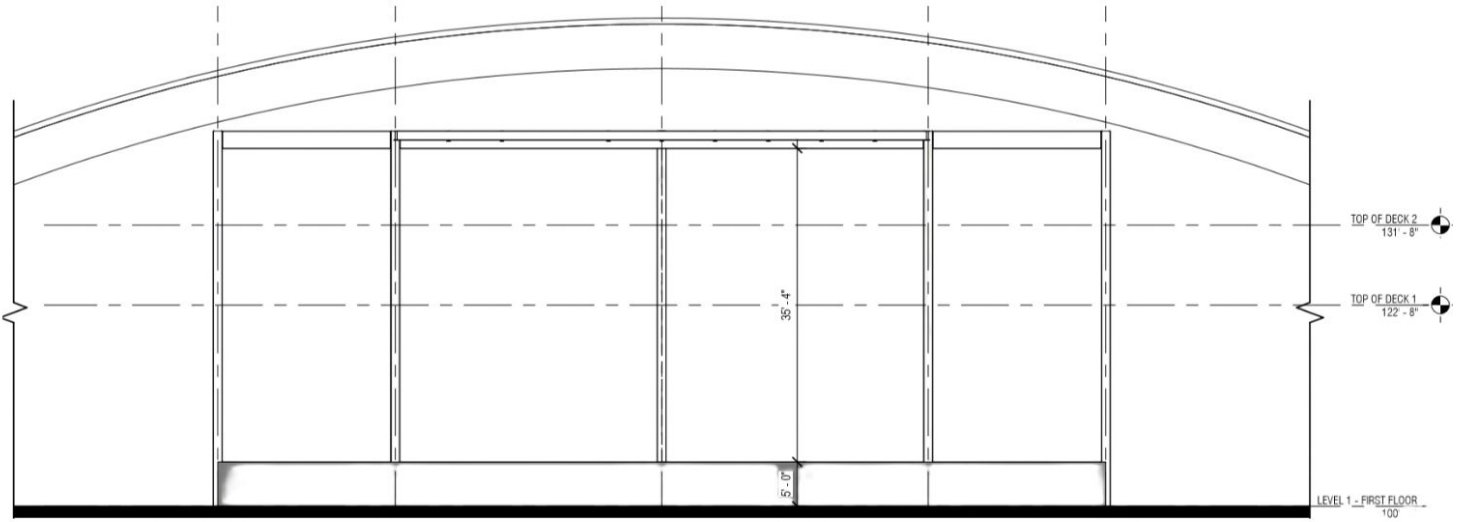


RIGGING GRID



RIGGING LONGITUDINAL

LONGITUDINAL SECTION





TENANTS



AAA Blues

Established in 1986, the St. Louis AAA Blues is a 501(c)(3) nonprofit organization and one of the premier Tier 1 AAA youth hockey organizations in the United States. It's the only program in Missouri to offer a full complement of Tier 1 AAA hockey teams for both boys and girls at all age groups.

Bauer Skills Center

The Centene Community Ice Center features a 2700 sq. ft. synthetic ice hockey skills center outfitted by Bauer hockey with Elite Hockey Facility operating the space.

Blues Alumni

The St. Louis Blues Alumni Association was established in 1988 with the mission to give back the sport, the communities, and people who have given so much to us. Thanks to the commitment of the Alumni, the St. Louis Blues organization, volunteers, and fans, the Blues Alumni has contributed millions to the St. Louis community and beyond.

ESPN Radio

WXOS is a commercial radio station affiliated with ESPN Radio and licensed to East St. Louis, Illinois, broadcasting to the Greater St. Louis area. Owned by Hubbard Broadcasting, its studio facilities are located on Olive Boulevard in St. Louis, while its transmitter is located in south St. Louis County near Concord.

EXOS GYM

Mercy Sports Performance powered by EXOS will offer performance training, nutrition services and other sport medicine services allowing athletes, active adults, youths and teams to reach their peak performance.

Lindenwood University

Centene Community Ice Center is the home for both Lindenwood Universities Women's NCAA Division 1 hockey and ACAH mens and womens hockey programs.

Pure Hockey

Bauer Rink Experience is a new concept store powered by Pure Hockey, offering Bauer hockey equipment, full-service skate sharpening and profiling, and a great selection of accessories and apparel. With over 50 stores across the country and a leading e-commerce website, Pure Hockey is the #1 hockey retailer in the U.S.

St. Louis Blues

The Centene Community Ice Center is the official practice facility of the St. Louis Blues. The St. Louis Blues have been a part of the NHL since 1967. In 2018-19, the Blues crafted one of the most historic seasons in the history of sports, climbing from last place in the standings halfway through the season to capturing the franchise's first Stanley Cup Championship.

St. Louis Lady Cyclones

Founded in June 2002, the St. Louis Lady Cyclones are leading the way in all-girls' hockey, and are a very dedicated team that is creating a home for their girls at the Centene Community Ice Center.

Total Package Hockey

The Total Package Hockey Center of Excellence is a focused environment where dedicated student-athletes study, train and play to their fullest potential at Centene Community Ice Center. Our environment combines proven, accredited online learning with hands-on, innovative on and off-ice training and instruction.

Mercy Rehabilitation

Mercy is the sports medicine provider of choice for professional athletes as well as universities and high schools, along with active people from all walks of life. Mercy helps speed recovery after injury and helps people with disabilities discover new strengths and abilities.



BAUER



101 ESPN
The Pride of St. Louis Sports



PURE HOCKEY



Mercy+

EXOS[®] 29

FOOD AND BEVERAGE



314 SOCIAL

CATERING

SCHNUCKS GRAB N' GO

CONCESSIONS

314 SOCIAL

314 Social has taken the traditional St. Louis food scene and transformed it into something unique. We are not your ordinary bar, but a new and exciting concept serving pub style food from all over the world! From our mouth-watering smash burger, to fresh soups and salads, appetizers, and sandwiches, the 314 Social has something for everyone. Whether you are lounging on one of the couches throughout the facility, dining in the restaurant, or watching a game at the Centene Community Ice Center, 314 Social's shareable upscale pub food is sure to satisfy your appetite.

314 Social also offers a great beverage selection of wines, cocktails, and a wide selection of beer. At 314 Social, we pride ourselves on serving options to accommodate all our valued customers.



CATERING

The Centene Community Ice Center provides in-house catering for events and occasions of all sizes. We know that food and beverage plays a large role in making your event an extraordinary experience. As the facility's exclusive caterer, our approach is to ensure our food reflects the flavors, quality and authenticity of the agriculture and restaurants in the region. Our chef's, who cook for the St. Louis Blues, love creating custom menus to fit your one-of-a-kind event. Whether it's a small intimate gathering of 15 people or a large gala for 2,000, we can do it all!

With more than 50,000 square feet of meeting and event space, the Centene Community Ice Center and Saint Louis Music Park is the ideal spot to host your next event!



SCHNUCKS GRAB & GO

The Centene Community Ice Center is proud to present our Schnucks Grab & Go, serving you on the go items such as freshly crafted sandwiches, snacks, and healthy selections that will tantalize your taste buds.

If you have a sweet tooth, be sure to indulge in our huge selection of candies and other snack foods. And to keep you warm throughout the facility, try a cup of Coma Coffee or a latte from our specialty drink machine. Schnucks Grab & Go also offers a wide variety of adult beverages including a wide variety of beers and a selection of canned wines.



CONCESSIONS

The Centene Community Ice Center has a variety of concessions options available during your visit so be sure to come hungry!



..... FACILITY GUIDELINES



BUILDING POLICIES

Doors:

The building generally opens one hour prior to event time.
There is no re-entry upon exit.

Smoking:

Smoking/vaping is prohibited anywhere inside the Centene Community Ice Center and Saint Louis Music Park

Food & Beverage:

Outside food and beverage is prohibited.

Prohibited Items For Events:

Professional cameras	Oversized bags and backpacks
Airhorns	Pets (other than service animals)
Wrapped gifts/items	Balloons
Cans/bottles/coolers	Laster pointers/pens
Drones	Sticks (including pennants or flags)
Chemicals	Selfie sticks
Plastic beverage containers	Tripods/bipods/monopods
Outside food and beverage	Weapons

All patrons are subject to search. Management reserves the right to prohibit any items not listed and to add prohibited items by request of the show. Prohibited items must be returned to vehicle, stored in our facility lockers or they will be confiscated.

STAFFING & SECURITY

For the public safety of all guests attending events, qualified staff and security are required to be on-site for all event related activities.

The following staff positions are provided by the facility, based on the requirement of the building management:

- **Building Manager(s)**
- **Event Services**
- **Ticket Sellers**
- **Ticket Takers**
- **Event Security**
- **Information Desk Attendant**
- **Ushers**
- **Police Officer(s)**
- **Housekeeping**
- **Emergency Medical Technicians**

Cleaning:

During your event, the facility staff will maintain all public areas, restrooms and event spaces. Cleaning of the loading areas and backstage areas is the responsibility of show management. Our in-house department can provide limited event cleaning services.

OPERATIONS

Parking:

The facility property contains 600 parking spaces, with another 1,000 parking spaces at the adjacent Hollywood Casino, meant for overflow parking. There is dedicated bus parking located in an adjacent lot.

Locker Rooms:

The facility contains 20 total locker rooms. There are 8 female centric locker rooms that have private changing and shower stalls and no urinals.

Meeting Rooms:

NHL Rink has one 900 sq. ft. meeting room, which can be divided into two smaller rooms. Plager Rink has two 900 sq. ft. meeting rooms, which can each be divided into two smaller rooms, for a total of four spaces. The Mezzanine level has four meeting rooms, each 500 sq. ft. that over look the USA Arena. All of our meeting rooms can be used for events, hospitality, medical staff, etc.

Broadcast:

The Facility has broadcasting areas for all media during events. Hard line Internet streaming will be available during events and multiple camera positions with power and Internet connections.

WiFi Access:

Public and private high-speed internet access available (capable of handling heavy traffic loads, in excess of 2,000 concurrent users).

AED's:

There are 4 AED's located around the facility.



TICKETING MARKETING



TICKETING

Centene Community Ice Center Box office is located at:
Centene Community Ice Center - 750 Casino Center Dr.,
Maryland Heights, MO 63043

Saint Louis Music Park Box Office is located at:
Hollywood Casino Amp Box Office - 14141 Riverport Dr,
Maryland Heights, MO 63043

Event day box office will be located at:
Saint Louis Music Park - 750 Casino Center Dr., Maryland
Heights, MO 63043

Ticketmaster: Centene Community Ice Center and Saint Louis Music Park are Ticketmaster venues. All events booked will be sold on Ticketmaster.com. Tickets can be purchased on Ticketmaster.com or at the box office.

Payments Accepted at the Box Office: The Box Office accepts all major credit cards and cash for ticket purchase.

Refund/Exchange Policy: No refunds or exchanges for tickets purchased for any event. Scalping or selling tickets at or near Centene Community Ice Center is prohibited.

MARKETING

Marketing Support:

Centene Community Ice Center & Saint Louis Music Park has an in house Director of Marketing who can assist event promoters with all marketing needs. The marketing department can negotiate and place print and broadcast schedules; use internal and external e-mail databases to expand viral marketing efforts; generate and implement an effective grassroots marketing campaign; promote events on all social media outlets and venue's website. In addition, the Director of Marketing can utilize their relationships with local media to generate additional coverage through trade schedules, press release, media pitches and securing interviews.



@CenteneCommunityIceCenter



@STLCIC



@STLCIC



@STLMusicPark



@STLMusicPark



@STLMusicPark

www.centenecommunityicecenter.com

Director of Sales & Marketing: Jenna Mueller
Jenna.Mueller@spectrarp.com