

**SMOOTHIE  
KING CENTER  
ARENA & MASTERPLAN STUDY -  
FINAL SUBMISSION**

JULY 11, 2025

Gensler + Eskew Dumez Ripple+

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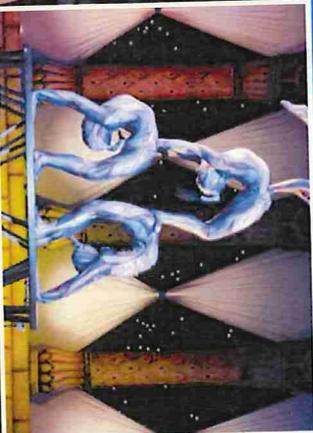
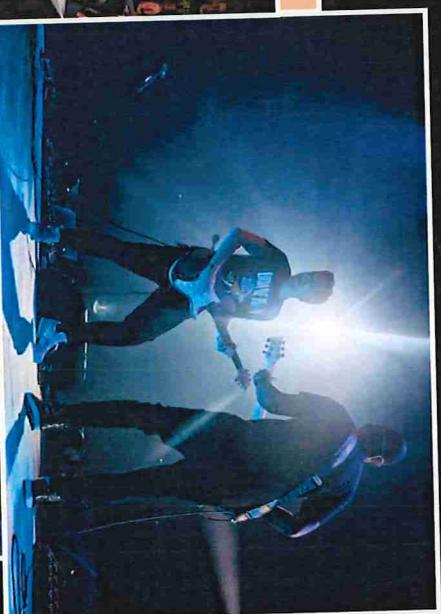
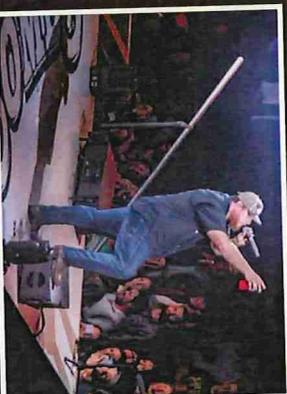
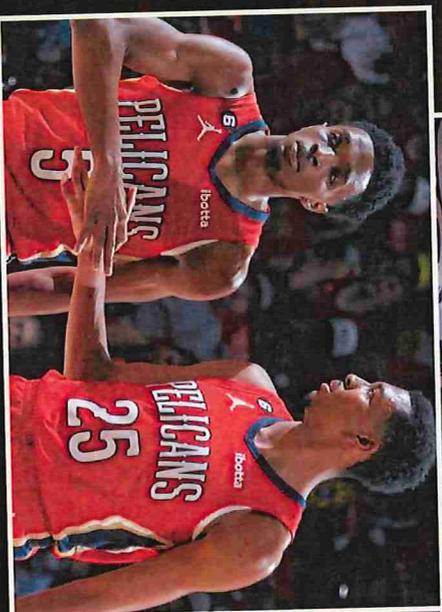
HEART ACTION LIVE  
PLAY CONNECT  
TRADITION  
AUTHENTIC HOMEGROWN  
GATHER DESTINATION  
EAT EXPERIENCE  
LEGENDS PLACEMAKING  
ENTERTAINMENT  
HOMESTEAD HEART  
ACTION LIVE PLAY  
CONNECT TRADITION  
COMMUNITY AUTHENTIC

- 01. CAMPUS FRAMEWORK
- 02. (2) ARENA SCHEMES
- 03. (2) ARENA PLANS
- 04. SEATING BOWL UPGRADES
- 05. PREMIUM HOSPITALITY

HOMEGROWN GATHER  
SMOOTHIE KING CENTER | NOLA

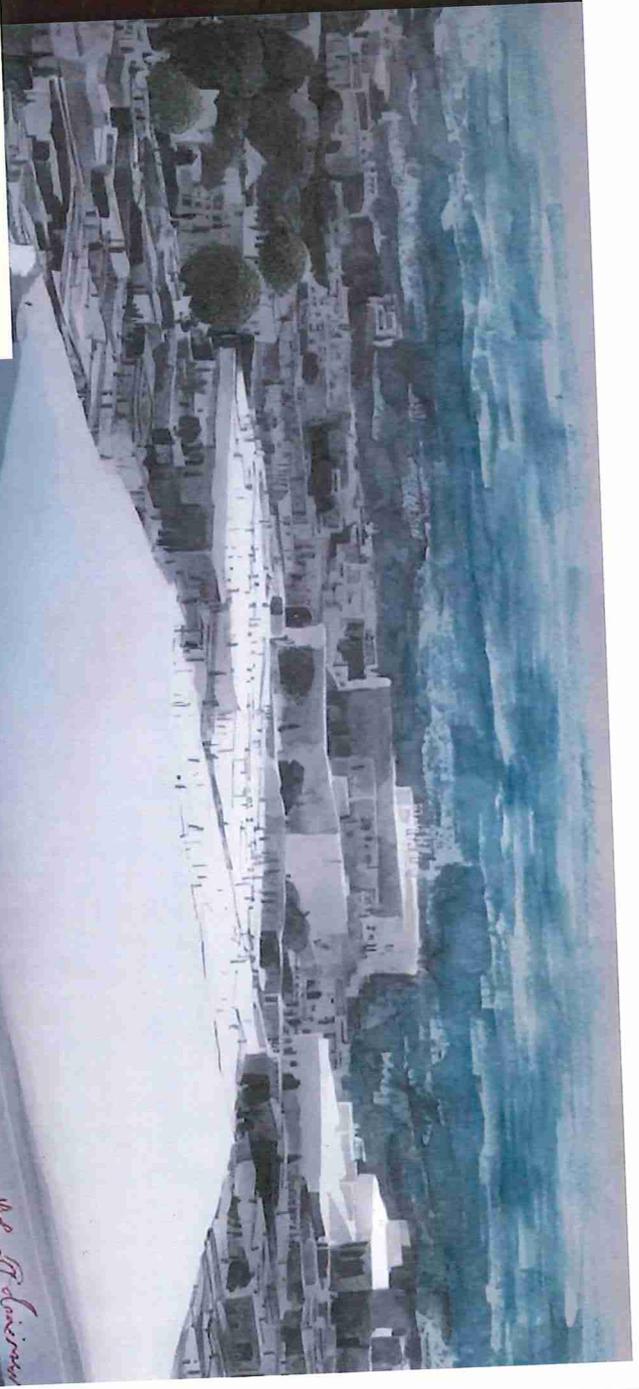
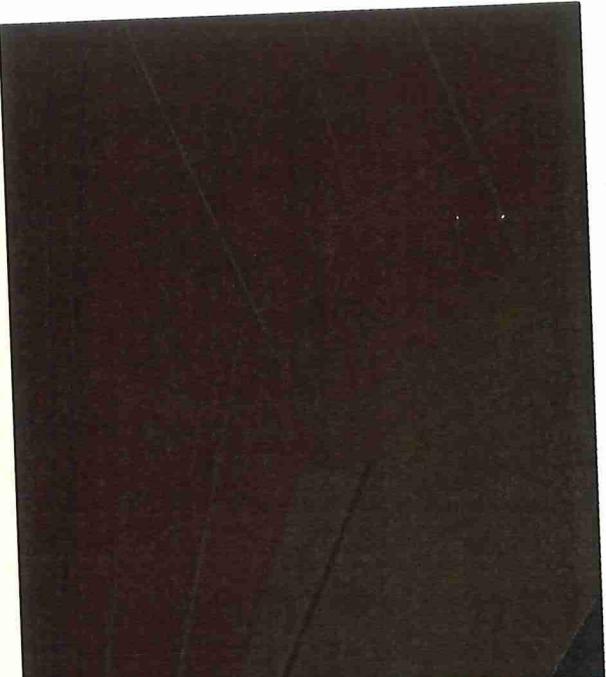
# WHAT DOES NEW ORLEANS EXPECT?

- Perform, win, and do it with style
- Personal & tailored experience
- Theatrical & dramatic moments
- Lifestyle + talent driven spaces
- Vibrant creativity & artistry
- The best technology seamlessly integrated



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Ripple+ | Gensler

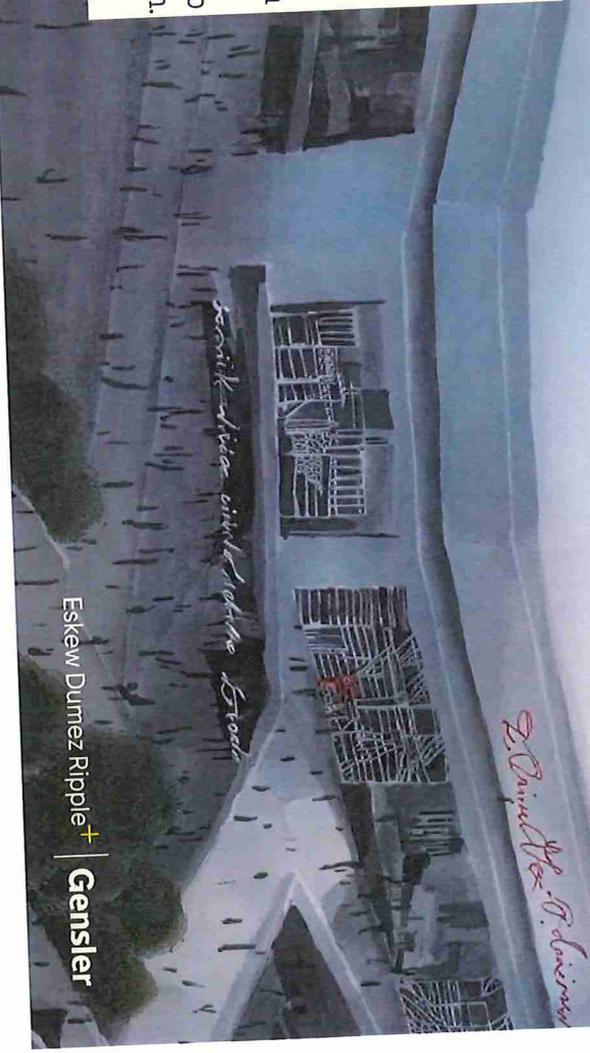


# CAMPUS FRAMEWORK

## A place for community and events

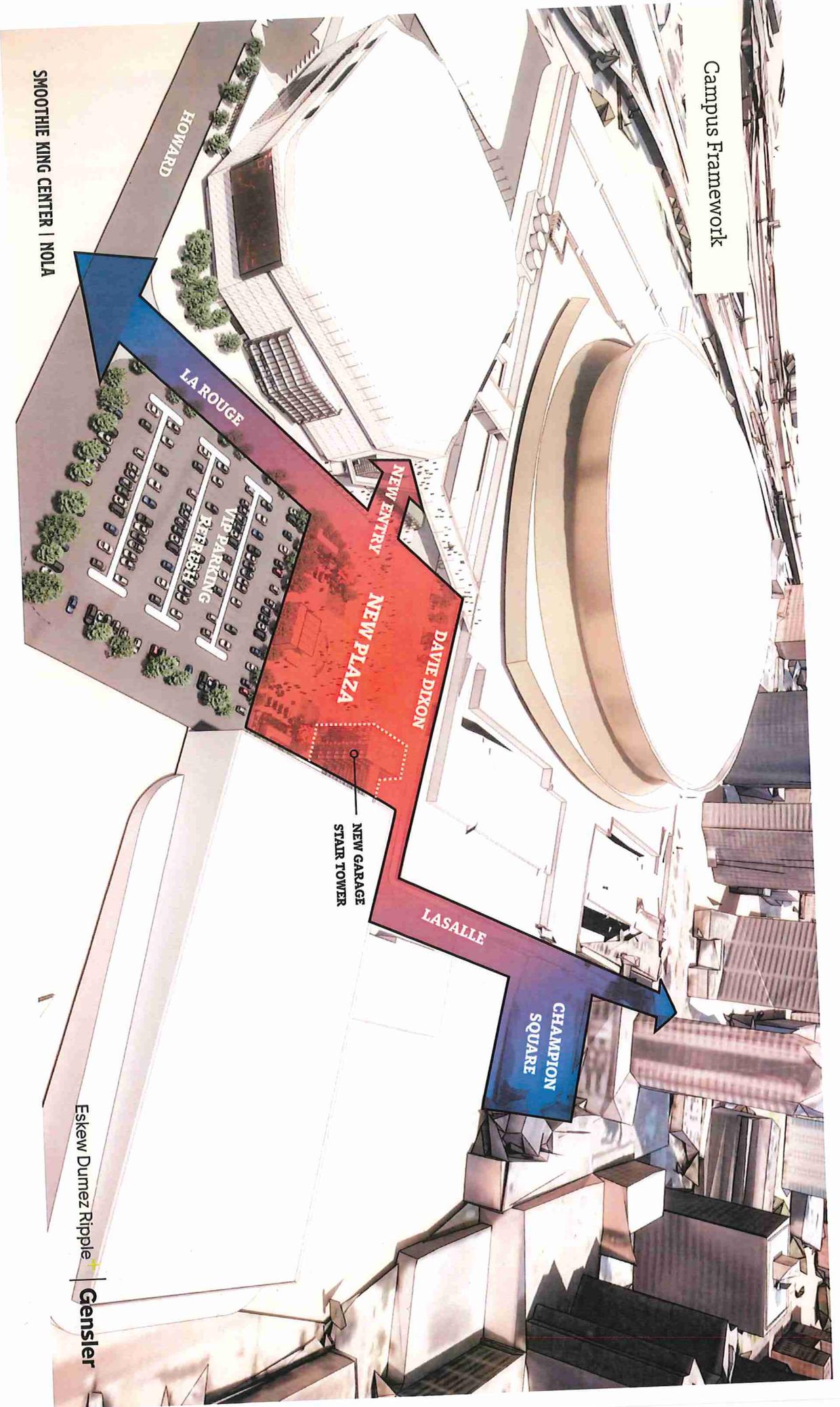
The outdoor spaces surrounding the Smoothie King Center have an amazing opportunity to give back to the neighboring communities. Simple gestures can provide a way to allow the people of New Orleans to reclaim this public space as their own. Much of the role of a piazza in Italian cities, it becomes a place to meet friends, watch pre-event activities, stage a farmer's market or people watch.

SMOOTHIE KING CENTER | NOLA



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Campus Framework



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe

Gensler

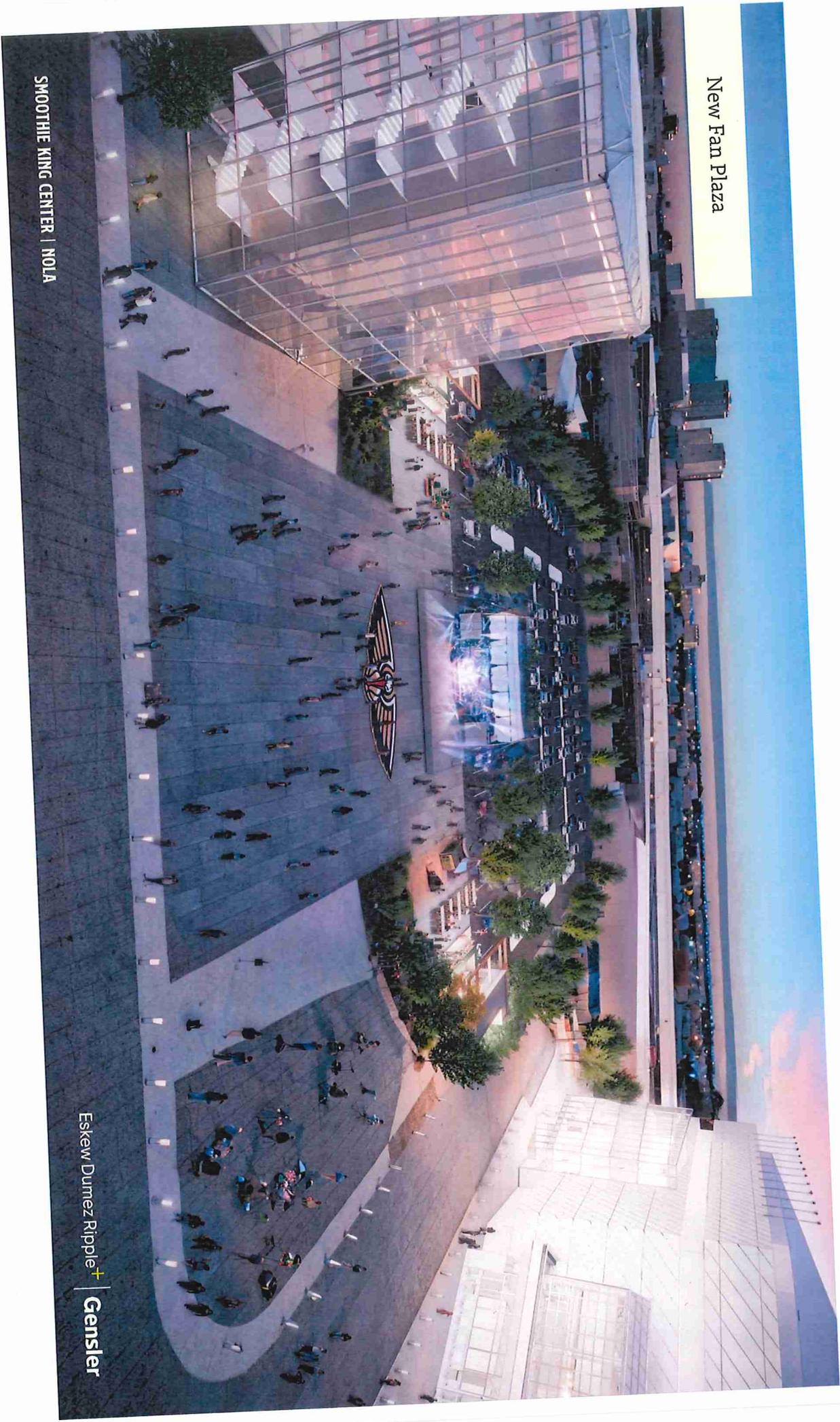
Campus Framework



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Eskew Dumez Ripple | Genster

New Fan Plaza



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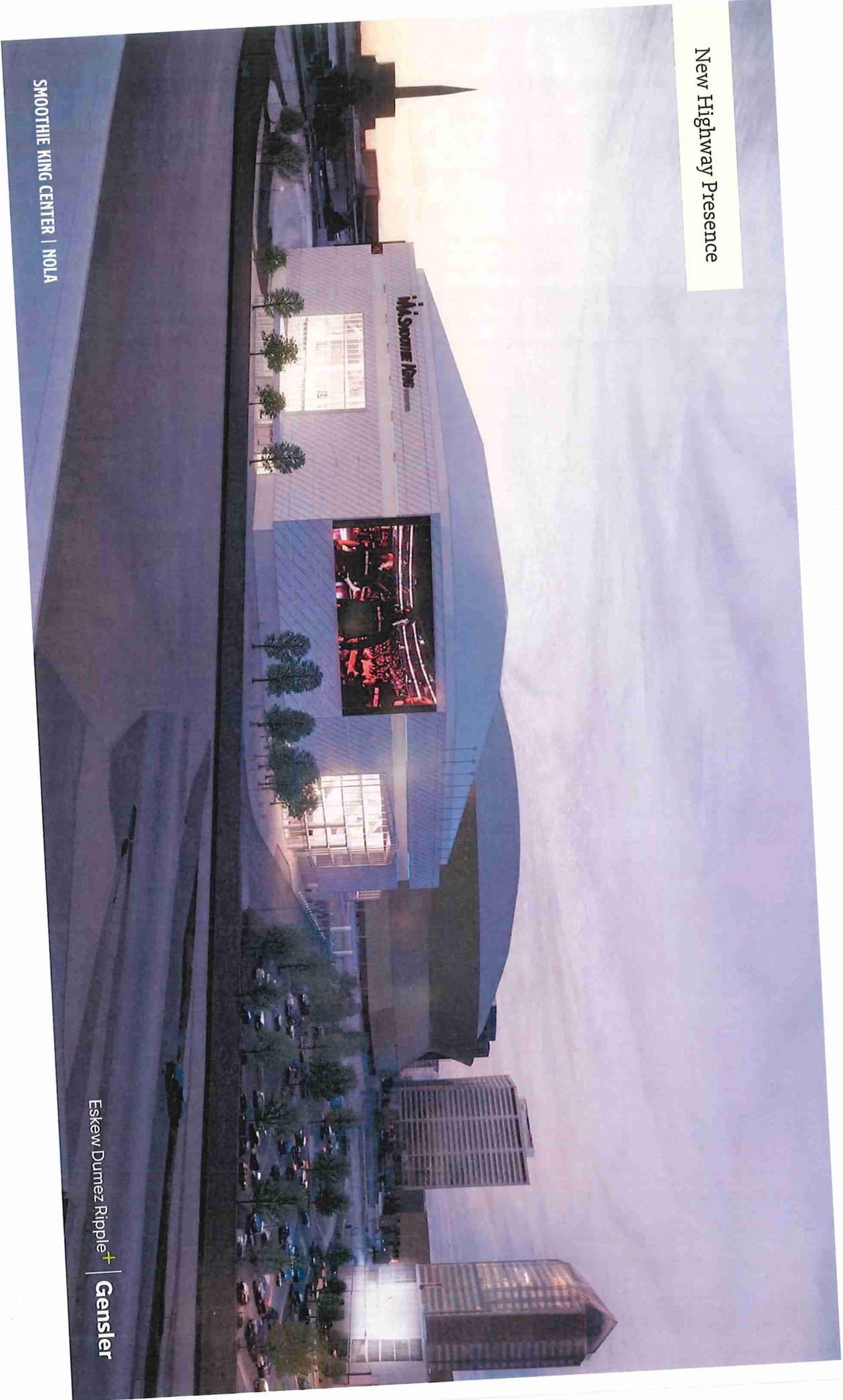
New Fan Plaza



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Ripple+ | Gensler

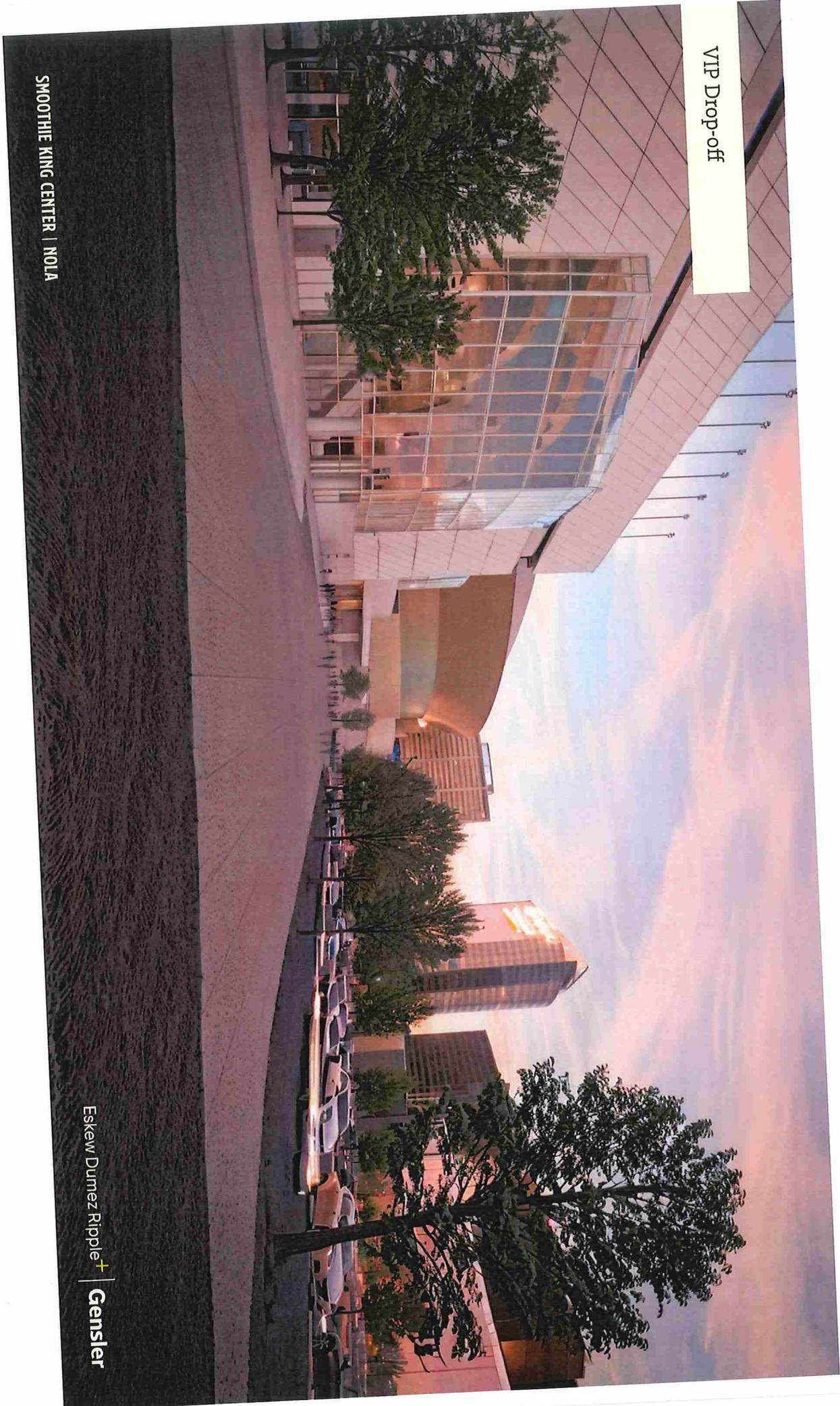
New Highway Presence



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Eskew Dumez Ripple+ | Gensler

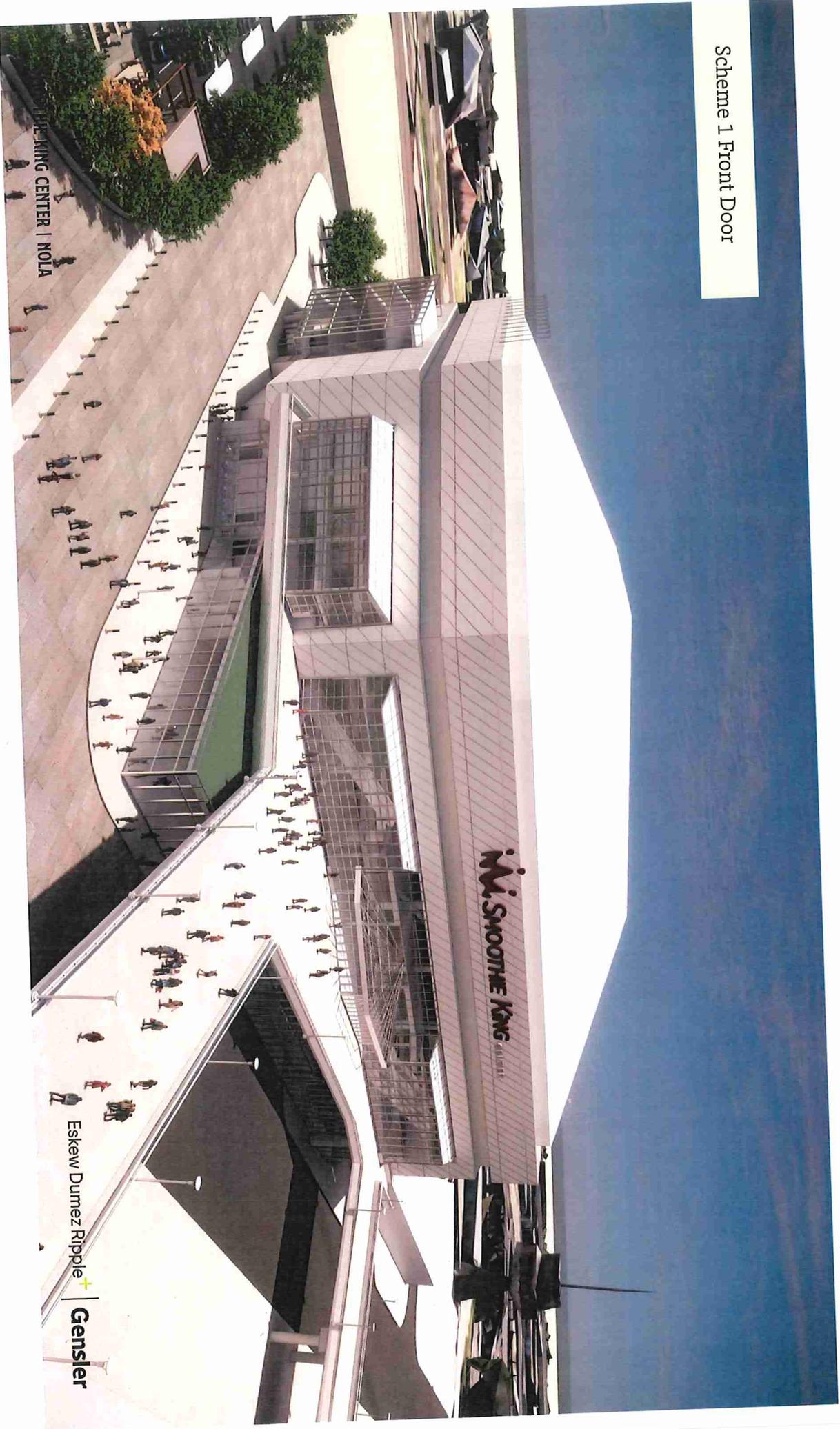
VIP Drop-off



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Ripple+ | Gensler

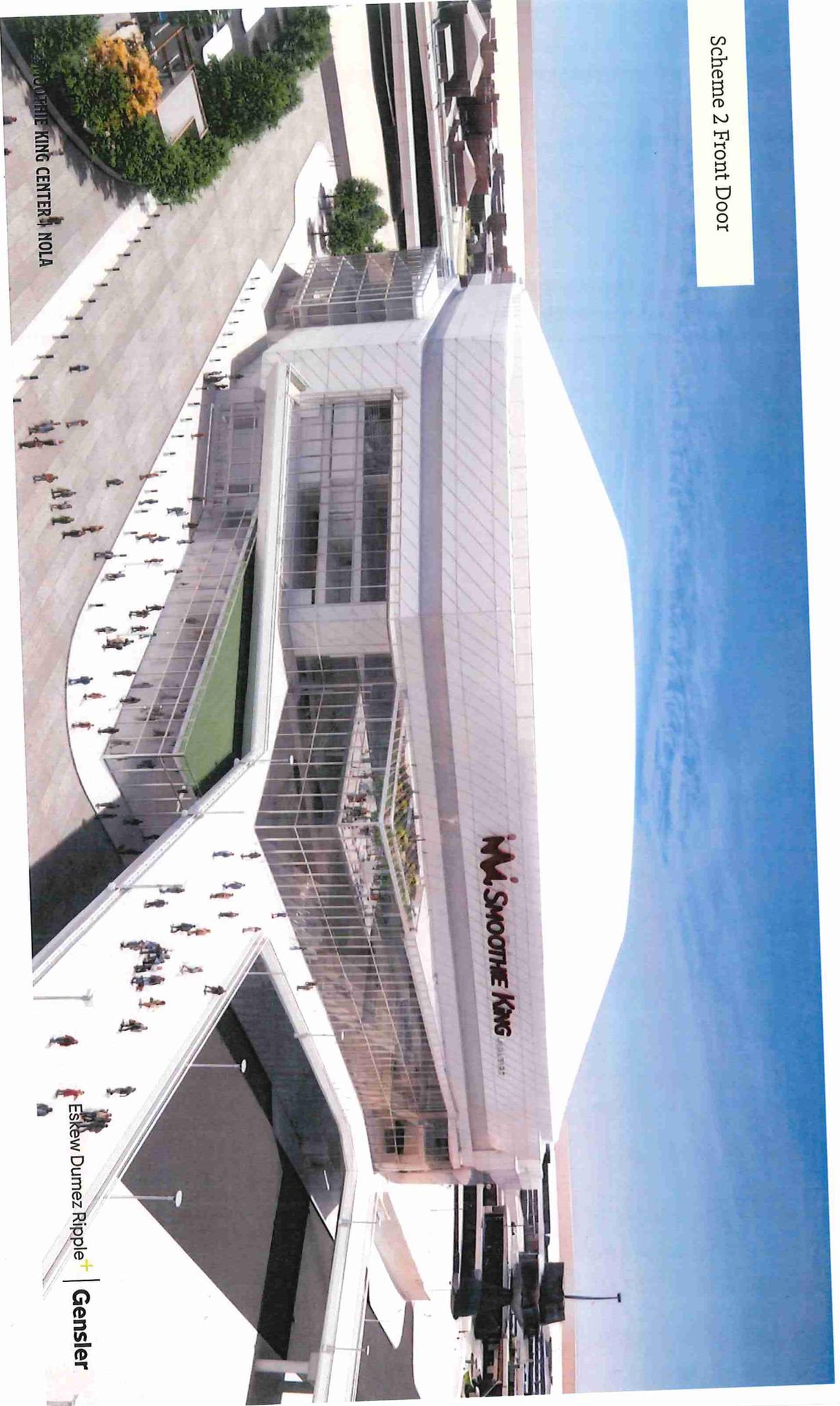
Scheme 1 Front Door



THE KING CENTER | NO LA

Eskew Dumez Ripple + Gensler

Scheme 2 Front Door



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Ripple + Gensler

Footbridge Approach



SMOOTHIE KING CENTER | NOLA

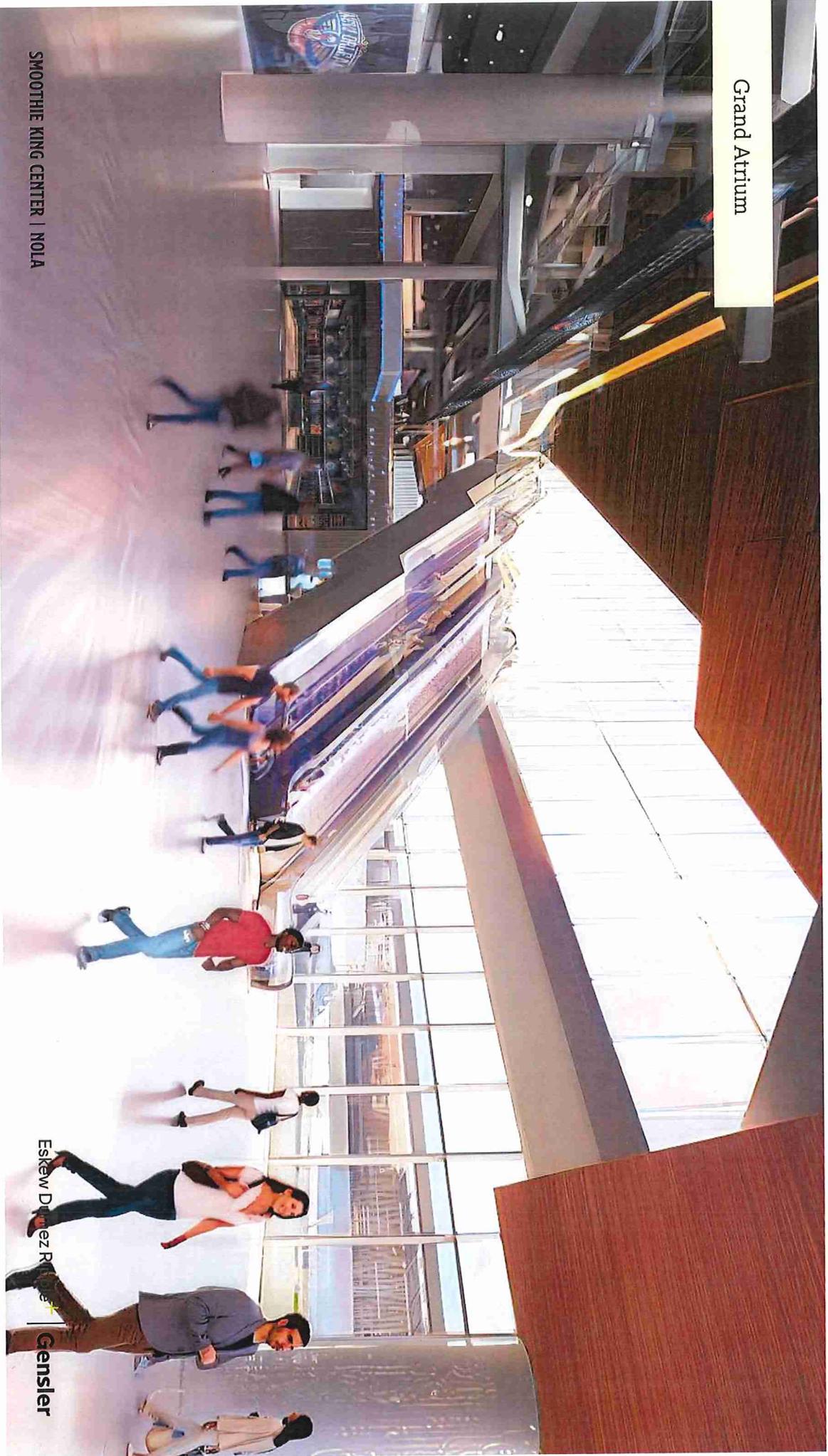
Entry at New Fan Plaza



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Eskew Dumez Ripple + Gensler

Grand Atrium

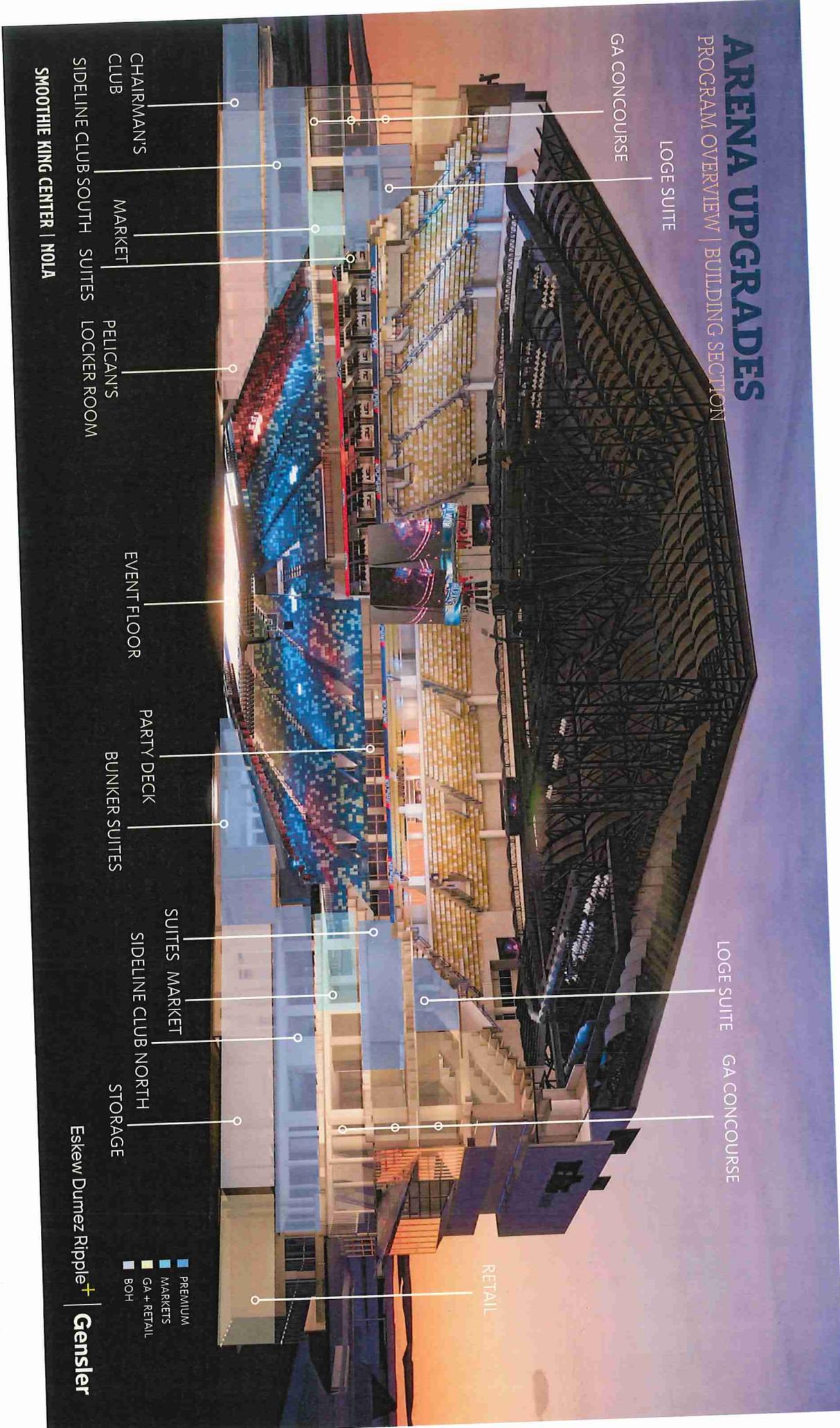


SMOOTHIE KING CENTER | NOLA

Eskew Dierker & Ritchey | Gensler

# ARENA UPGRADES

PROGRAM OVERVIEW | BUILDING SECTION



GA CONCOURSE

LOGE SUITE

LOGE SUITE

GA CONCOURSE

RETAIL

CHAIRMAN'S CLUB  
 SIDELINE CLUB SOUTH  
 SMOOTHIE KING CENTER | NOLA

MARKET

PELICAN'S LOCKER ROOM

EVENT FLOOR

PARTY DECK

BUNKER SUITES

SUITES MARKET

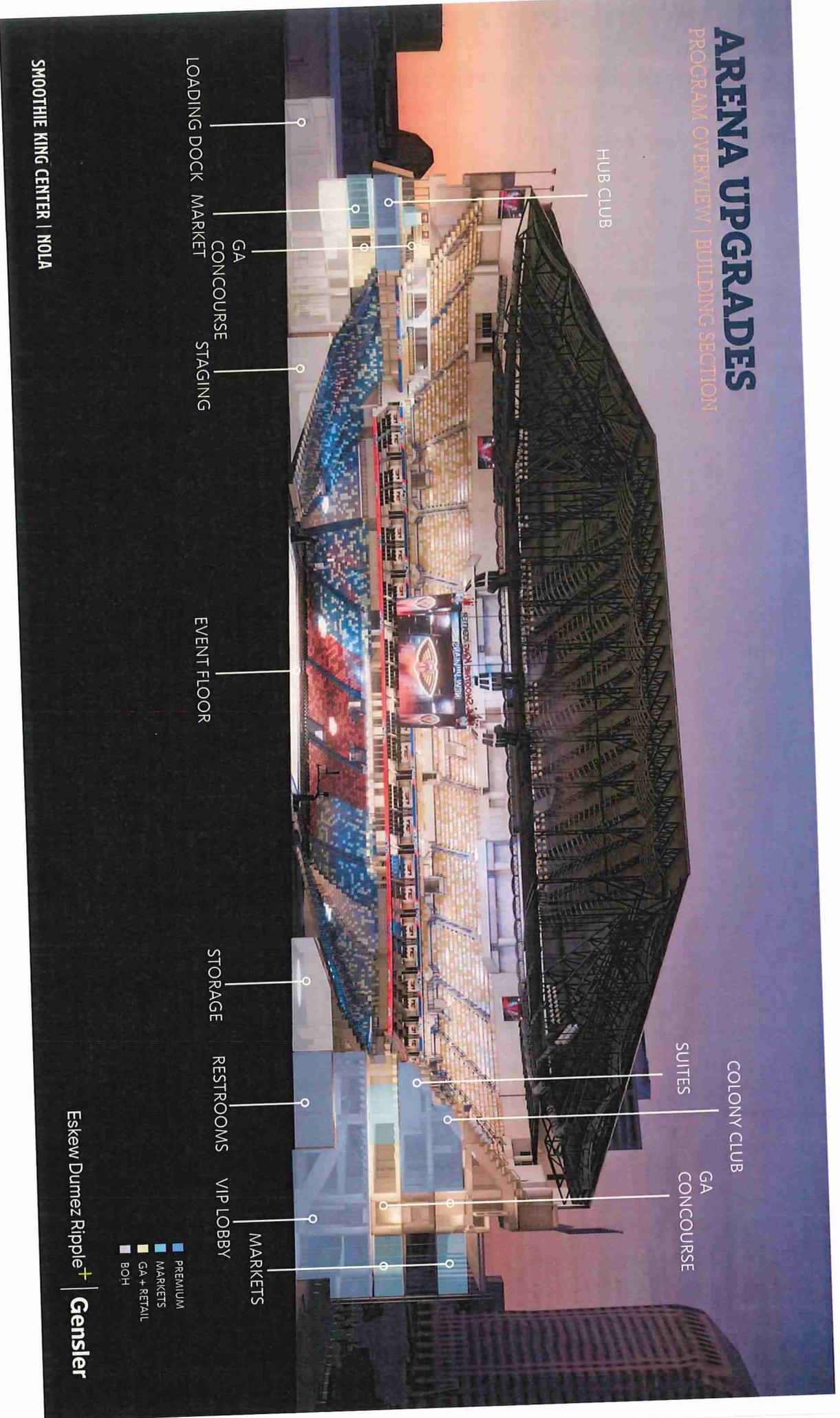
SIDELINE CLUB NORTH

STORAGE

- PREMIUM
- MARKETS
- GA + RETAIL
- BOH

# ARENA UPGRADES

PROGRAM OVERVIEW | BUILDING SECTION



HUB CLUB

LOADING DOCK MARKET  
GA CONCOURSE  
STAGING

EVENT FLOOR

STORAGE

RESTROOMS

VIP LOBBY

MARKETS

COLONY CLUB

SUITES

GA CONCOURSE

■ PREMIUM  
■ MARKETS  
■ GA + RETAIL  
■ BOH

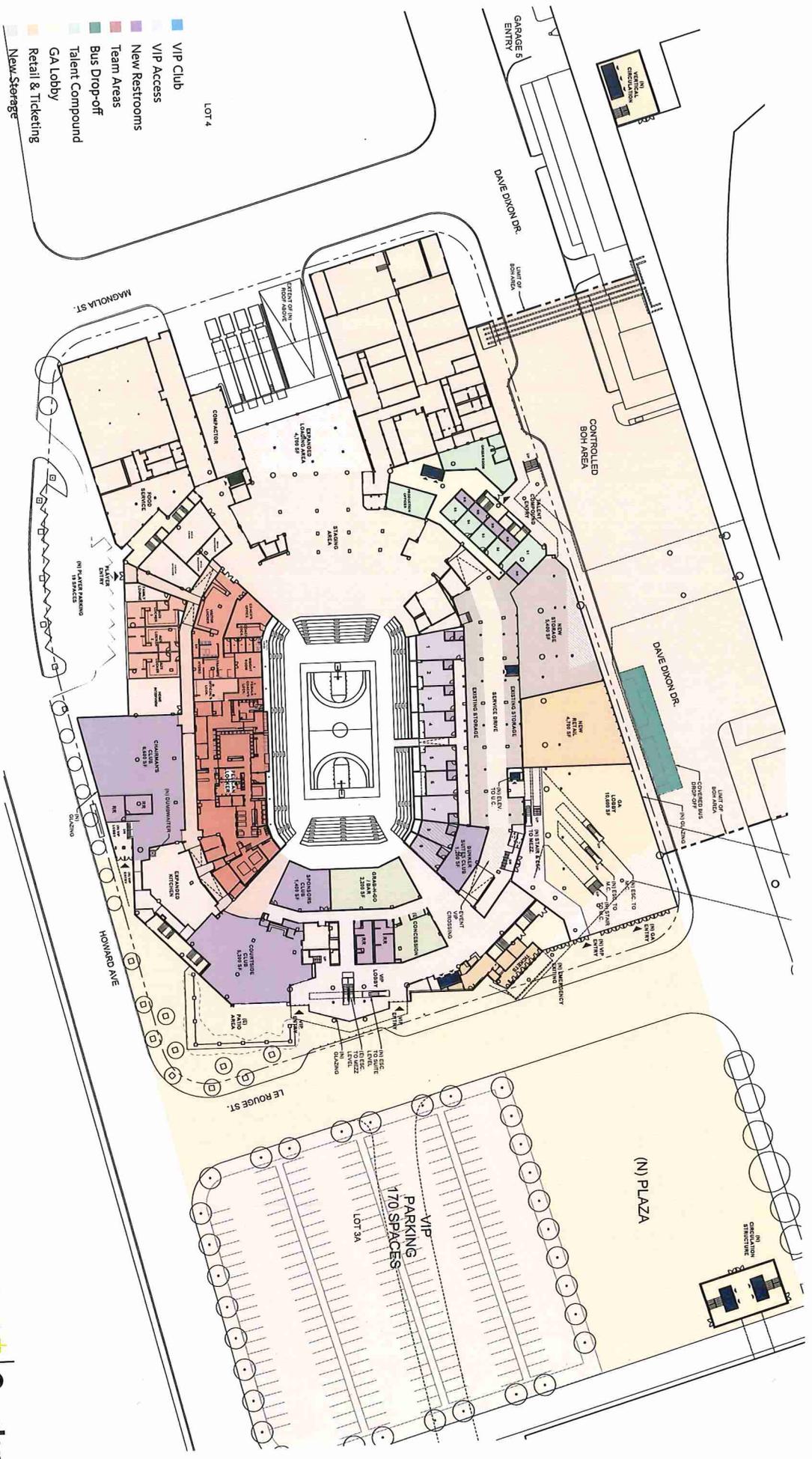
SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe | **Gensler**

**SCHEME 1 PLANS**  
**“BASELINE DESIGN”**

**SMOOTHIE KING CENTER | NOLA**

Eskew Dumez Ripple | **Gensler**



**SMOOTHIE KING CENTER | NOLA**

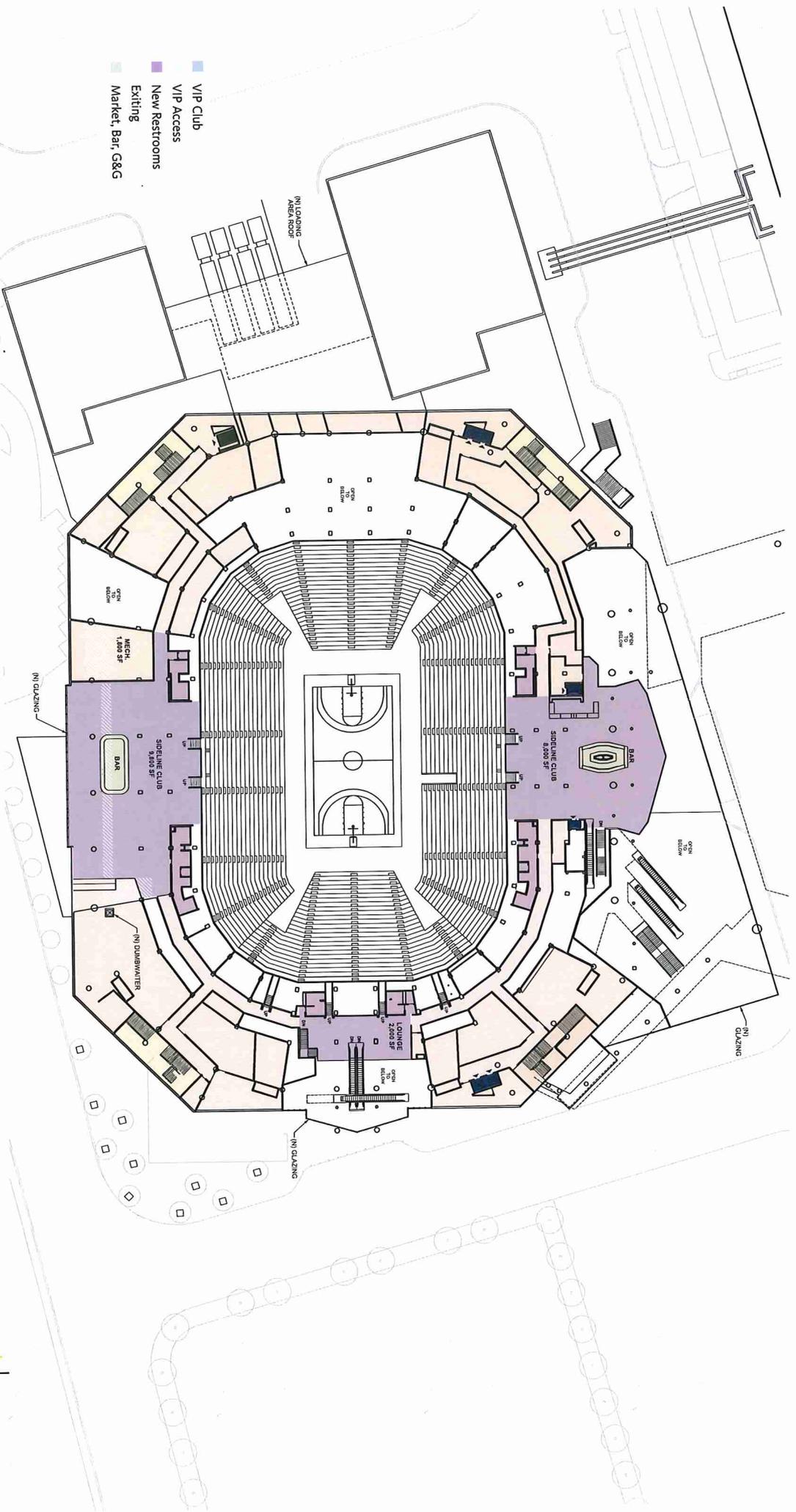
**SCHEME 1 - SITE PLAN +0**

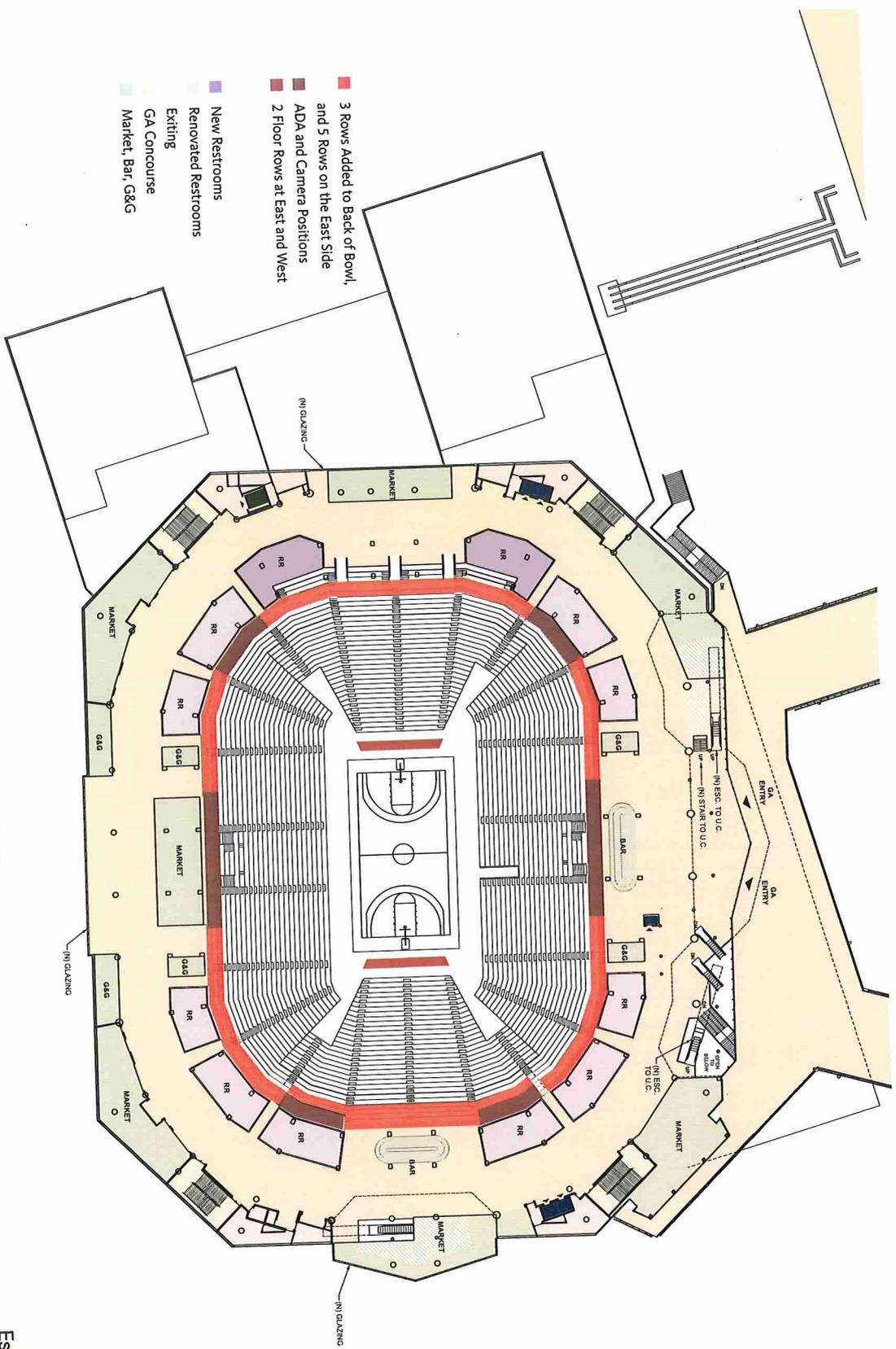


SMOOTHIE KING CENTER | NOLA

SCHEME 1 - MEZZANINE +14'-9"

- VIP Club
- VIP Access
- New Restrooms
- Exiting
- Market, Bar, G&G





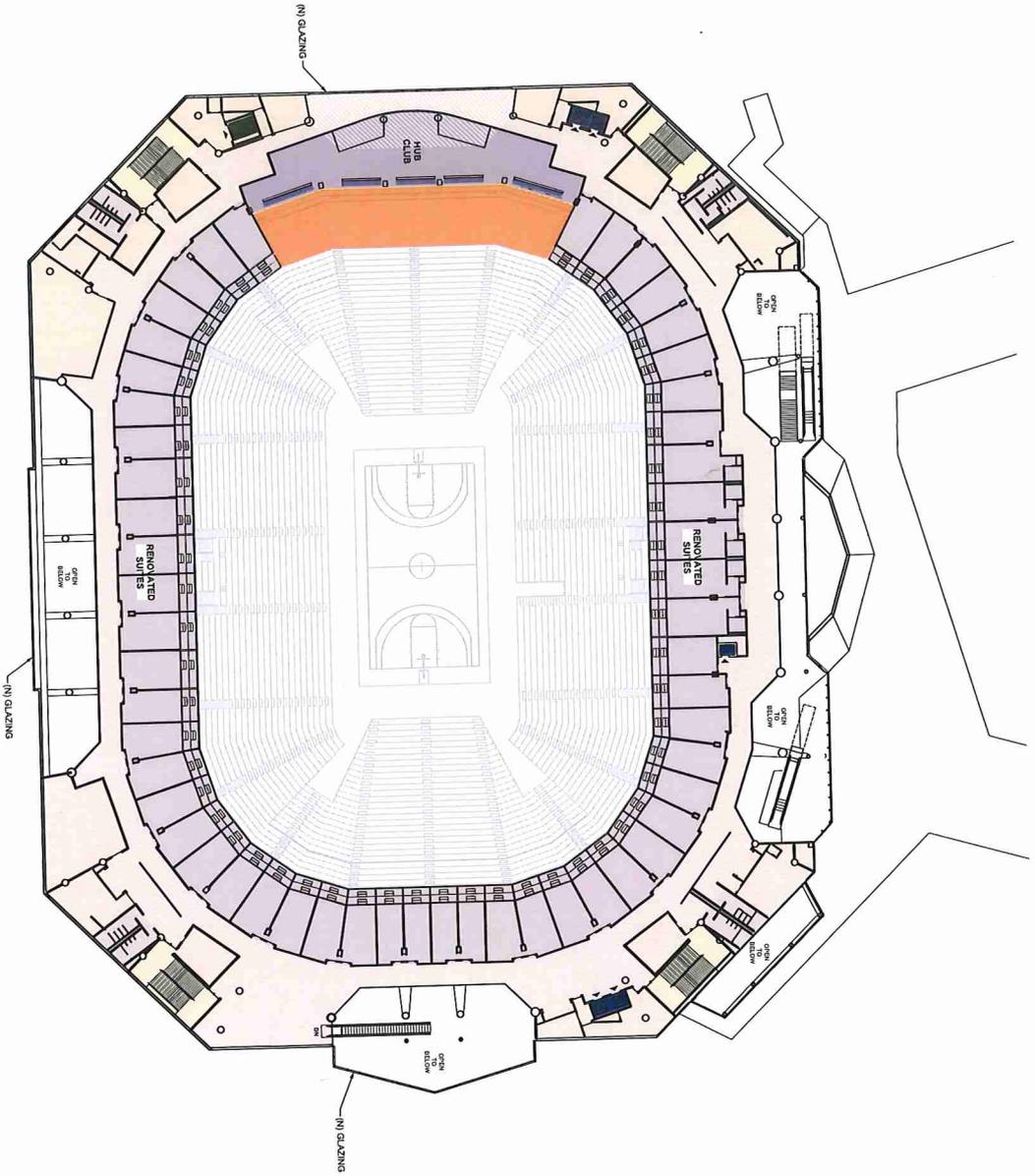
- 3 Rows Added to Back of Bowl, and 5 Rows on the East Side
- ADA and Camera Positions
- 2 Floor Rows at East and West
- New Restrooms
- Renovated Restrooms
- Exiting
- GA Concourse
- Market, Bar, G&G

SMOOTHIE KING CENTER | NOLA

SCHEME 1 - MAIN CONCOURSE +26'-9"

**SMOOTHIE KING CENTER | NOLA**

- West Jetty Seats
- Hub Club Seats
- VIP Club
- Renovated Suites
- Suite Level Concourse
- Renovated Restrooms
- Exiting

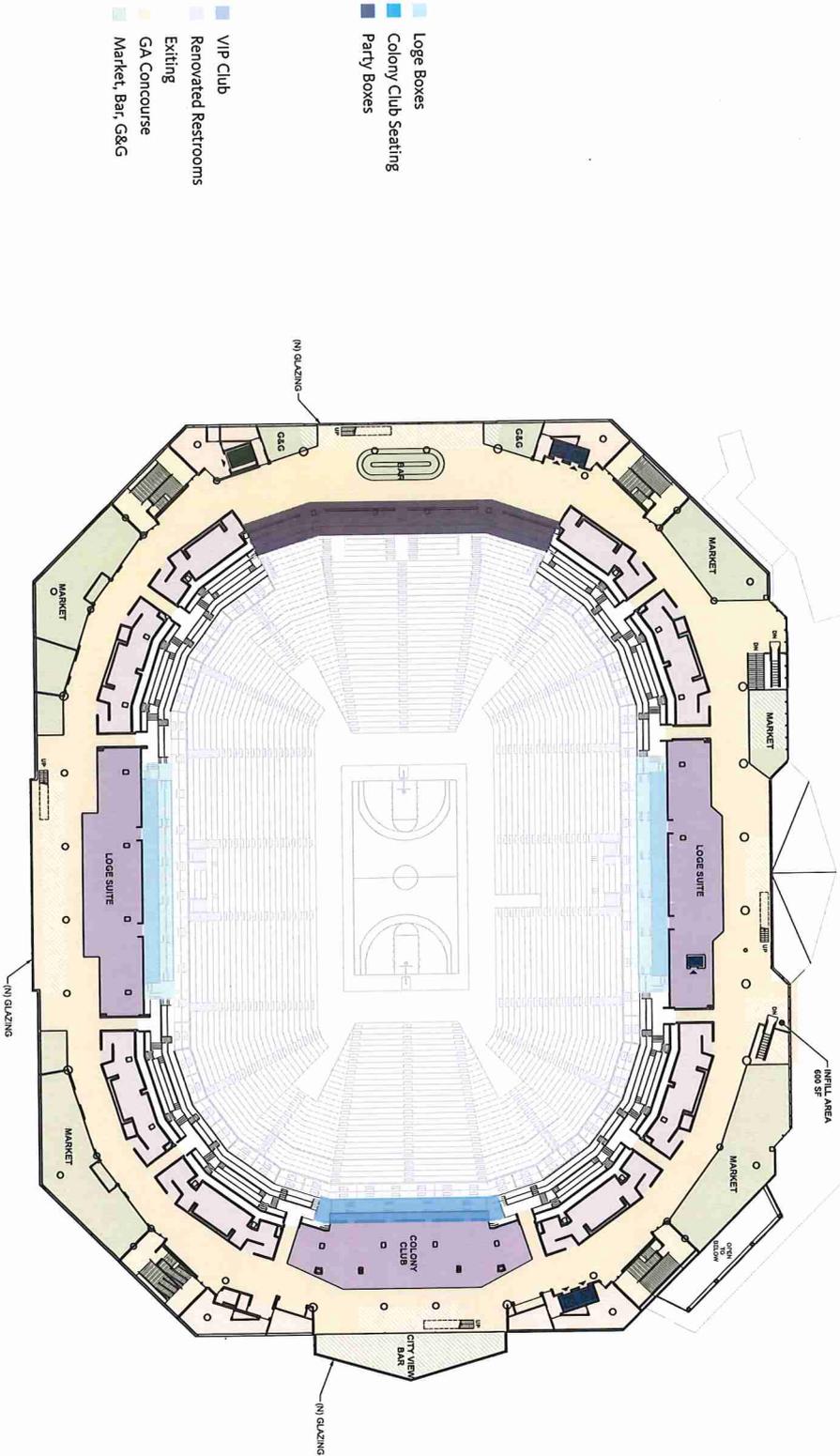


**SCHEME 1 - SUITE LEVEL +38'-9"**



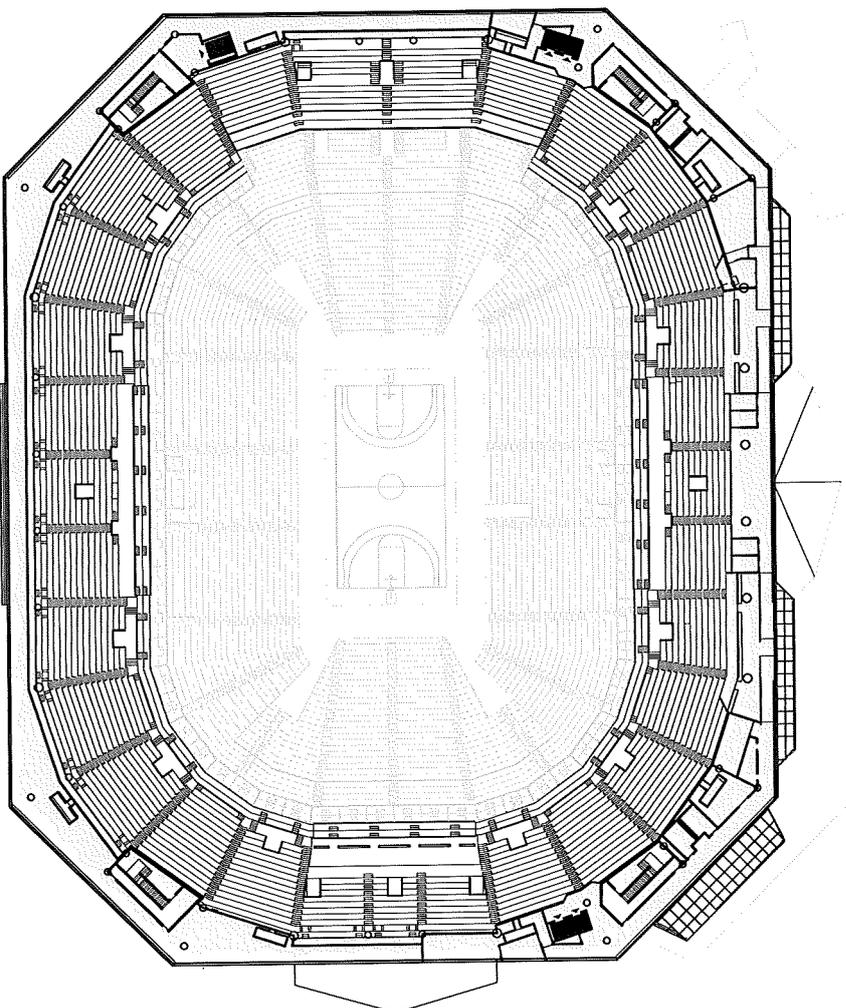
SMOOTHIE KING CENTER | NOLA

SCHEME 1 - UPPER CONCOURSE +50'-9"



- Loge Boxes
- Colony Club Seating
- Party Boxes

- VIP Club
- Renovated Restrooms
- Exiting
- GA Concourse
- Market, Bar, G&G



Exiting

SMOOTHIE KING CENTER | NOLA

SCHEME 1 - UPPER DECK +80'-9"



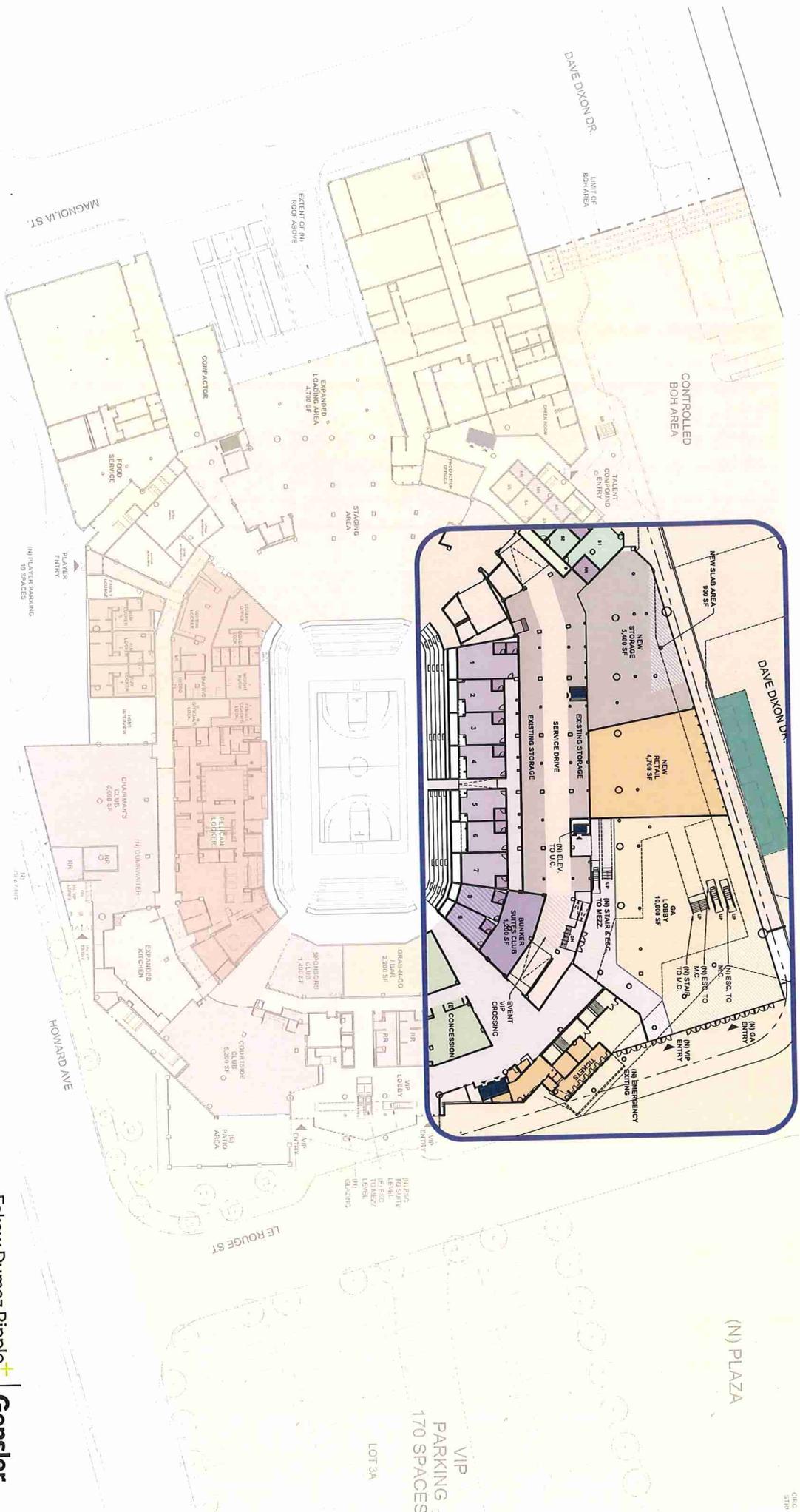
Eskew Dumez Ripple | **Gensler**

**SCHEME 2 PLANS**  
**“GRAND ATRIUM”**

**SMOOTHIE KING CENTER | NOLA**

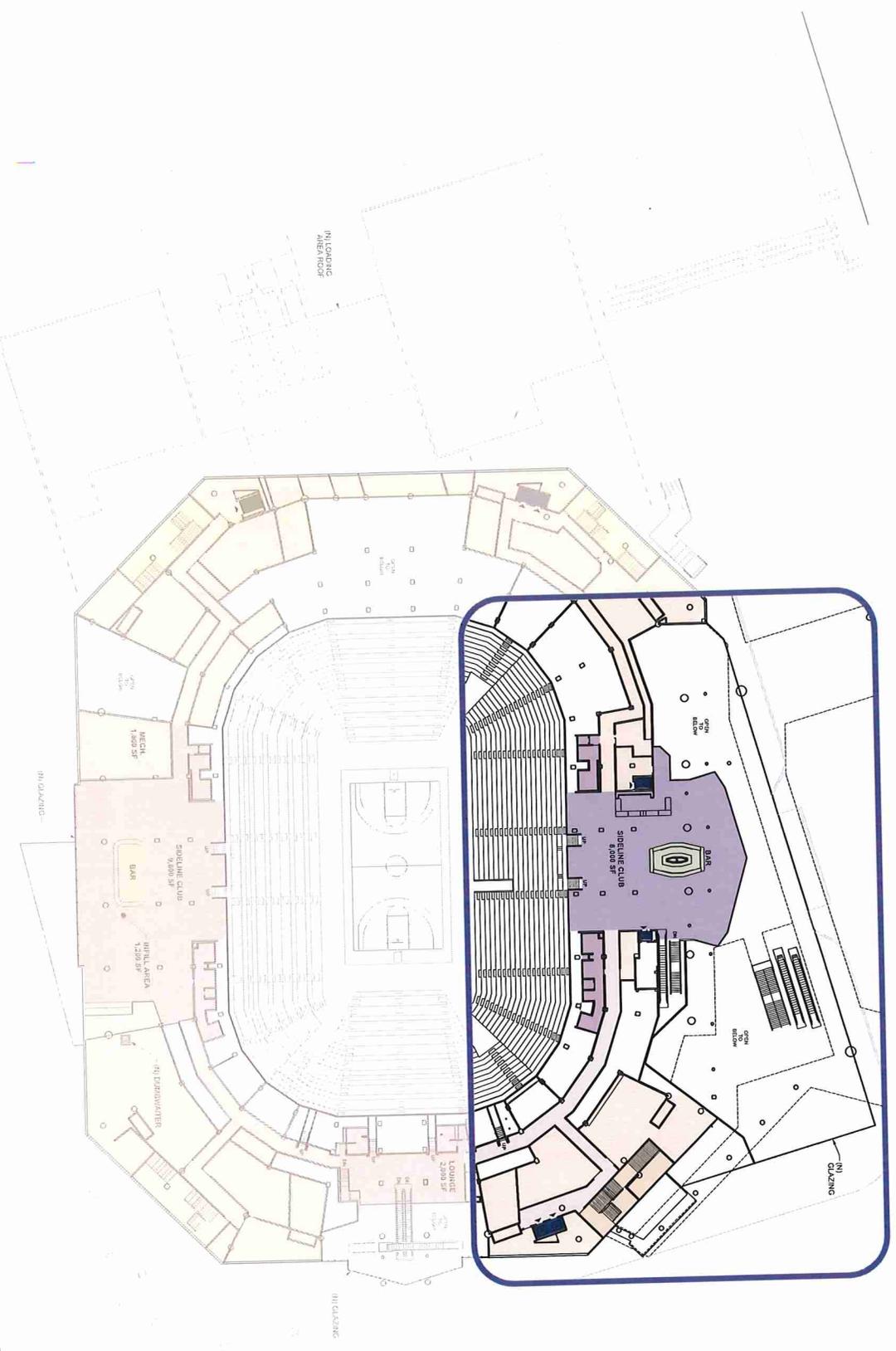
SMOOTHIE KING CENTER | NOLA

SCHEME 2 - EVENT LEVEL +0

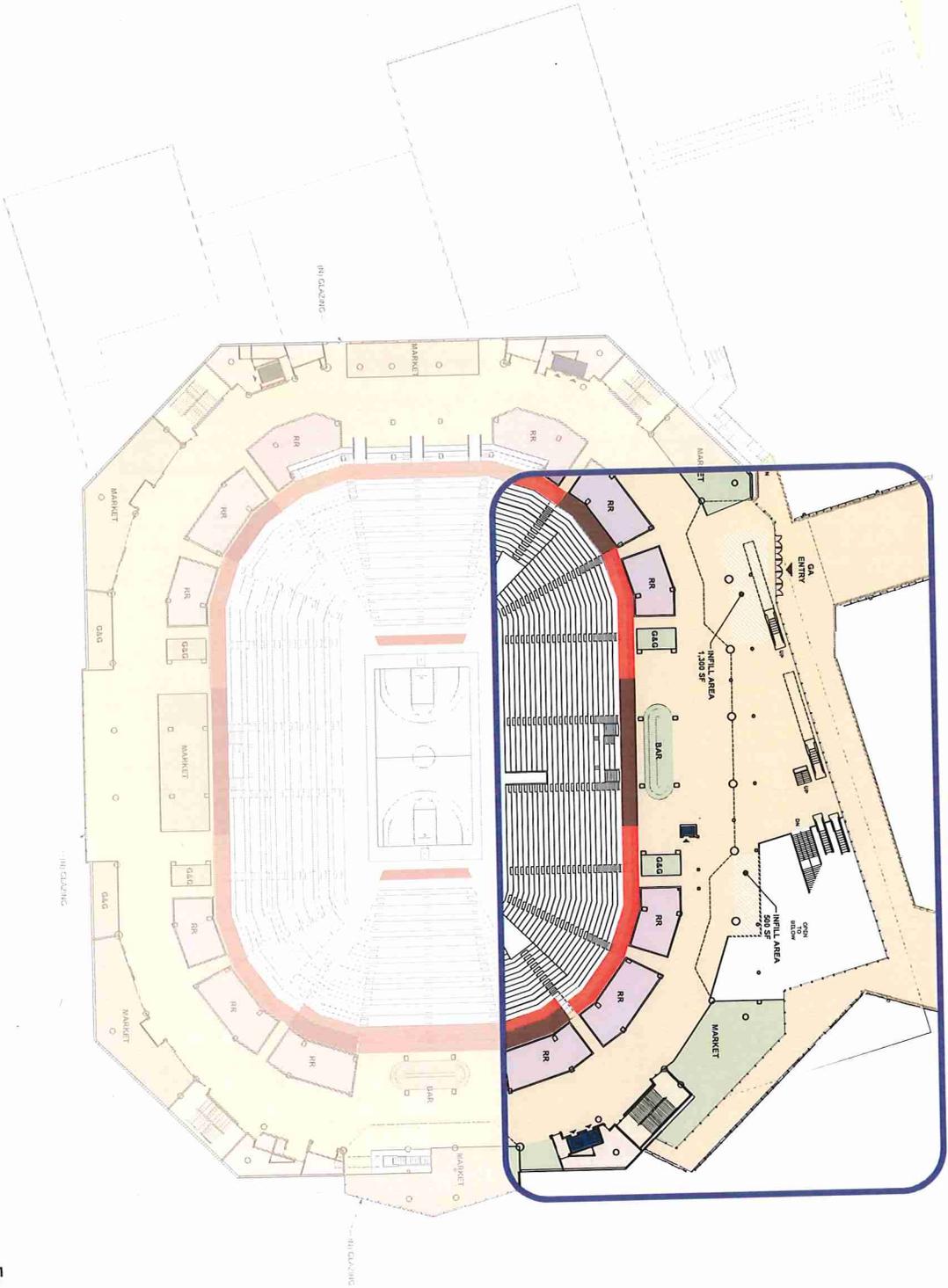


SMOOTHIE KING CENTER | NOLA

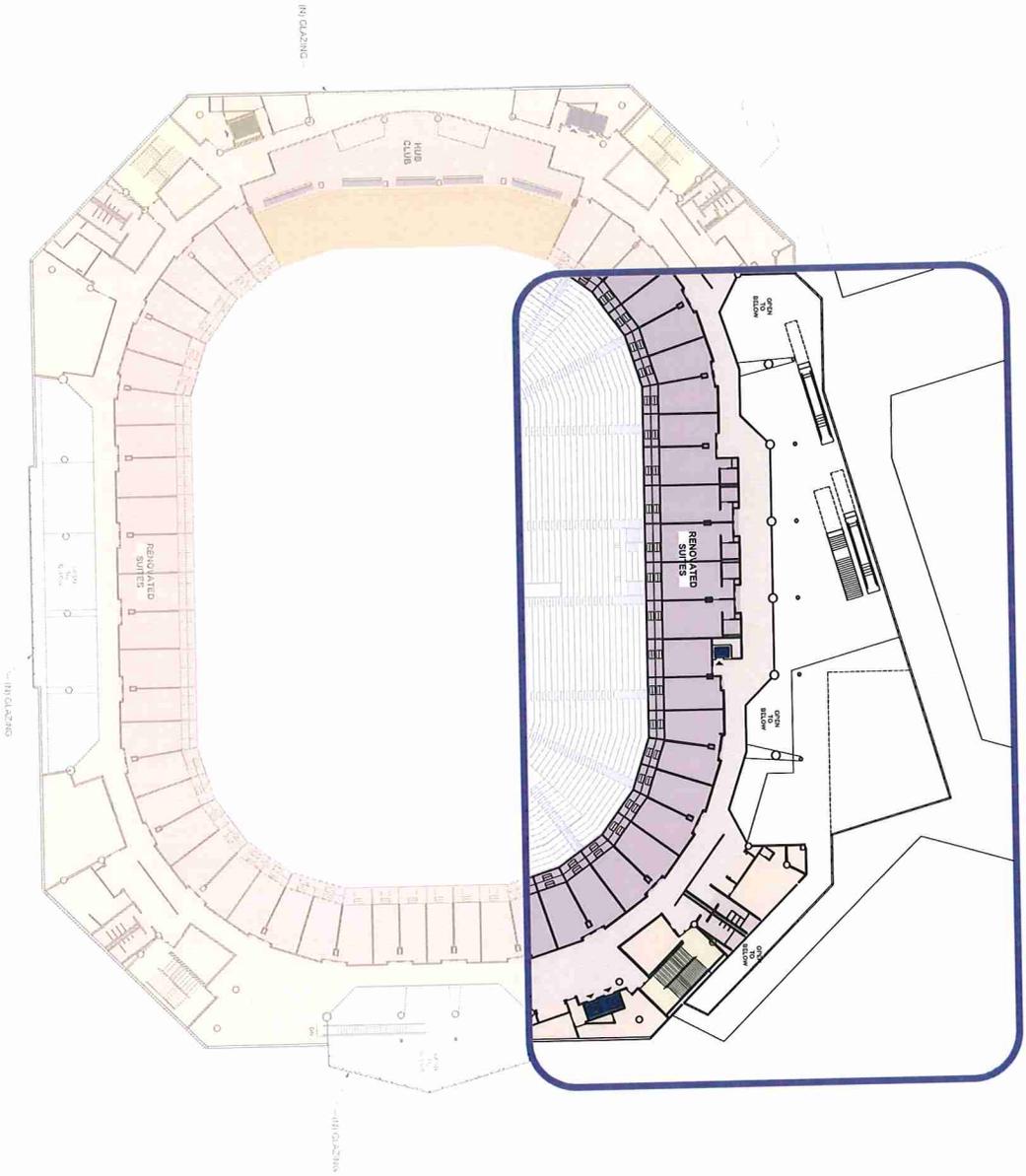
SCHEME 2 - MEZZANINE +14'-9"



SCHEME 2 - MAIN CONCOURSE +26'-9"

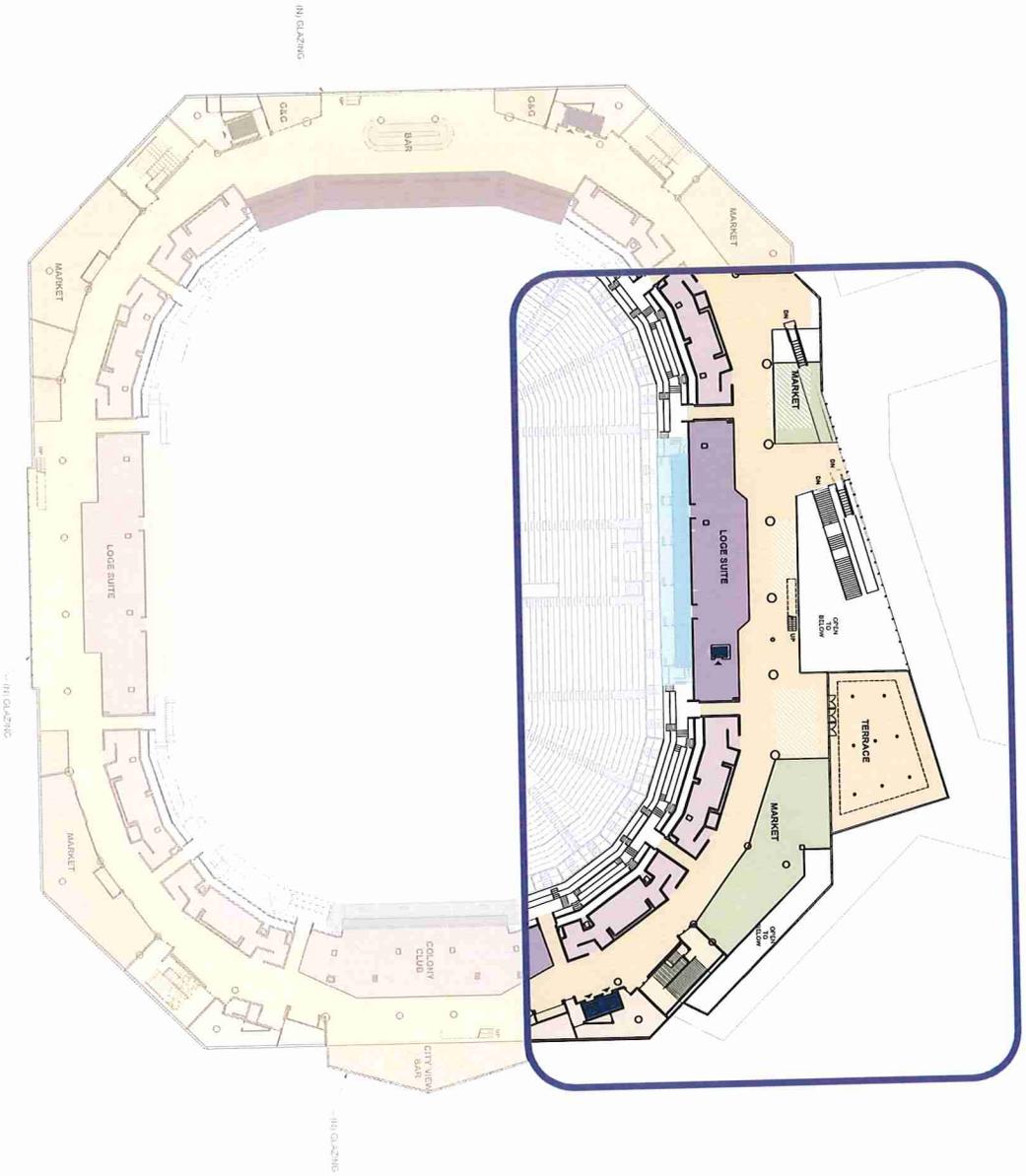


SCHEME 2 - SUITE LEVEL +38'-9"

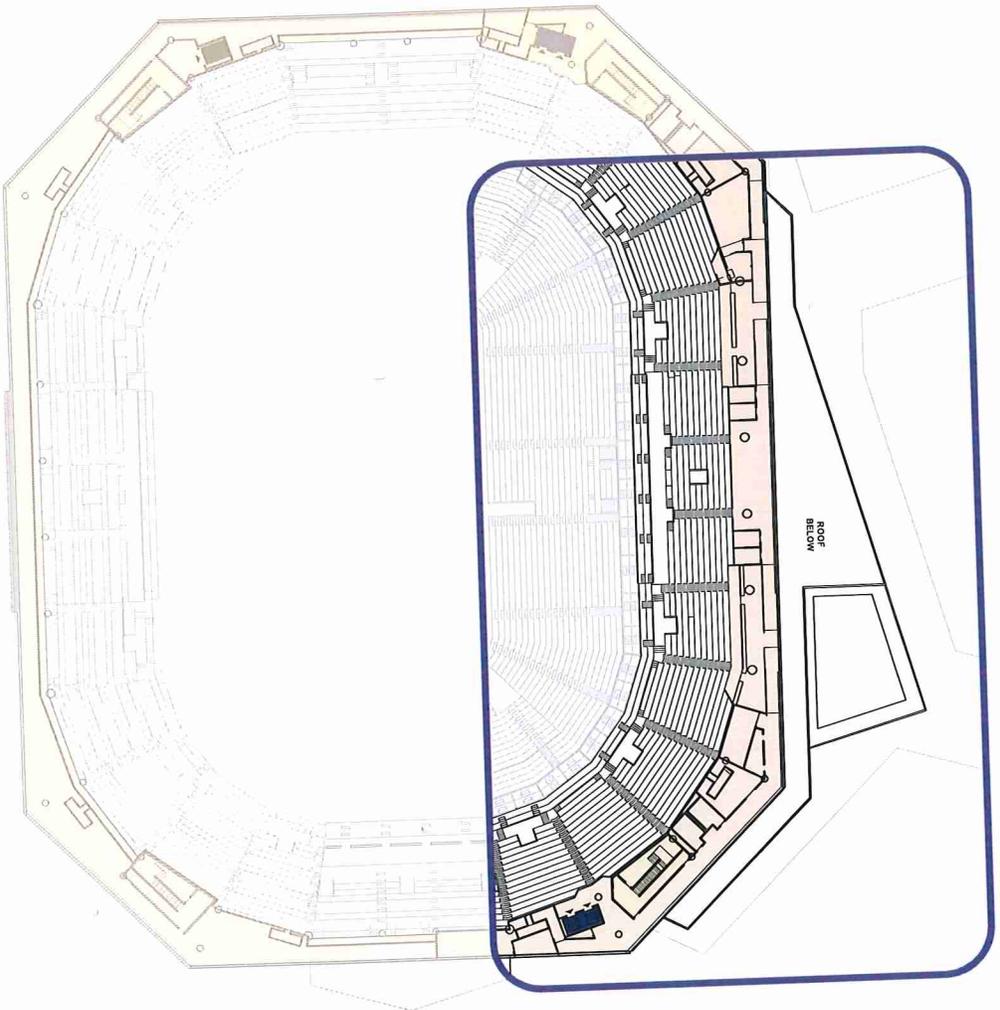


SMOOTHIE KING CENTER | NOLA

SCHEME 2 - UPPER CONCOURSE +50'-9"



SMOOTHIE KING CENTER | NOLA

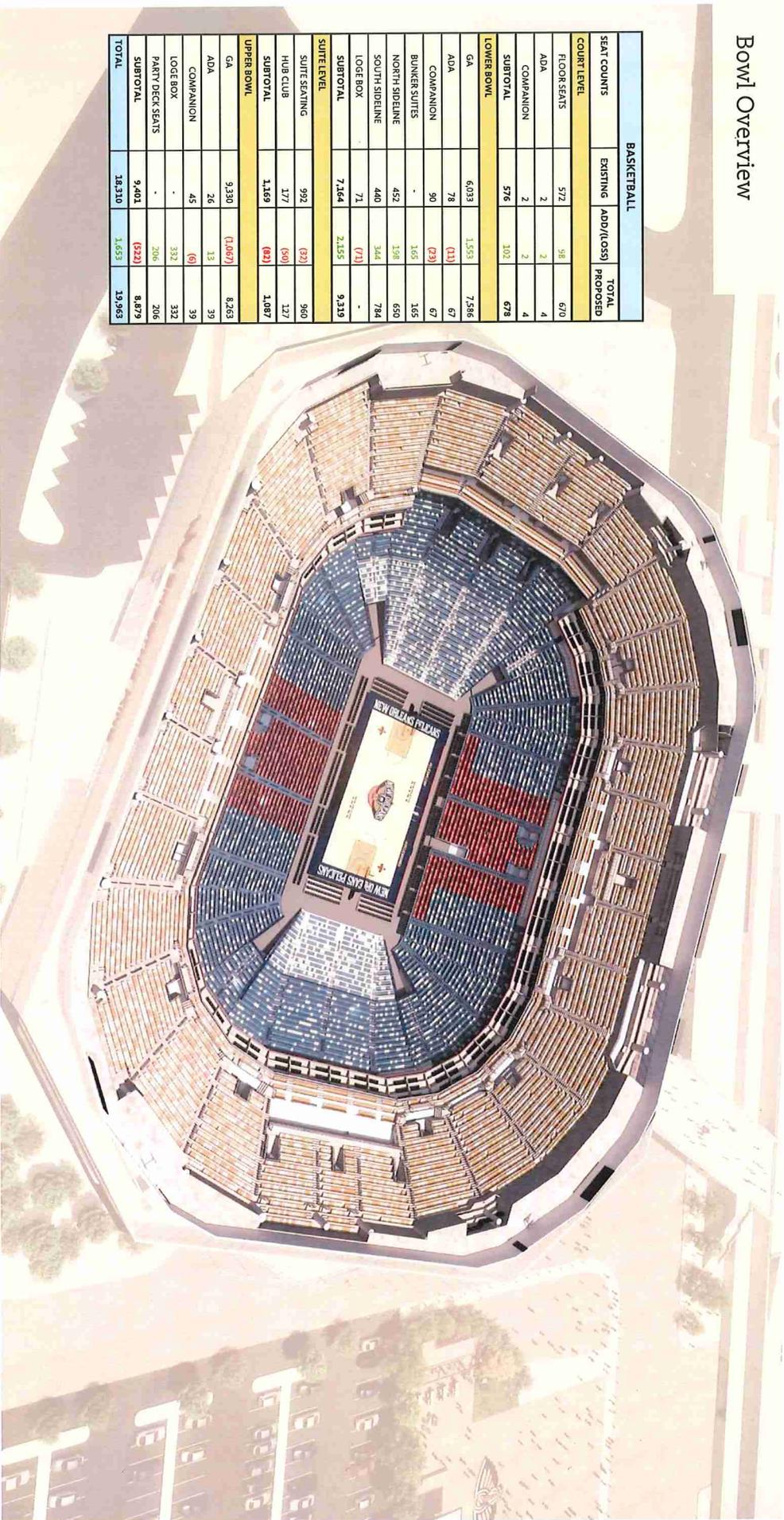


SCHEME 2 - UPPER DECK +80'-9"



# Bowl Overview

BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,551	7,586
ADA	78	(13)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	922	(82)	840
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(692)</b>	<b>8,709</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



# Bowl Overview

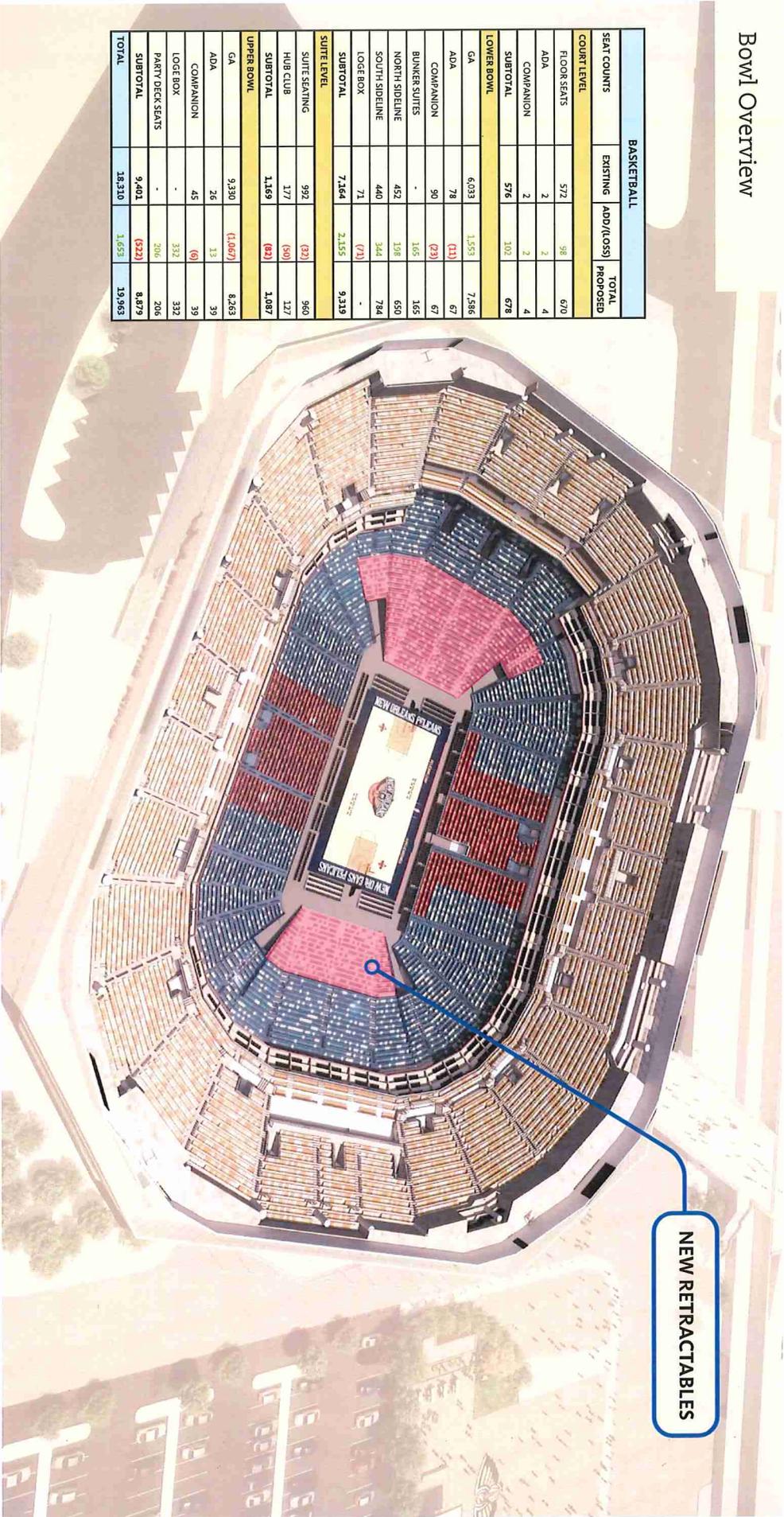
BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	38	610
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,555	7,588
ADA	78	(11)	67
COMPANION	90	(29)	61
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(80)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



2 ROW ADD (BASELINE)

# Bowl Overview

BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,390	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,461</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,655</b>	<b>19,963</b>



# Bowl Overview

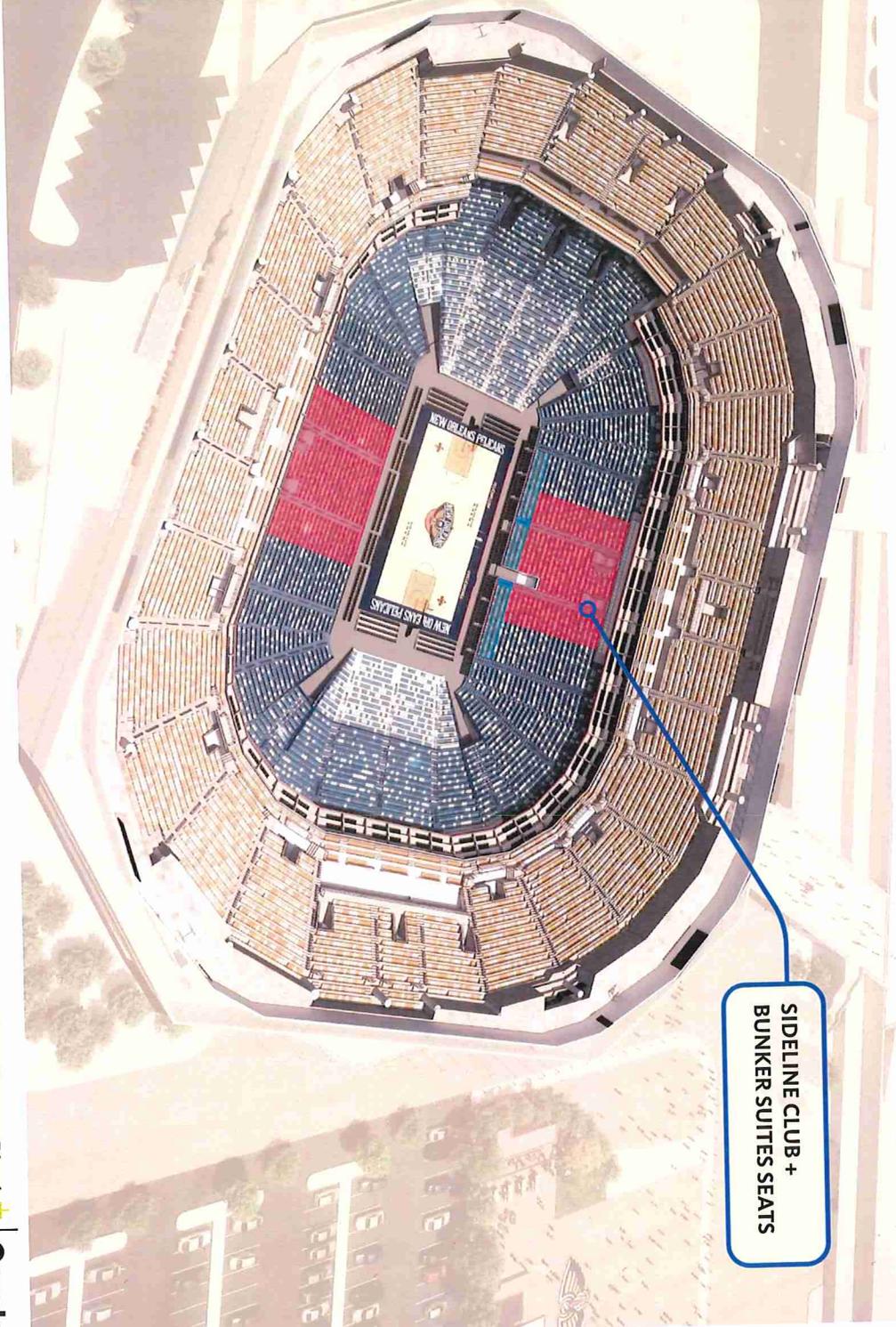
BASKETBALL		EXISTING	ADD/(LOSS)	TOTAL PROPOSED
SEAT COUNTS				
COURT LEVEL	572	98	670	
FLOOR SEATS	2	2	4	
ADA	2	2	4	
COMPANION	576	302	678	
SUBTOTAL				
LOWER BOWL				
GA	6,033	1,557	7,586	
ADA	78	(11)	67	
COMPANION	90	(23)	65	
BUNKER SUITES	-	165	165	
NORTH SIDELINE	452	198	650	
SOUTH SIDELINE	440	344	784	
LOGE BOX	71	(71)	-	
SUBTOTAL	7,164	2,155	9,319	
SUITE LEVEL				
SUITE SEATING	992	(92)	900	
HUB CLUB	177	(50)	127	
SUBTOTAL	1,169	(82)	1,087	
UPPER BOWL				
GA	9,330	(1,067)	8,263	
ADA	26	13	39	
COMPANION	45	(6)	39	
LOGE BOX	-	332	332	
PARTY DECK SEATS	-	206	206	
SUBTOTAL	9,401	(522)	8,879	
TOTAL	18,310	1,653	19,963	



3 ROW ADD (LOWER BOWL)

# Bowl Overview

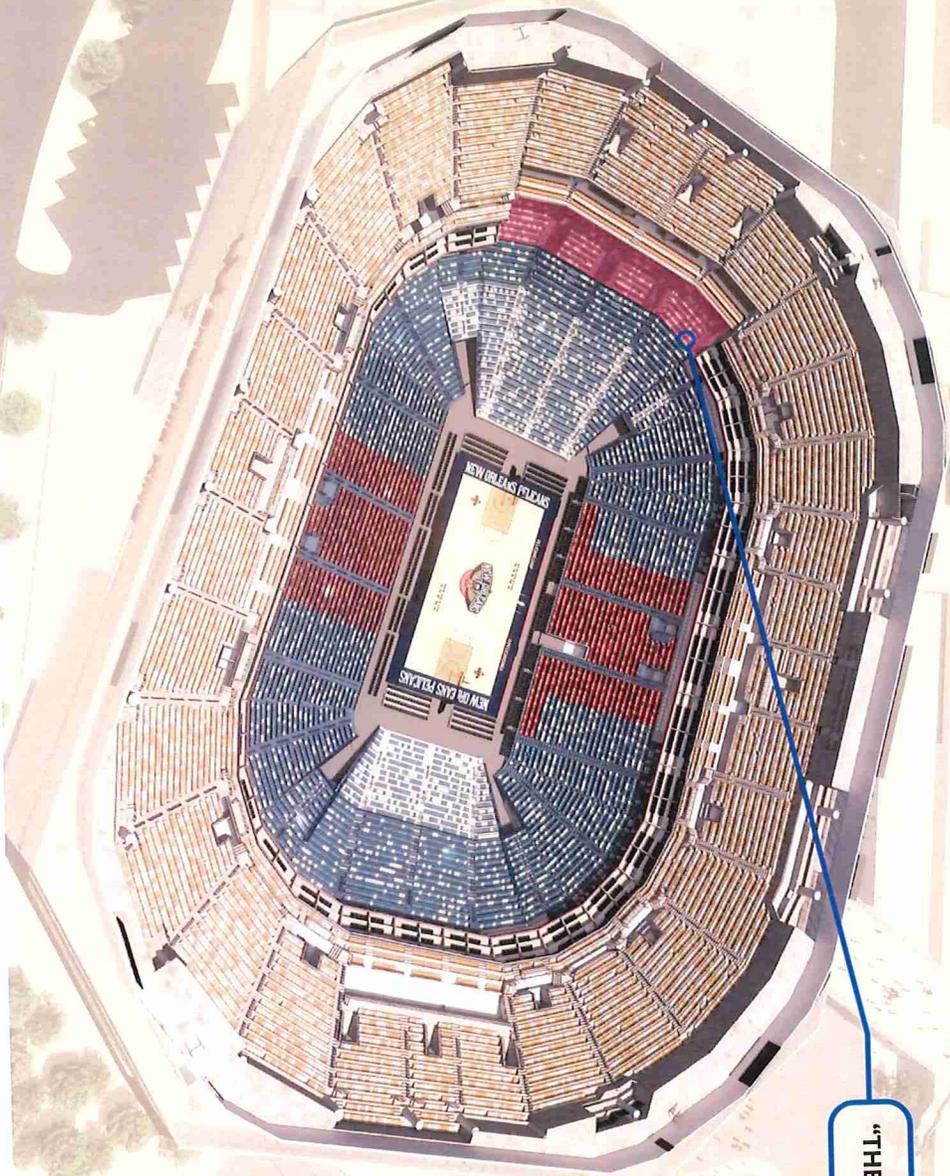
BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(60)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(92)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(9)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>16,310</b>	<b>1,653</b>	<b>18,963</b>



**SIDELINE CLUB +  
BUNKER SUITES SEATS**

# Bowl Overview

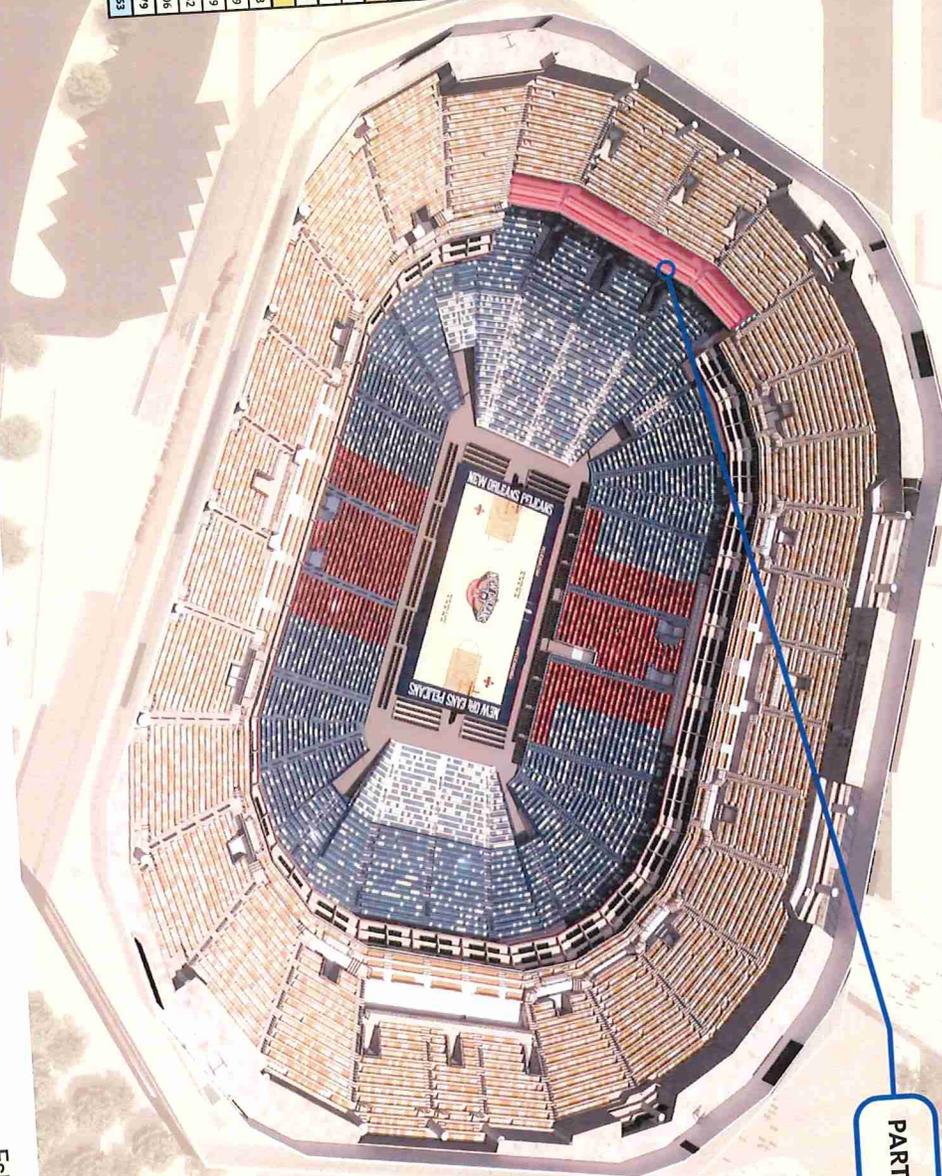
BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
COURT LEVEL	572	98	670
FLOOR SEATS	2	2	4
ADA	2	2	4
COMPANION	2	2	4
SUBTOTAL	576	102	678
LOWER BOWL			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
SUBTOTAL	7,164	2,155	9,319
SUITE LEVEL			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(60)	117
SUBTOTAL	1,169	(92)	1,087
UPPER BOWL			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	337	332
PARTY DECK SEATS	-	206	206
SUBTOTAL	9,401	(522)	8,879
TOTAL	18,310	1,653	19,963



"THE JETTY"

# Bowl Overview

SEAT COUNTS	BASKETBALL		TOTAL
	EXISTING	ADD/(LOSS)	
COURT LEVEL	572	98	670
FLOOR SEATS	2	2	4
ADA	2	2	4
COMPANION	576	102	678
<b>SUBTOTAL</b>			
<b>LOWER BOWL</b>			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BLINKER SUITES	-	168	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(922)</b>	<b>8,479</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>

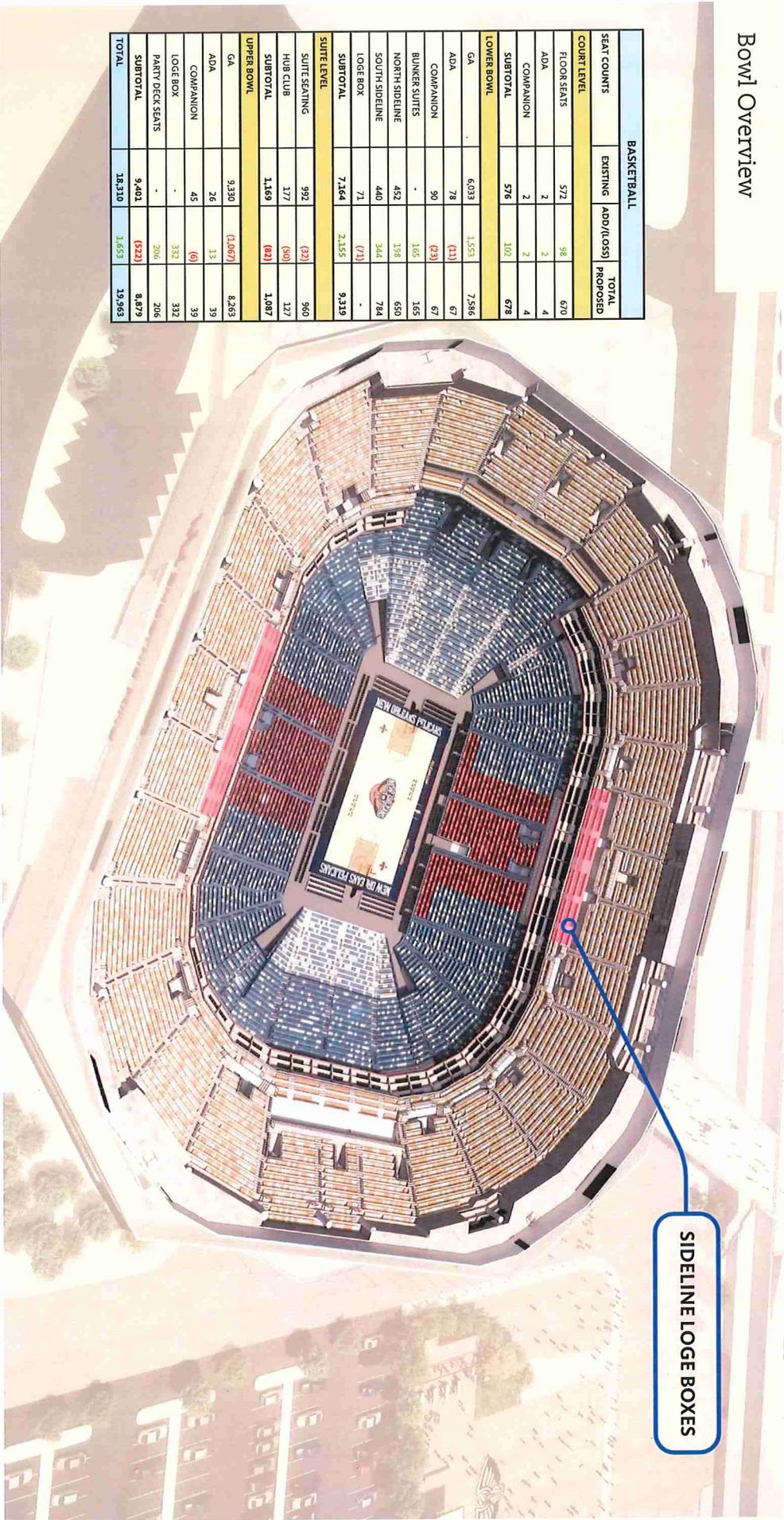


**PARTY BOXES**

SMOOTHIE KING CENTER | NOLA

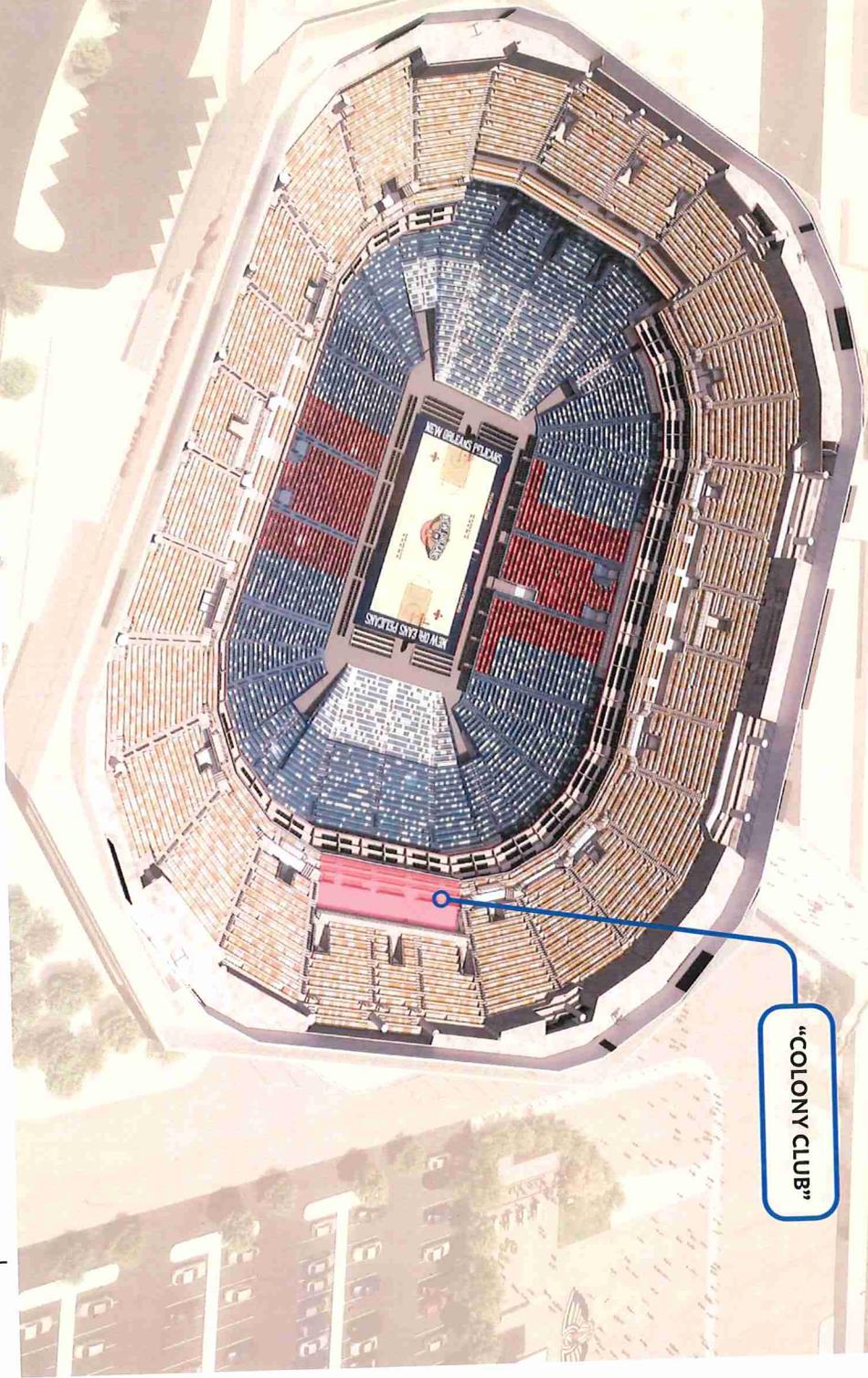
# Bowl Overview

BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	3	4
COMPANION	2	2	4
SUBTOTAL	576	103	678
<b>LOWER BOWL</b>			
GA	6,033	1,555	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
SUBTOTAL	7,164	2,155	9,319
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(60)	127
SUBTOTAL	1,169	(92)	1,087
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	36	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
SUBTOTAL	9,401	(822)	8,579
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



# Bowl Overview

BASKETBALL			
SEAT COUNTS	EXISTING	ADD./LOSS	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	36	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>100</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,565	7,586
ADA	78	(13)	67
COMPANION	90	(29)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	138	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(22)	960
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



“COLONY CLUB”

# Bowl Overview

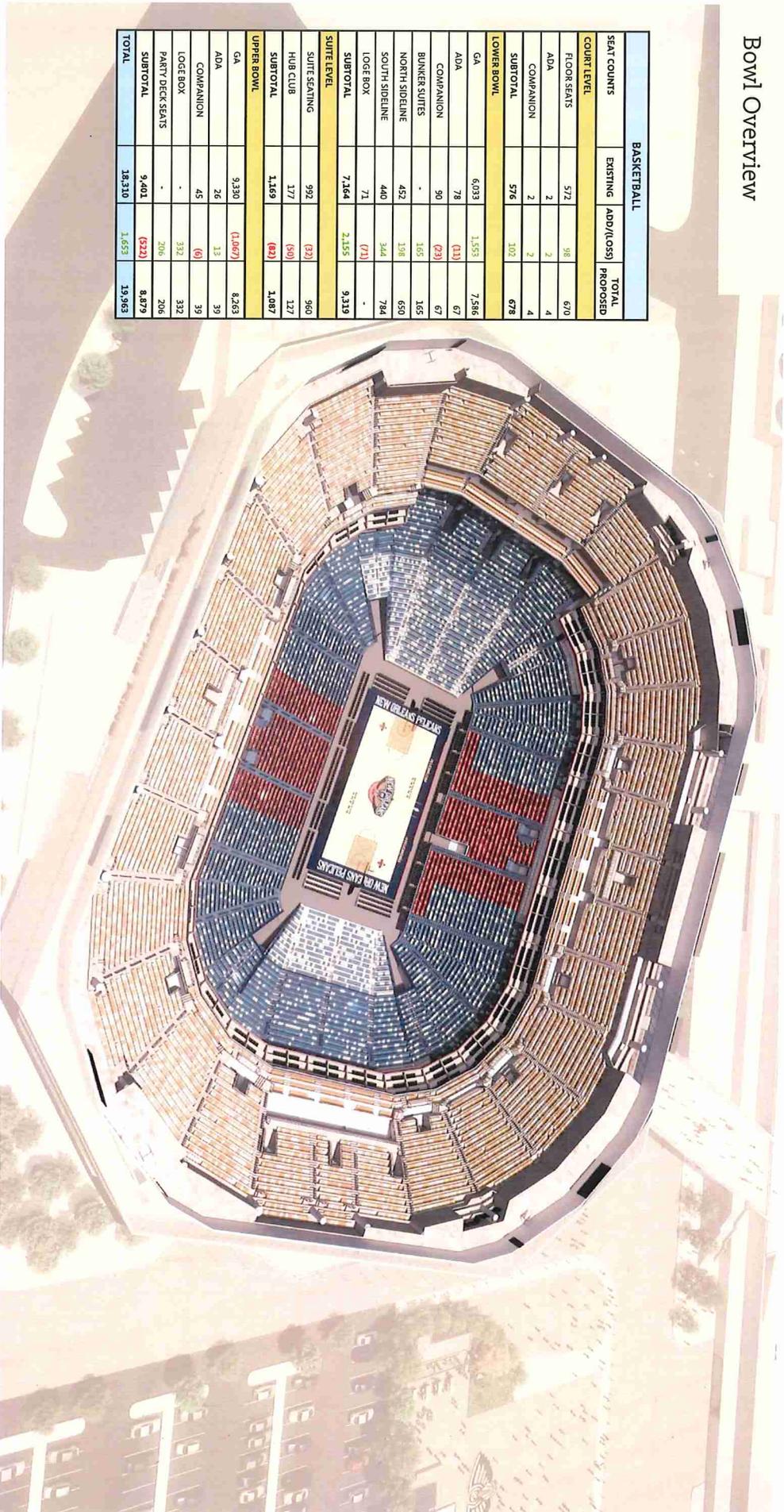
BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	145	145
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(60)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(92)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



**NEW VOMS (UPPER BOWL)**

## Bowl Overview

BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,555	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	138	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(92)	900
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,667)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(622)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>



## Seat Tabulation

BASKETBALL			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	572	98	670
ADA	2	2	4
COMPANION	2	2	4
<b>SUBTOTAL</b>	<b>576</b>	<b>102</b>	<b>678</b>
<b>LOWER BOWL</b>			
GA	6,033	1,553	7,586
ADA	78	(11)	67
COMPANION	90	(23)	67
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>7,164</b>	<b>2,155</b>	<b>9,319</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	992	(32)	960
HUB CLUB	177	(50)	127
<b>SUBTOTAL</b>	<b>1,169</b>	<b>(82)</b>	<b>1,087</b>
<b>UPPER BOWL</b>			
GA	9,330	(1,067)	8,263
ADA	26	13	39
COMPANION	45	(6)	39
LOGE BOX	-	332	332
PARTY DECK SEATS	-	206	206
<b>SUBTOTAL</b>	<b>9,401</b>	<b>(522)</b>	<b>8,879</b>
<b>TOTAL</b>	<b>18,310</b>	<b>1,653</b>	<b>19,963</b>

CONCERT (270)			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	1,876	0	1,876
<b>SUBTOTAL</b>	<b>1,876</b>	<b>0</b>	<b>1,876</b>
<b>LOWER BOWL</b>			
GA	4,821	435	5,256
ADA	62	1	63
COMPANION	71	(8)	63
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>5,917</b>	<b>1,064</b>	<b>6,981</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	832	0	832
<b>SUBTOTAL</b>	<b>832</b>	<b>0</b>	<b>832</b>
<b>UPPER BOWL</b>			
GA	6,872	(852)	6,020
ADA	19	10	29
COMPANION	34	(5)	29
LOGE BOX	-	332	332
<b>SUBTOTAL</b>	<b>6,925</b>	<b>(515)</b>	<b>6,410</b>
<b>TOTAL</b>	<b>15,550</b>	<b>549</b>	<b>16,099</b>

CONCERT (180)			
SEAT COUNTS	EXISTING	ADD/(LOSS)	TOTAL PROPOSED
<b>COURT LEVEL</b>			
FLOOR SEATS	1,876	0	1,876
<b>SUBTOTAL</b>	<b>1,876</b>	<b>0</b>	<b>1,876</b>
<b>LOWER BOWL</b>			
GA	3,907	17	3,924
ADA	42	4	46
COMPANION	49	(3)	46
BUNKER SUITES	-	165	165
NORTH SIDELINE	452	198	650
SOUTH SIDELINE	440	344	784
LOGE BOX	71	(71)	-
<b>SUBTOTAL</b>	<b>4,961</b>	<b>654</b>	<b>5,615</b>
<b>SUITE LEVEL</b>			
SUITE SEATING	736	0	736
<b>SUBTOTAL</b>	<b>736</b>	<b>0</b>	<b>736</b>
<b>UPPER BOWL</b>			
GA	6,166	(852)	5,314
ADA	19	10	29
COMPANION	34	(5)	29
LOGE BOX	-	332	332
<b>SUBTOTAL</b>	<b>6,219</b>	<b>(515)</b>	<b>5,704</b>
<b>TOTAL</b>	<b>13,792</b>	<b>139</b>	<b>13,931</b>

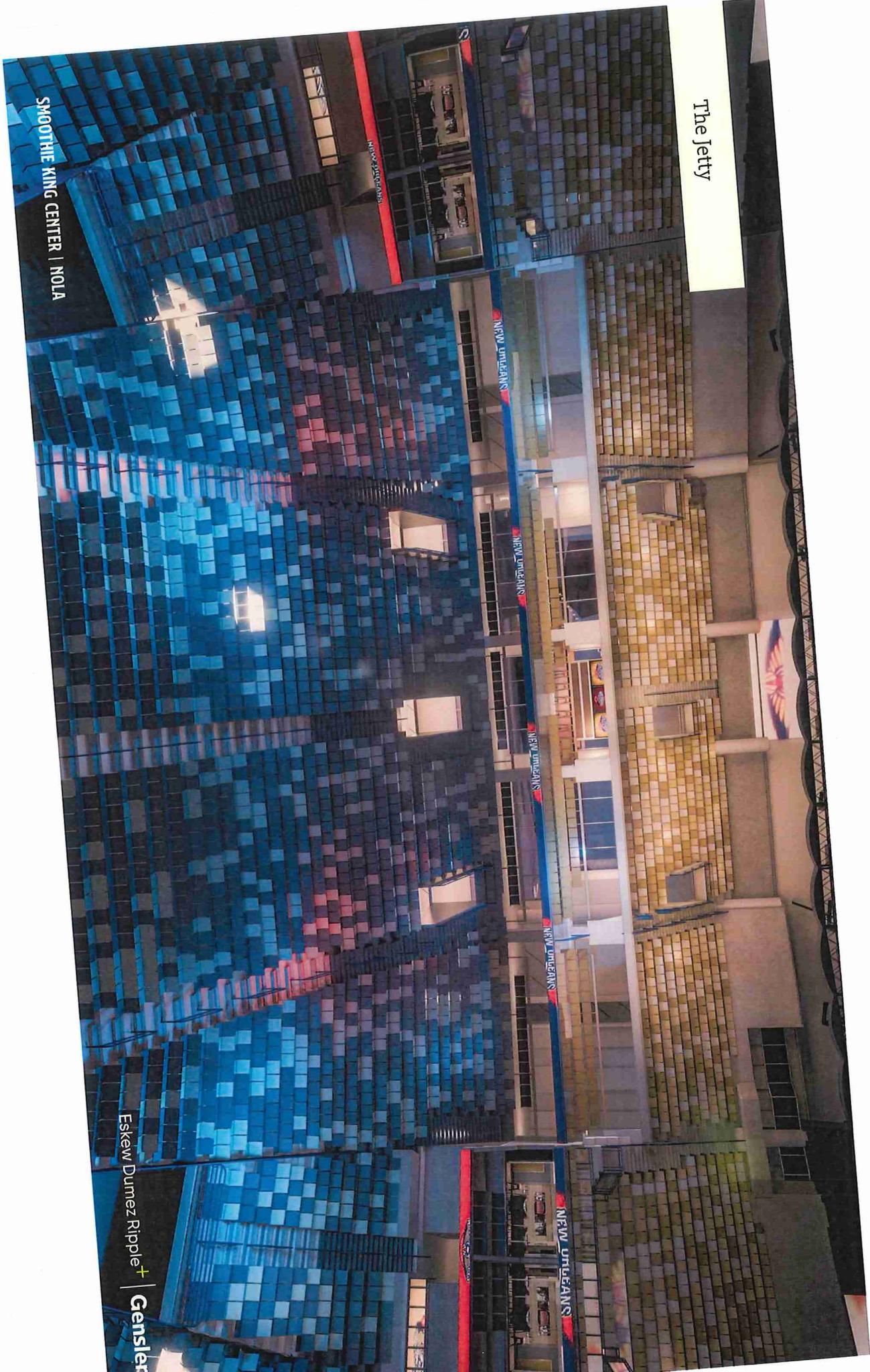
In-Bowl Experience



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Ripple+ Genster

# The Jetty



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe+

Gensler

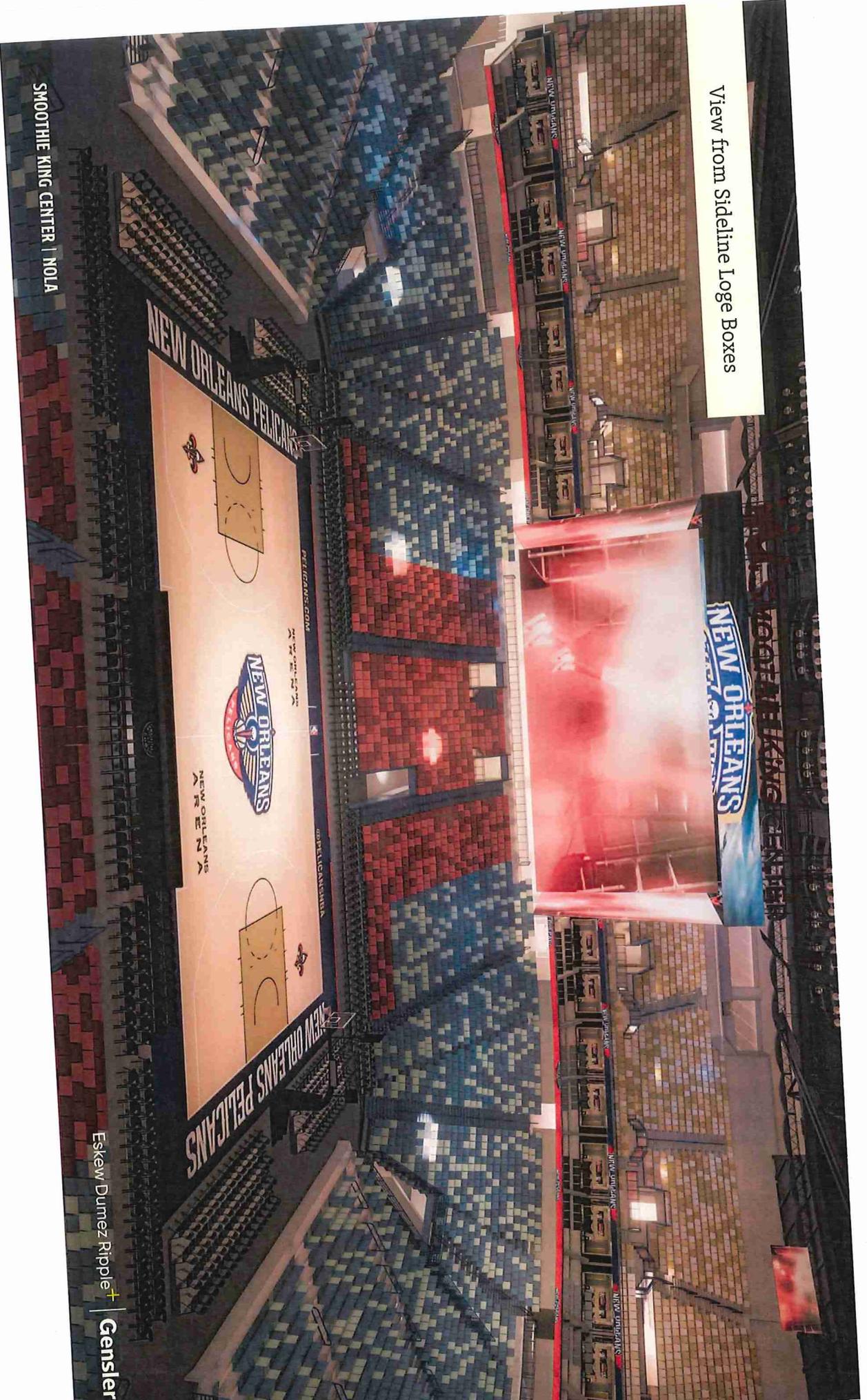
View From the Jetty



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe+ Gensler

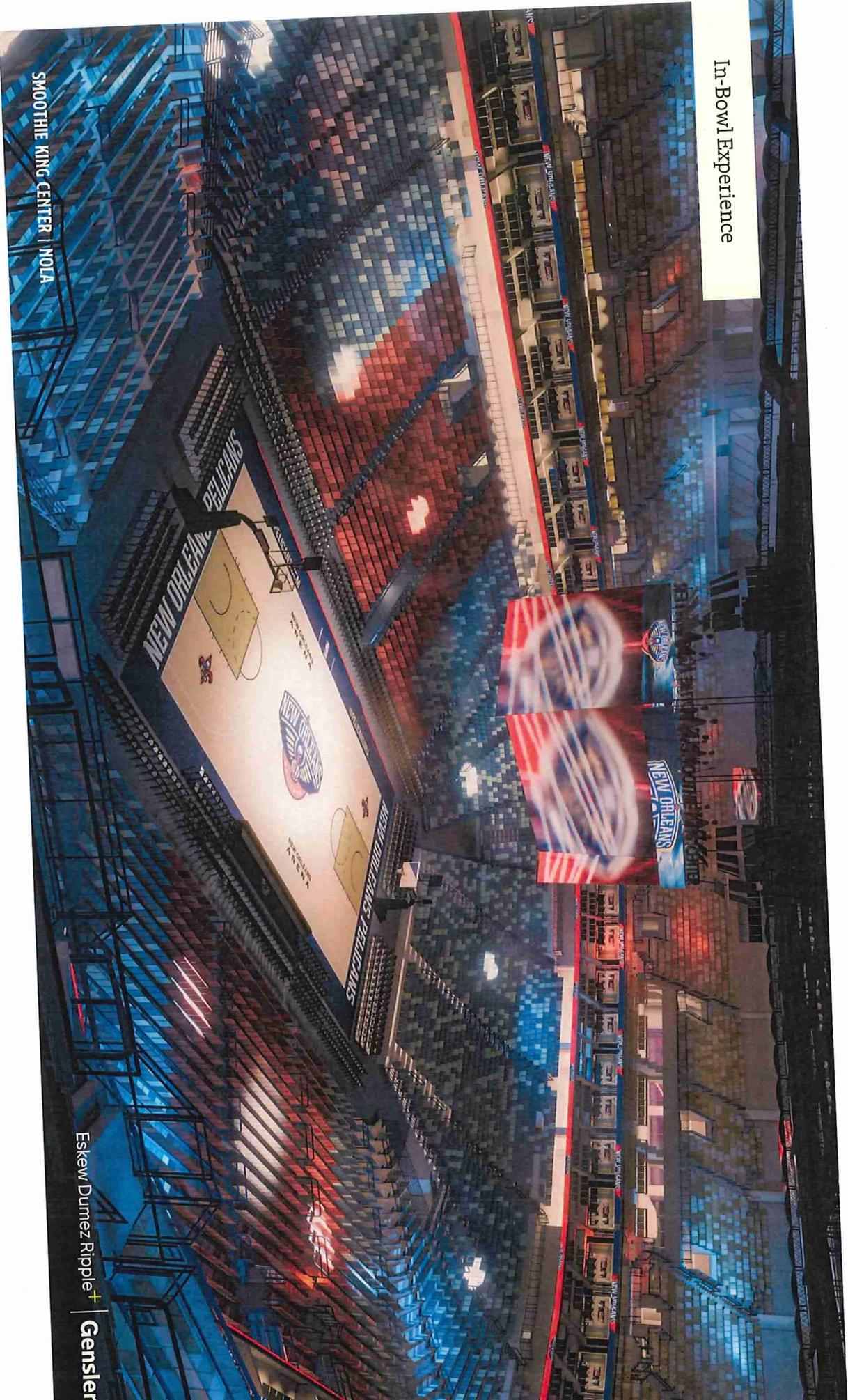
View from Sideline Loge Boxes



SMOOTHIE KING CENTER | NOIA

Eskew Dumez Ripple + Gensler

# In-Bowl Experience



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Eskew Dumez Ripple +

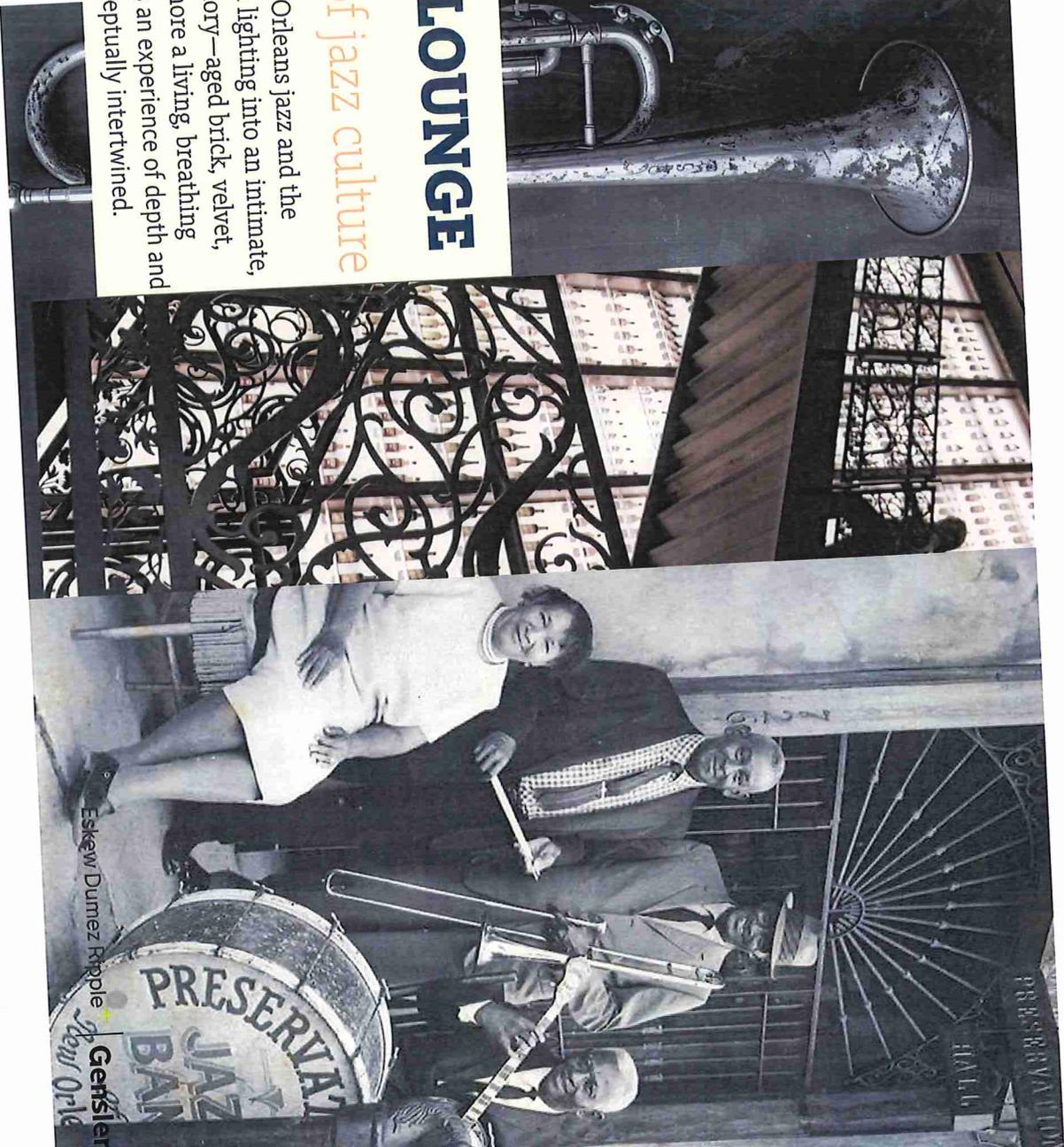
Gensler

# TREMÉ HERITAGE LOUNGE

Honoring the rich history of jazz culture

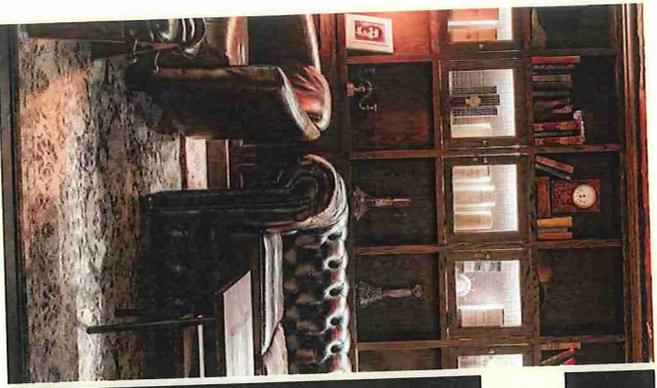
This premium experience is a soulful tribute to New Orleans jazz and the Preservation Club, blending rich materials and warm lighting into an intimate, immersive space. With nods to the city's layered history—aged brick, velvet, brass, and Creole details—it's less a recreation and more a living, breathing celebration of culture, rhythm, and place. The result is an experience of depth and duality, where inside and outside are visually and conceptually intertwined.

SMOOTHIE KING CENTER | NOLA



Eskew Dumez Ripple

Gensler  
New Orleans



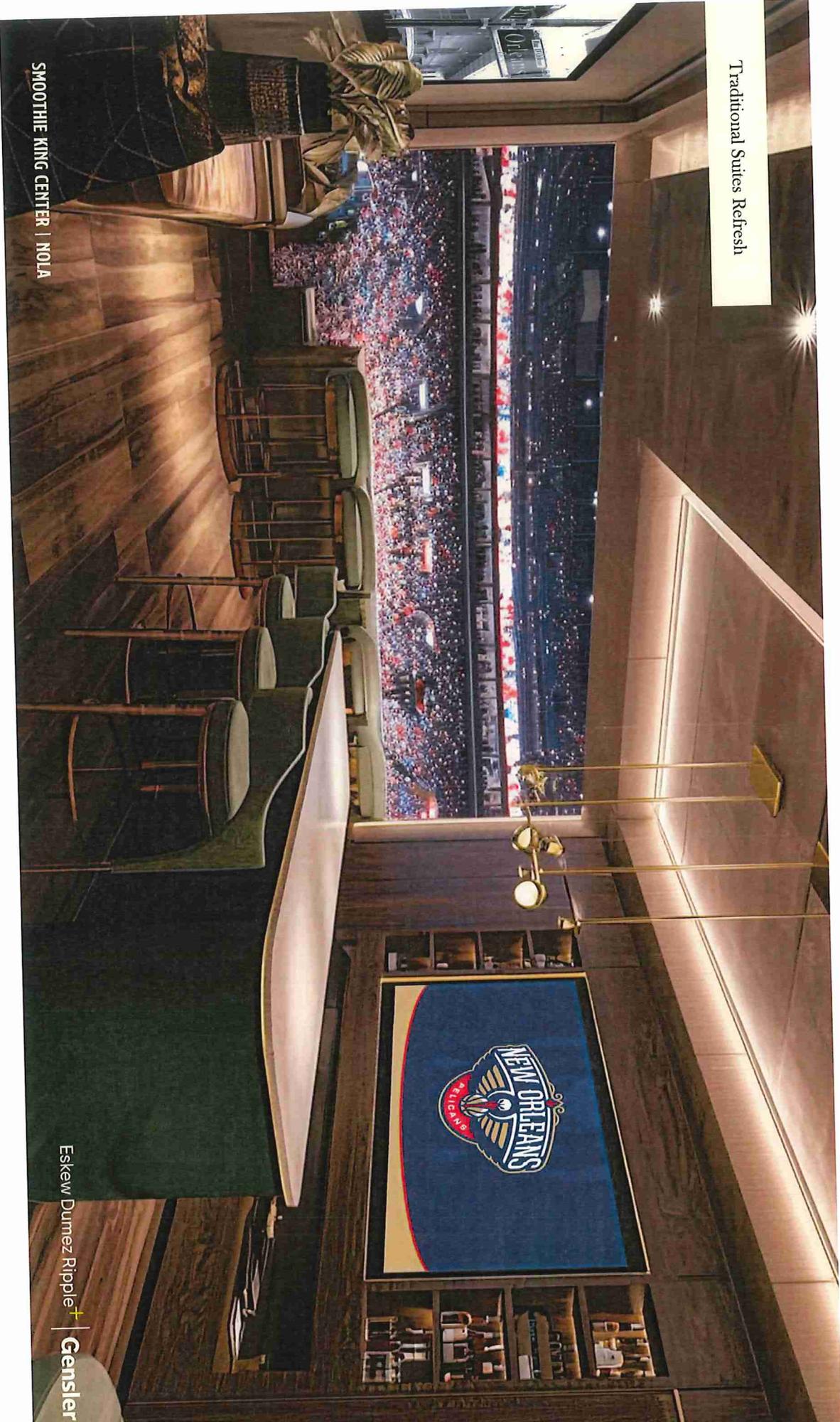
Historic Refresh



SMOOTHIE KING CENTER | NOLA

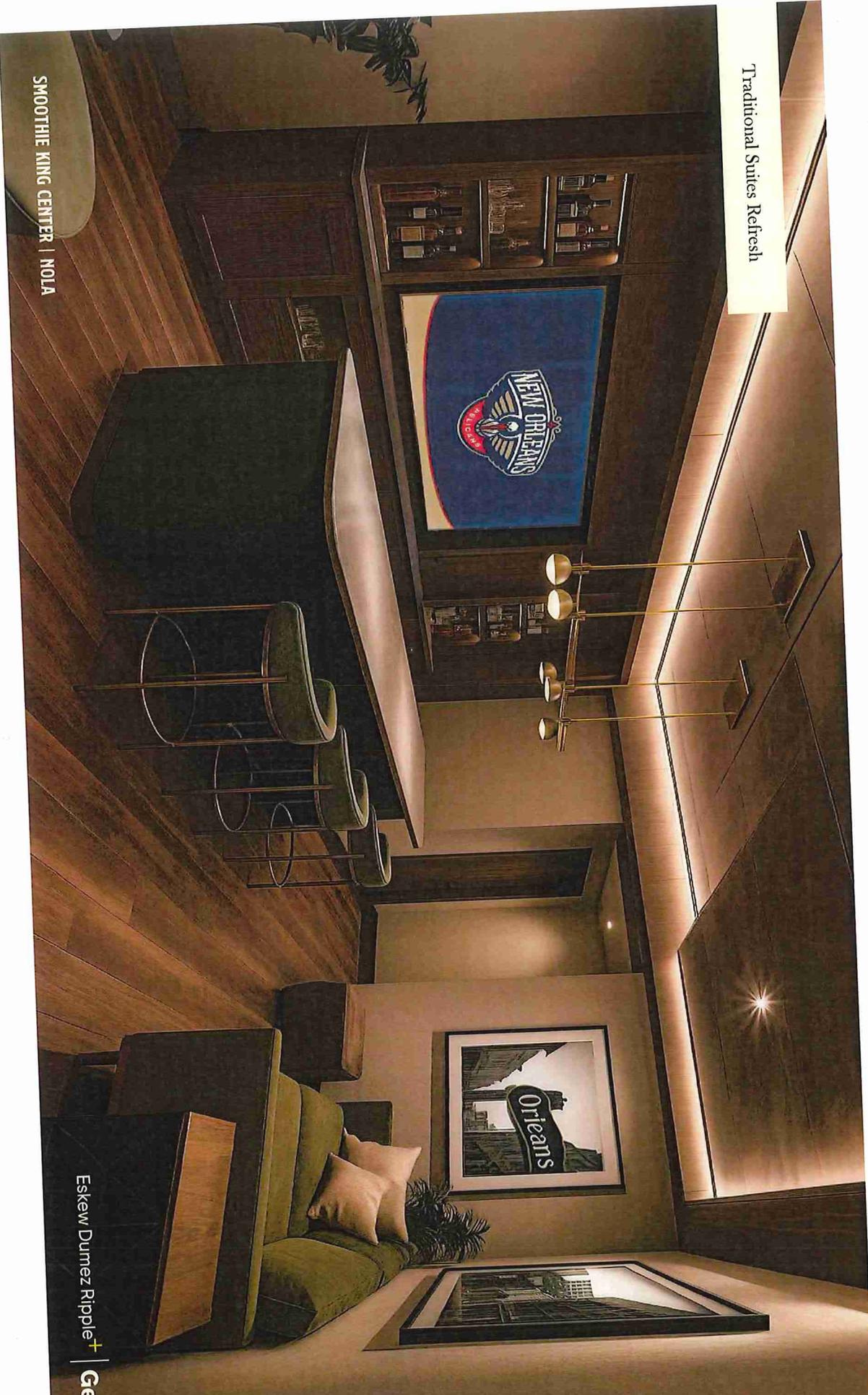
Eskew Dumez Ripple+ | Gensler

Traditional Suites Refresh



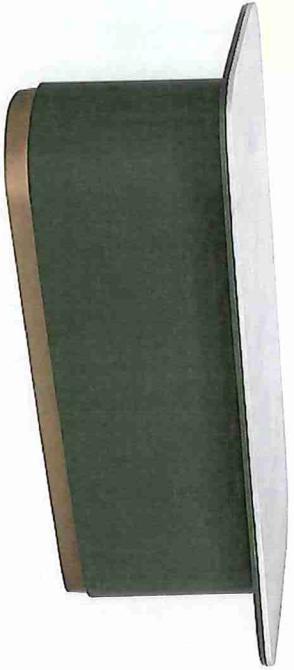
SMOOTHIE KING CENTER | NOLA

Traditional Suites Refresh

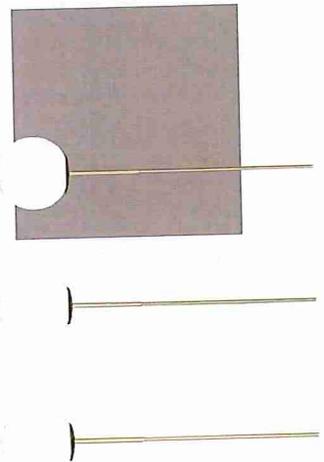


SMOOTHIE KING CENTER | NOLA

Traditional Suites Refresh

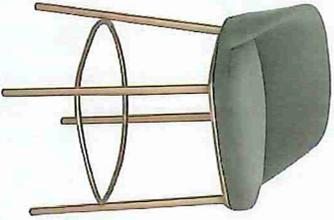


Island Bar



Wall Treatment

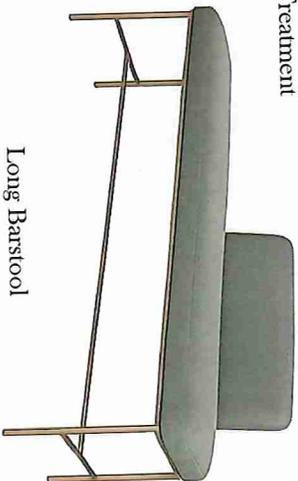
Pendant Lights



Barstools



Color Palette



Long Barstool



Wood Accents



Flooring



Countertop 1



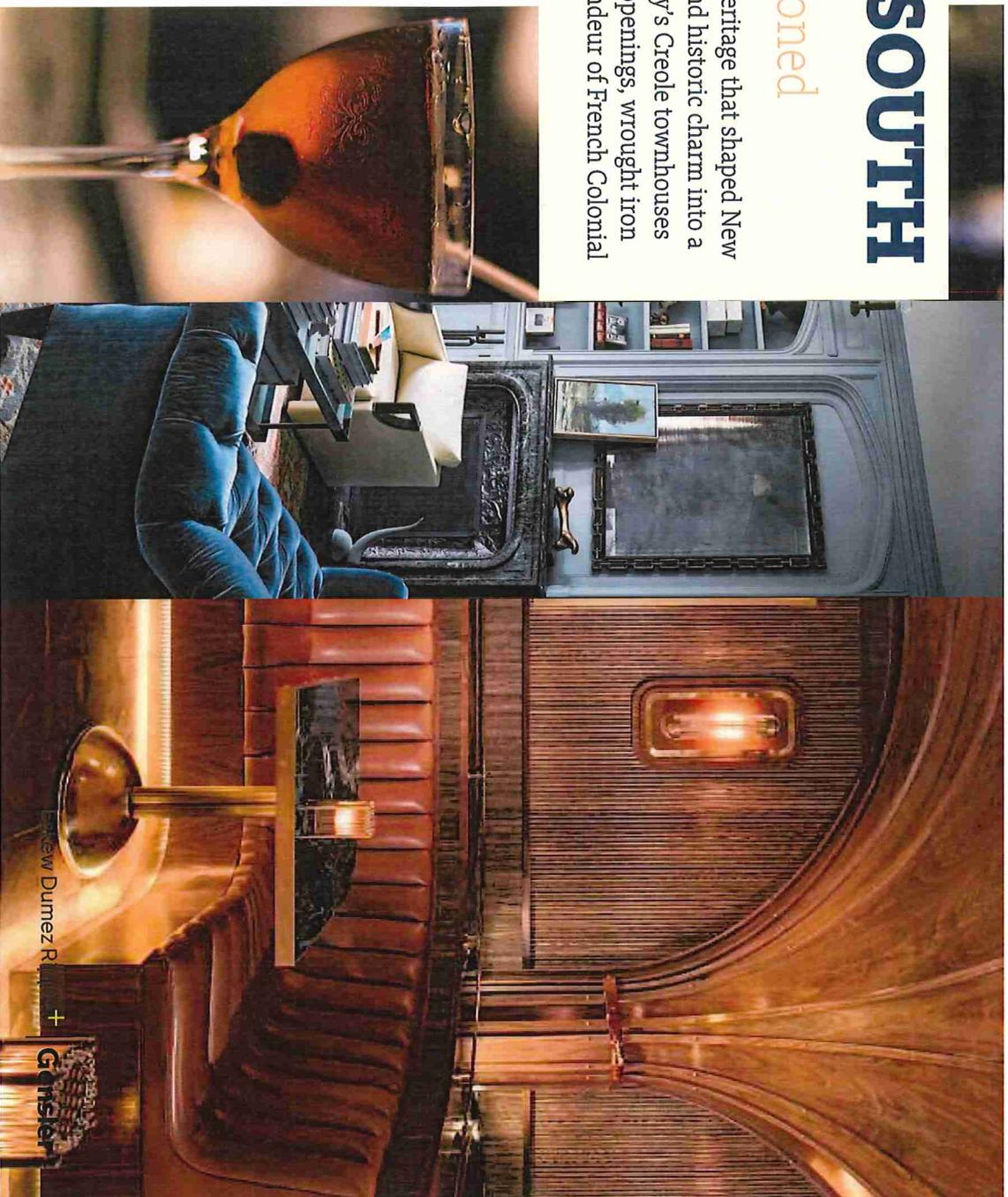
Countertop 2

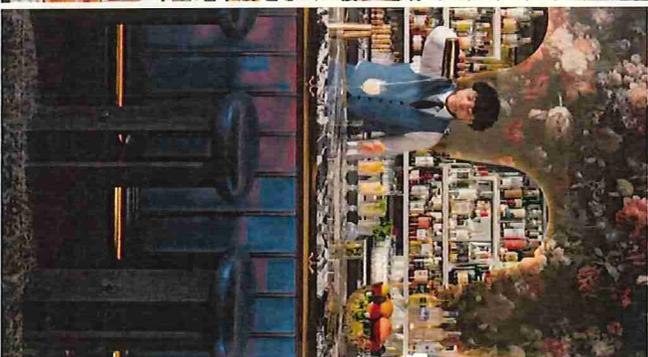
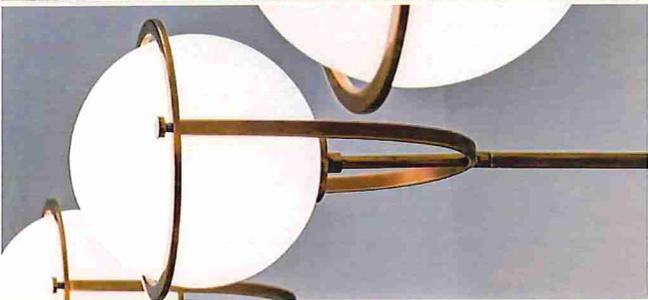
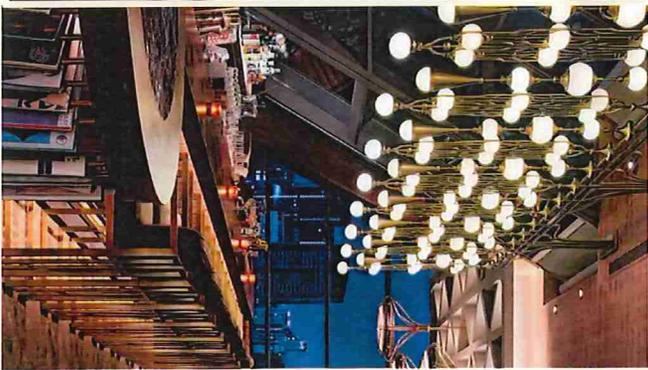
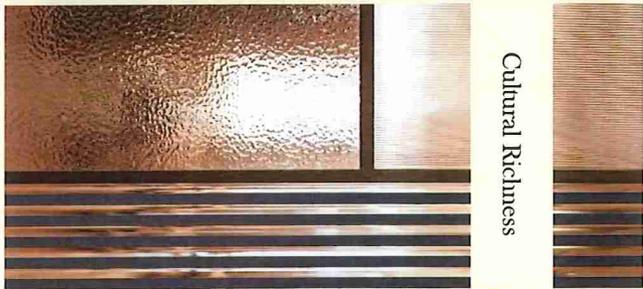
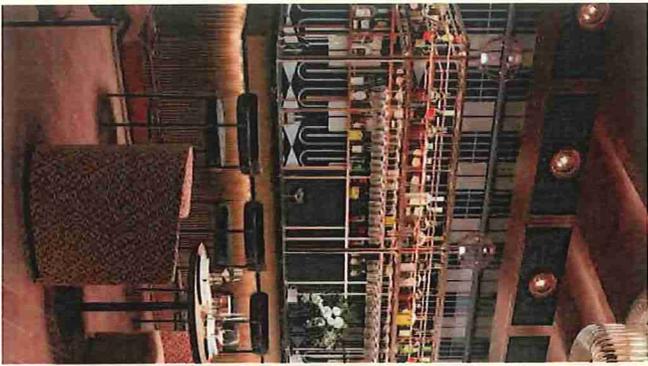
SMOOTHIE KING CENTER | NOLA

# PARIS OF THE SOUTH

## French Quarters Re-envisioned

This premium club draws deeply from the French heritage that shaped New Orleans, weaving together architectural elegance and historic charm into a refined, atmospheric experience. Inspired by the city's Creole townhouses and European roots, the space features tall arched openings, wrought iron detailing, and ornate plasterwork that echo the grandeur of French Colonial architecture.





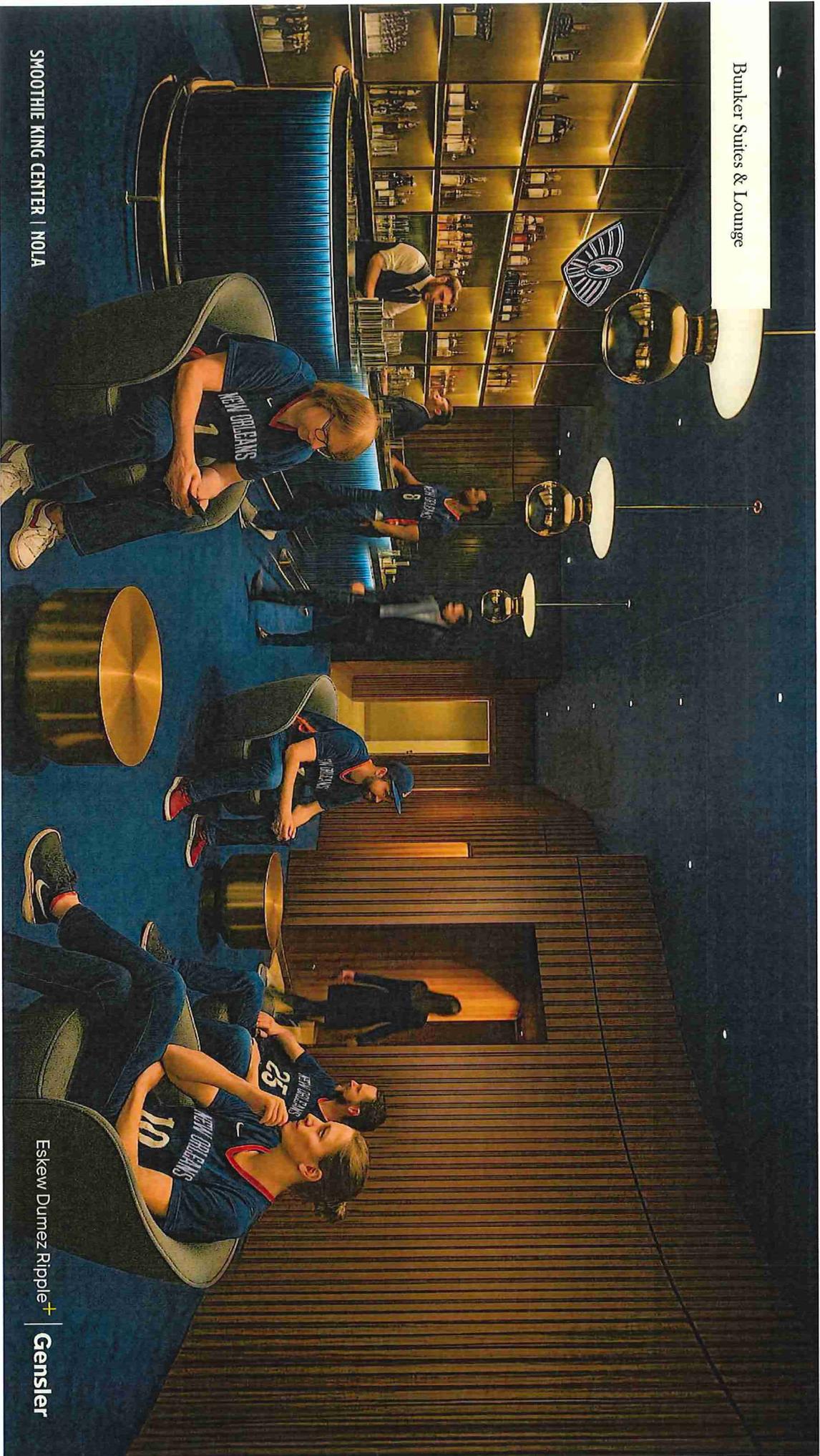
Bunker Suites & Lounge



SMOOTHIE KING CENTER | NOLA

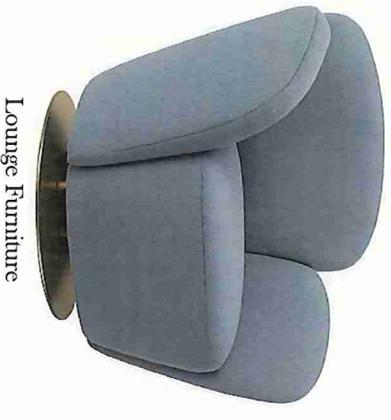
Eskew Dumez Ripple+ | Gensler

Bunker Suites & Lounge



SMOOTHIE KING CENTER | NOLA

Bunker Suites & Lounge

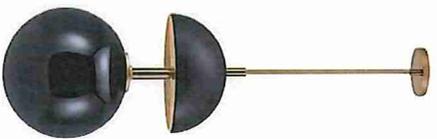


Lounge Furniture



Drink Table

Light Pendants



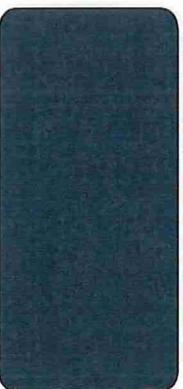
Brass Accents



Deep Blue Carpet



Ribbed Wood Paneling



Dark Blue Upholstery

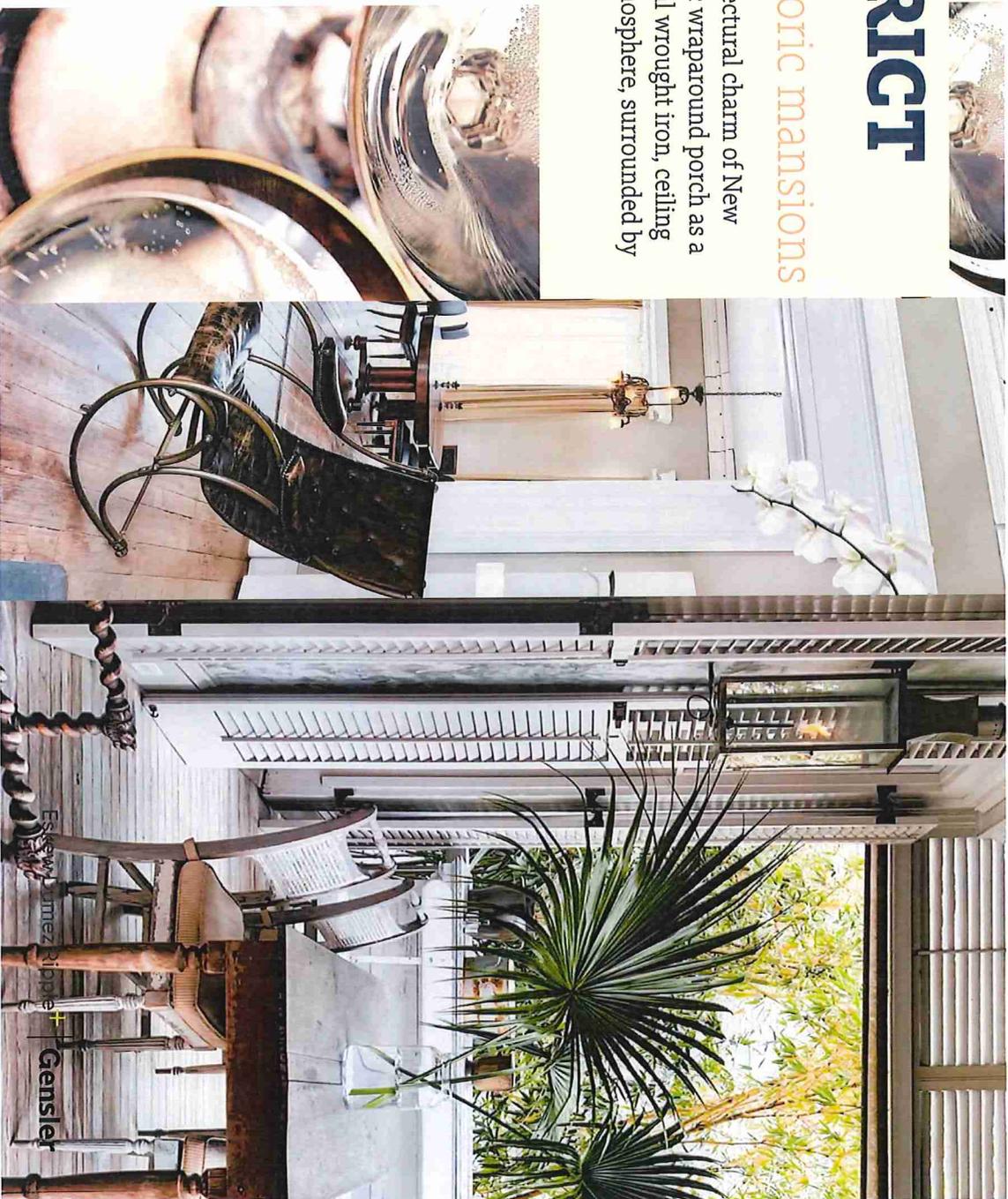


Color Palette

# GARDEN DISTRICT

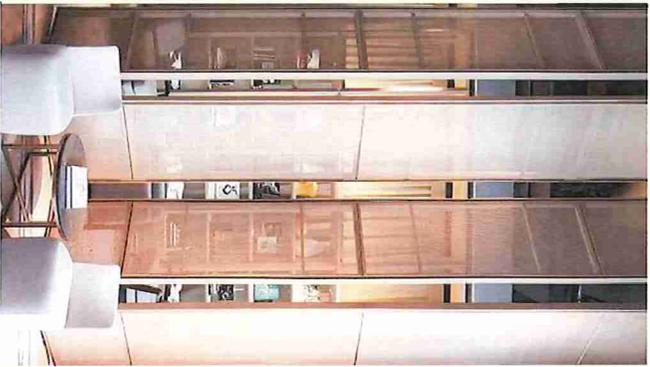
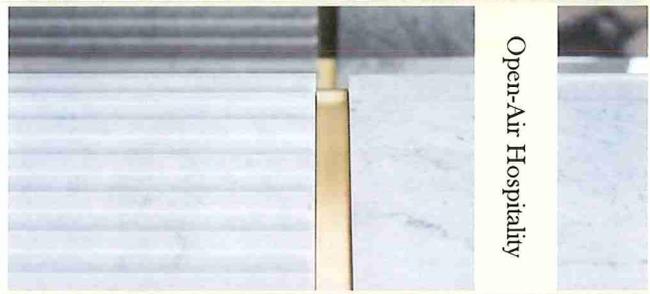
Architectural charm of historic mansions

The Garden District Veranda draws from the architectural charm of New Orleans' historic mansions, re-imagining the classic wraparound porch as a refined, open-air hospitality experience. Ornamental wrought iron, ceiling fans, and porch swings create a relaxed, elegant atmosphere, surrounded by lush planters and soft lighting.

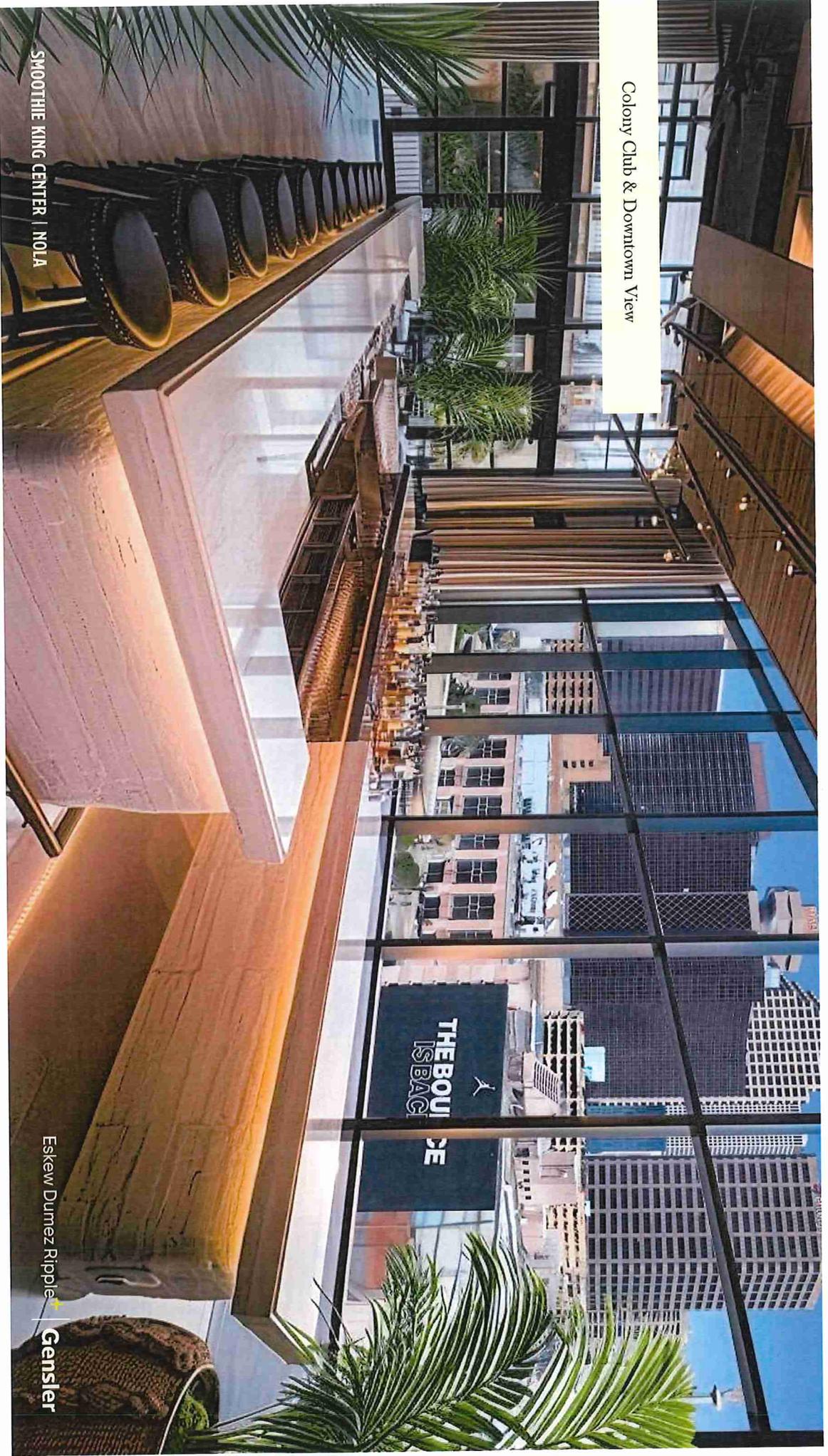


SMOOTHIE KING CENTER | NOLA

Essex James Rippe + Gensler



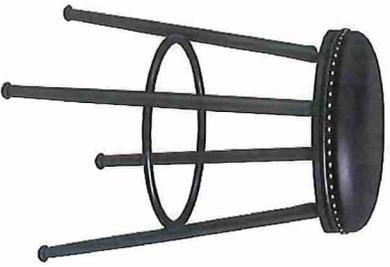
Colony Club & Downtown View



SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe | **Gensler**

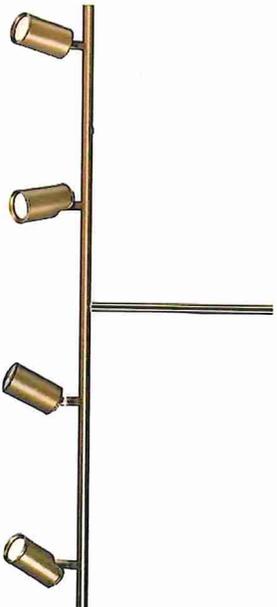
Colony Club & Downtown View



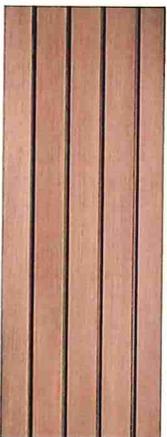
Bar Stool



Countertop



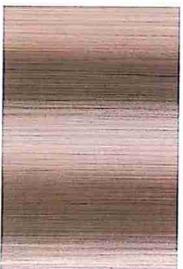
Light Pendants



Wood Paneling



Flooring



Drapery

# APPENDIX

- 01. ARENA PHASING PLAN
- 02. PROGRAM AREAS
- 03. SCHEME COMPARISON

HOMEGROWN GATHER  
SMOOTHIE KING CENTER | NOLA

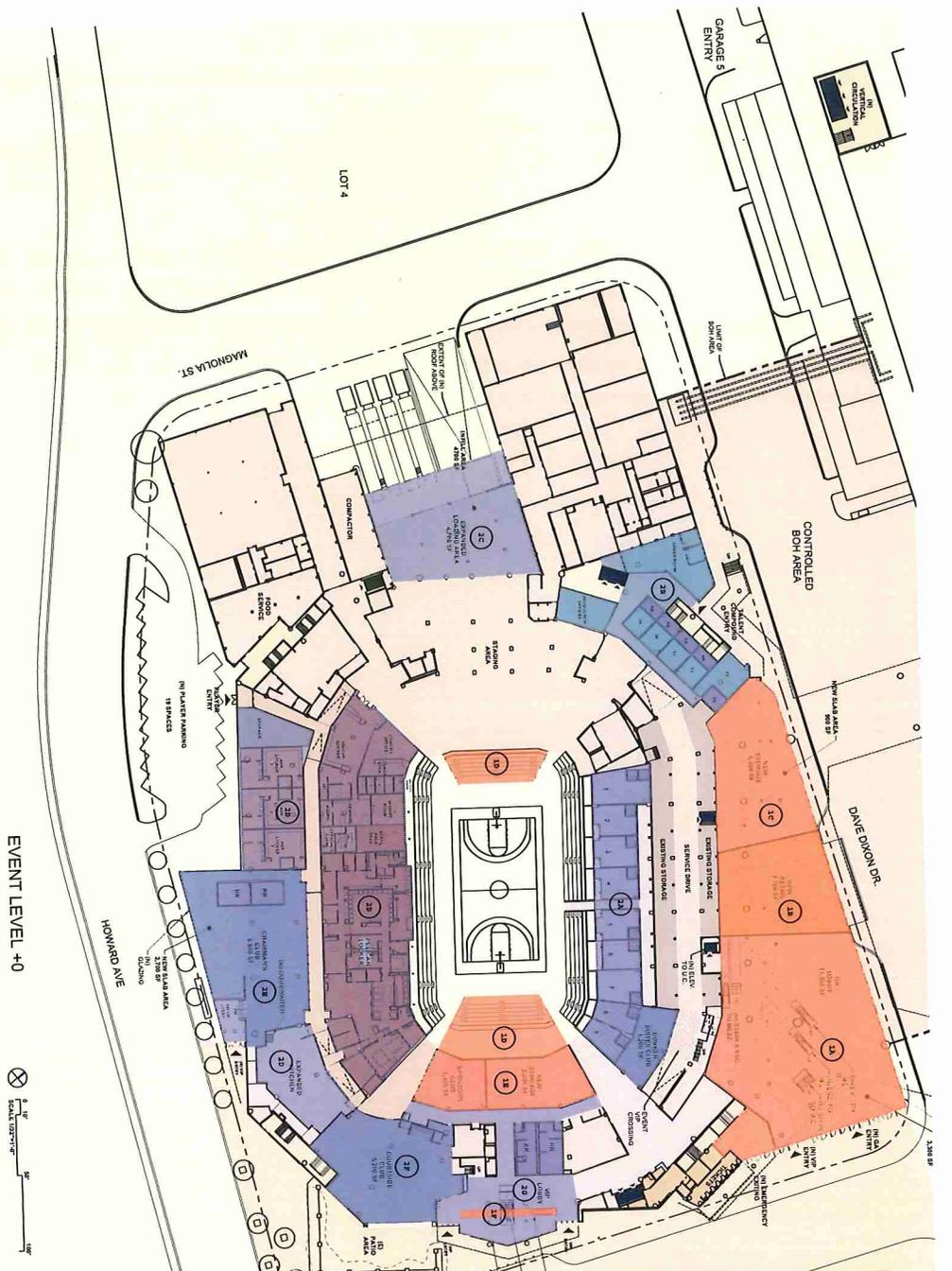
# ARENA PHASING PLAN

SMOOTHIE KING CENTER | NOLA

Eskew Dumez Rippe

**Gensler**

SMOOTHIE KING CENTER | NOLA



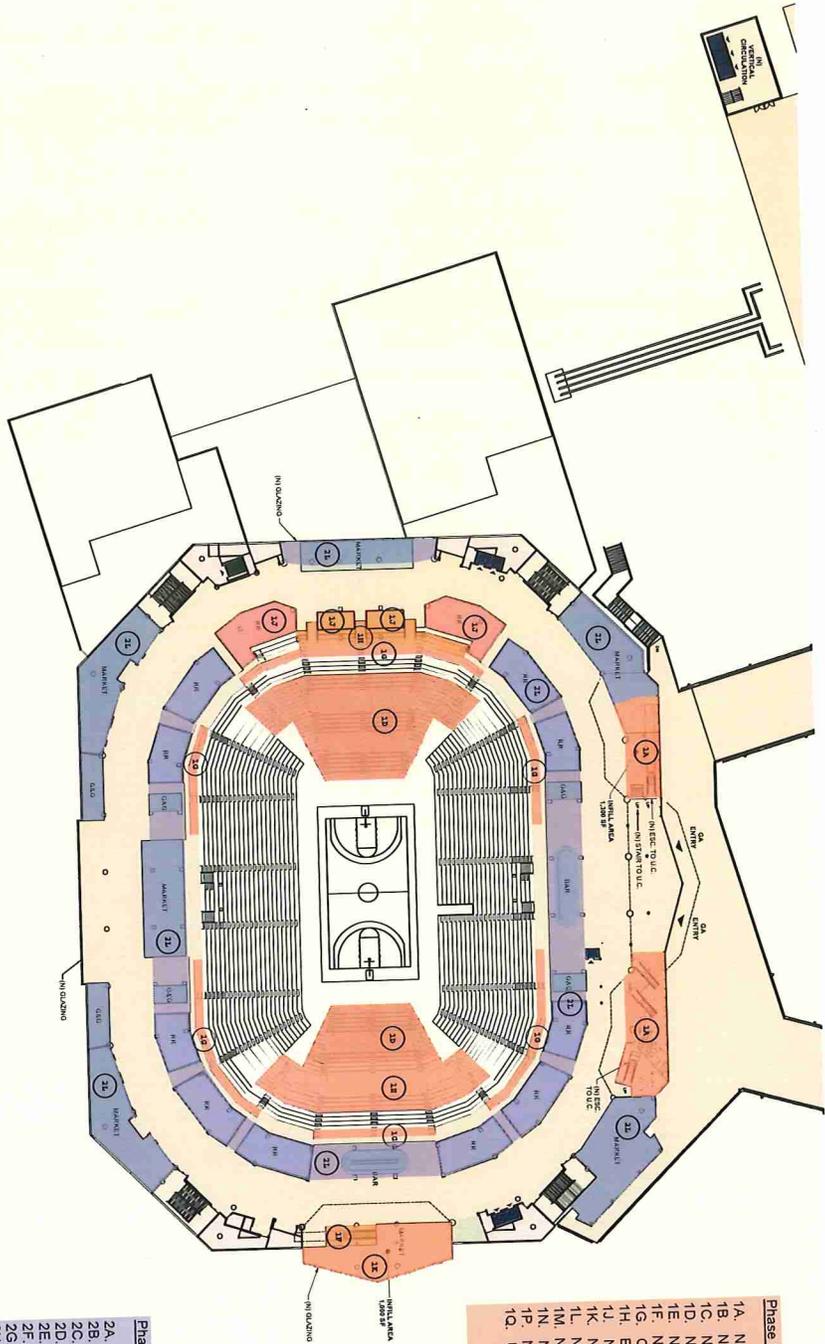
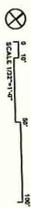
- Phase One**
- 1A. New North Lobby (with new vertical circulation)
  - 1B. New retail store
  - 1C. New storage area
  - 1D. New retractable seating with Storage and Sponsor club below
  - 1E. New permanent seating with Storage and Sponsor club below
  - 1F. New suite escalator
  - 1G. Conversion of excess ADA and lower loge box to lower bowl seats
  - 1H. Extension of West Jetly seats
  - 1I. New Grab and Go Markets and restroom renovation
  - 1J. New West Market
  - 1K. New Hub Club
  - 1L. New Upper Concourse party deck seats, bar and open to bowl
  - 1M. New NIS, Loge Boxes and suites
  - 1N. New Colony Club
  - 1O. Upper concourse Market conversions

- Phase Two**
- 2A. New bunker suites and club
  - 2B. New Talent Compound
  - 2C. Expanded loading Dock, and marshalling
  - 2D. New Locker room revisions and premium kitchen expansion
  - 2E. Chairman's Club expansion and renovation
  - 2F. Courtyard club renovation
  - 2G. VIP Entry and restroom renovation
  - 2H. North Sideline club expansion and renovation
  - 2I. South Sideline club renovation
  - 2J. East VIP Lounge renovation
  - 2K. Main concourse market, bar and restroom renovations
  - 2L. Suite, suite corridor, and restroom renovations
  - 2M. Suite, suite corridor, and restroom renovations
  - 2N. Upper concourse restroom renovations



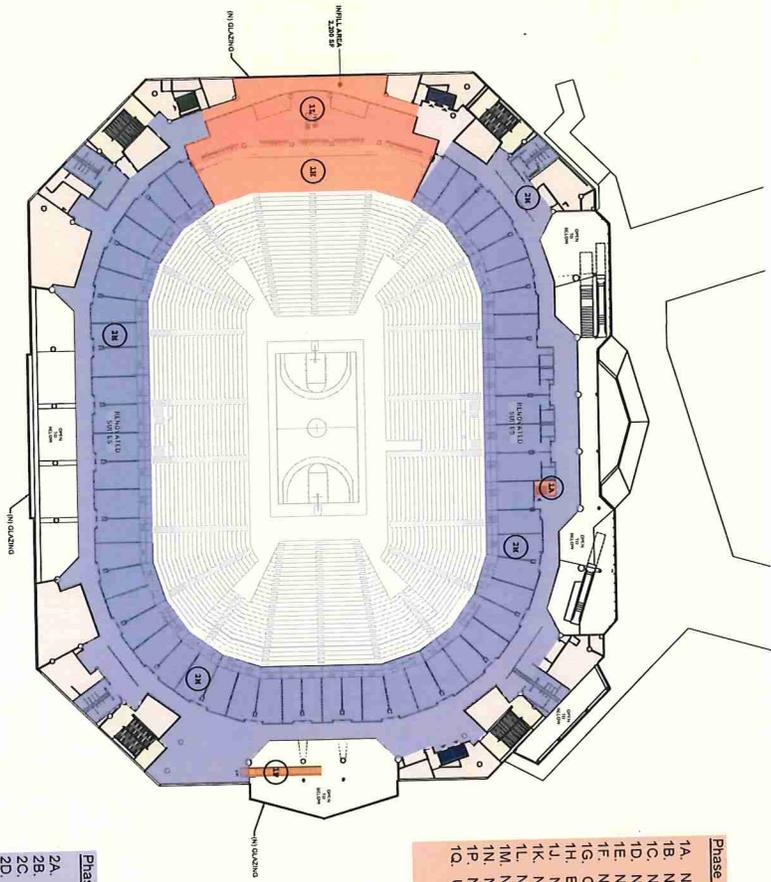
SMOOTHIE KING CENTER | NOLA

MAIN CONCOURSE +26'-9"



- Phase One**
- 1A. New North Lobby with new vertical circulation
  - 1B. New retail store
  - 1C. New storage area
  - 1D. New retractable seating with Storage and Sponsor club below
  - 1E. New permanent seating with Storage and Sponsor club below
  - 1F. New suite escalator
  - 1G. Conversion of excess ADA and lower loge box to lower bowl seats
  - 1H. Extension of West Jetty seats
  - 1I. New Club and Go Markets and restroom renovation
  - 1J. New West Market
  - 1K. New Hub Club
  - 1L. New Hub or Concourse party deck, bar and open to bowl
  - 1M. New N/S Loge Boxes and suites
  - 1N. New Colony Club
  - 1O. Upper concourse Market conversions

- Phase Two**
- 2A. New bunker suites and club
  - 2B. New Talent Compound
  - 2C. Expanded loading Dock and marshaling
  - 2D. New Locker room revisions and premium kitchen expansion
  - 2E. Chairman's Club expansion
  - 2F. Courtyard club renovation
  - 2G. VIP Entry and restroom renovation
  - 2H. South Sideline club expansion and renovation
  - 2I. North Sideline club renovation
  - 2J. East VIP Lounge renovation
  - 2K. Main concourse market, bar and restroom renovations
  - 2L. Suite, suite corridor, and restroom renovations
  - 2M. Suite, suite corridor, and restroom renovations
  - 2N. Upper concourse restroom renovations



SUITE LEVEL +38'-9"

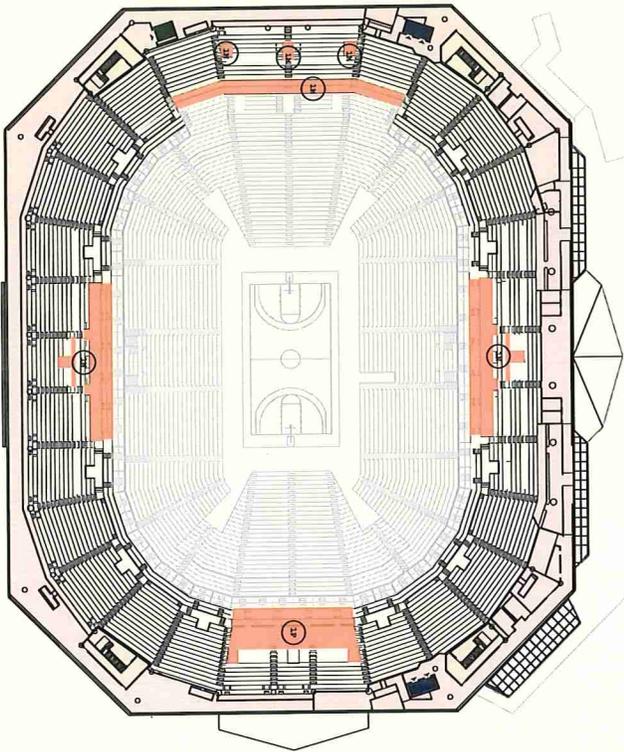


- Phase One**
- 1A. New North Lobby with new vertical circulation
  - 1B. New retail store
  - 1C. New storage area
  - 1D. New retractable seating
  - 1E. New permanent seating with Storage and Sponsor club below
  - 1F. New suite escalator
  - 1G. Conversion of excess ADA and lower loge box to lower bowl seats
  - 1H. Extension of West Jetly seats
  - 1J. New Grab and Go Markets and restroom renovation
  - 1K. New West Market
  - 1L. New Hub Club
  - 1M. New Upper Concourse party deck seats, bar and open to bowl
  - 1N. New NIS Loge Boxes and suites
  - 1P. New Colony Club
  - 1Q. Upper concourse Market conversions

- Phase Two**
- 2A. New bunker suites and club
  - 2B. New Talent Compound
  - 2C. Expanded loading Dock and marshaling
  - 2D. New Locker room revisions and premium kitchen expansion
  - 2E. Chairman's Club expansion and renovation
  - 2F. Court-side club renovation
  - 2G. VIP Entry and restroom renovation
  - 2H. South Sideline club expansion and renovation
  - 2I. North Sideline club renovation
  - 2J. East VIP Lounge renovation
  - 2K. Main concourse market, bar and restroom renovations
  - 2L. Suite, suite corridor, and restroom renovations
  - 2M. Suite, suite corridor, and restroom renovations
  - 2N. Upper concourse restroom renovations



SMOOTHIE KING CENTER | NOLA



Phase One

- 1A. New North Lobby with new vertical circulation
- 1B. New retail store
- 1C. New storage area
- 1D. New retractable seating
- 1E. New retractable seating with Storage and Sponsor club below
- 1F. New suite escalator
- 1G. Conversion of excess ADA and lower loge box to lower bowl seats
- 1H. Extension of West Jetty seats
- 1J. New Grad and Go Markets and restroom renovation
- 1K. New West Market
- 1L. New Hub Club
- 1M. New Upper Concourse party deck seats, bar and open to bowl
- 1N. New NIS Loge Boxes and suites
- 1P. New Colony Club
- 1Q. Upper concourse Market conversions

Phase Two

- 2A. New bunker suites and club
- 2B. New Talent Compound
- 2C. Expanded loading Dock and marshaling
- 2D. New Locker room revisions and premium kitchen expansion
- 2E. Chairman's Club expansion and renovation
- 2F. Courtside club renovation
- 2G. VIP Entry and restroom renovation
- 2H. South Sideline club expansion and renovation
- 2J. North Sideline club renovation
- 2K. East VIP Lounge renovation
- 2L. Main concourse market, bar and restroom renovations
- 1M. New Upper Concourse party deck seats, bar and open to bowl
- 1N. New NIS Loge Boxes and suites
- 1P. New Colony Club
- 1Q. Upper concourse Market conversions

UPPER DECK +80'-9"



# PROGRAM AREAS / NBA ASSESSMENT

**PROGRAM AREAS**

Area	NBA 2023 Req'd. (NSF)	Existing (NSF)	Add/(Loss)	Proposed (NSF)
<b>Event Level</b>				
Storage	Ref. SKC NBA Assessment	-	-	-
Media	Ref. SKC NBA Assessment	-	-	-
Drug Specimen Collecting	Ref. SKC NBA Assessment	-	-	-
Home Team Lockers	Ref. SKC NBA Assessment	-	-	-
Visitor Team Lockers	Ref. SKC NBA Assessment	-	-	-
Family Lounge	Ref. SKC NBA Assessment	-	-	-
Officials Locker	Ref. SKC NBA Assessment	-	-	-
Talent Compound	Ref. SKC NBA Assessment	5,000	-	6,600
Loading		6,700	4,700	11,400
Auxiliary Lockers		2,500	0	2,500
Bunker Suites and Club		-	7,500	7,500
Chairmains club		4,600	2,800	7,400
Sponsors Club		-	1,400	1,400
Courtside club		4,900	300	5,200
Main GA lobby		13,200	0	13,200
VIP lobby		4,600	0	4,600
Retail		5,200	-500	4,700
Ticketing		2,000	-656	1,344
Large Grab-N-Go / Bar		-	2,200	2,200
<b>Mezzanine Level</b>				
South Sideline Club		8,500	2,900	11,400
North Sideline Club		8,800	0	8,800
East Lounge		2,300	0	2,300
<b>Main Concourse Level</b>				
Restrooms		10,200	0	10,200
Concession/Market		10,200	7,600	17,800
<b>Suite Level</b>				
Hub Club		4,600	-600	4,000
<b>Upper Concourse Level</b>				
Restrooms		9,000	-500	8,500
Concession/Markets		6,800	5,200	12,000
North Loge Suite		-	3,700	3,700
Colony Club		-	3,600	3,600
South Loge Suite		-	4,000	4,000

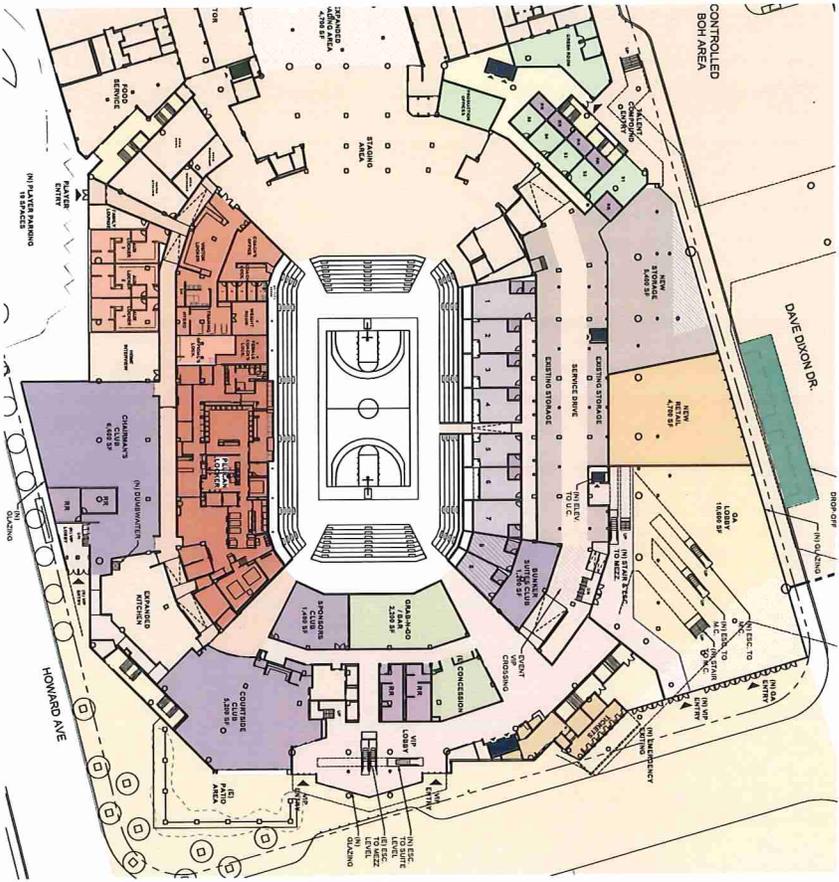
# NBA ASSESSMENT

Smoothie King Arena		
Total area breakdowns		
<b>Home Team Lockers</b>		
Required Program Spaces currently provided		
Locker Room (17 - 3'x2'x8' lockers)		
Shower/Dry Room		
Toilet Room (Includes sinks, urinals, toilets)		
Cardio Room (2 stationary bikes)		
Weight Room		
Training Room		
Office Head Coach		
Offices - Assistant Coach's		
Offices - Video Coordinator		
Plunge Pool/Sauna/ Steam		
Laundry Room		
Equipment Storage		
Coach's Locker Room (8 - 2'x2'x8' lockers)		
Total Required SF	5075	7300
Total Existing SF		
Required Program Spaces not provided		
Female Coach's Locker Room (3 - 2'x2'x8' lockers)		
Female Coach's T1/T Shower		
Total Required SF	425	425
Total Existing SF		
Total SF to be added		7725
New Proposed SF		
<b>Visitor Team Lockers</b>		
Required Program Spaces currently provided		
Locker Room (17-2'x2'x8' lockers)		
Shower/Dry Room		
Toilet Room (Includes sinks, urinals, toilets)		
Training Room (650 SF with 1 stationary bike)		
Office Head Coach		
Offices - Assistant Coach's		
Offices - Video Coordinator		
Coach's Locker Room (8 - 2'x2'x8' lockers)		
Required Program Spaces not provided		
Weight Room		
Female Coach's Locker Room (3 - 2'x2'x8' lockers)		
Female Coach's T1/T Shower		
Total Required SF	3625	1910
Total Existing SF		2090
Total SF to be added		4000
New Proposed SF		

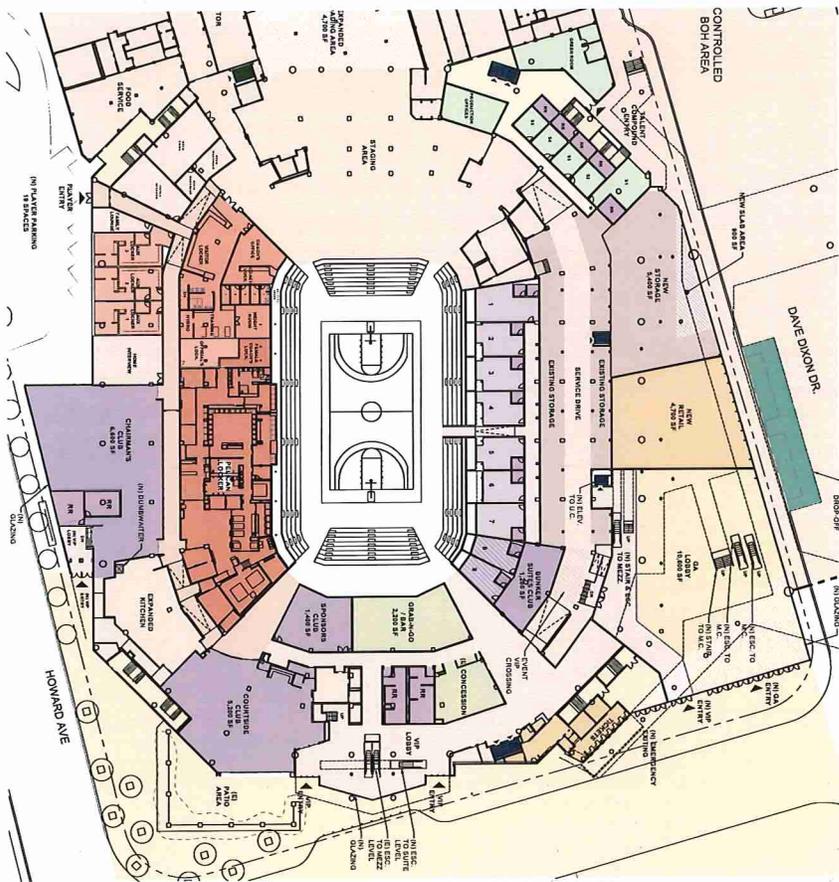
<b>Family Lounge</b>		
Required Program Spaces currently provided		
Lounge Area (230 SF)		
Toilets (4+100SF)		
Total Required SF	350	400
Total Existing SF		
New Proposed SF		
<b>Officials Locker</b>		
Required Program Spaces currently provided		
Primary Locker room (200 SF w/ 4 lockers)		
Secondary Locker room (200 SF w/ 4 lockers)		
Shower/Drying/Toilet (150 SF)		
Total Required SF	550	550
Total Existing SF		
New Proposed SF		
<b>Drug Specimen collecting</b>		
Required Program Spaces currently provided		
Total Required SF	200	200
Total Existing SF		
New Proposed SF		
<b>Media</b>		
Required Program Spaces currently provided		
Interview Room (1200SF)		
Media Dining (200SF)		
Media Work rooms (1100SF)		
Required Program Spaces not currently provided		
Separate Visiting Interview Room (900SF)		
Total Required SF	4400	2600
Total Existing SF		1200
Total added SF		3800
New Proposed SF		
<b>Storage</b>		
Required Program Spaces currently provided		
Basketball General Storage (500SF)		
Court Storage (650 SF)		
Game operations storage (200 SF)		
Home PR storage (200 SF)		
Total Required SF	1550	19500
Total Existing SF		1600
Total reduction in storage		17,900
New Proposed SF		

Rework of all the Locker room and Media room areas for compliance is estimated at \$11.2 million

**SCHEMES 1&2  
SIDE-BY-SIDE**



SCHEME 1

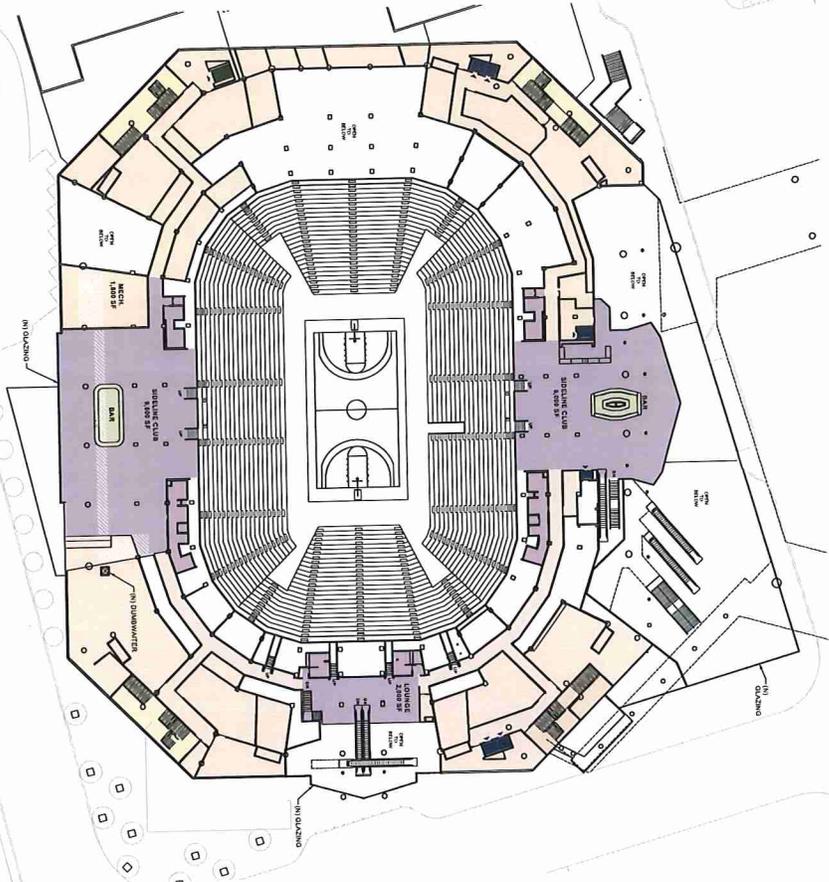


SCHEME 2

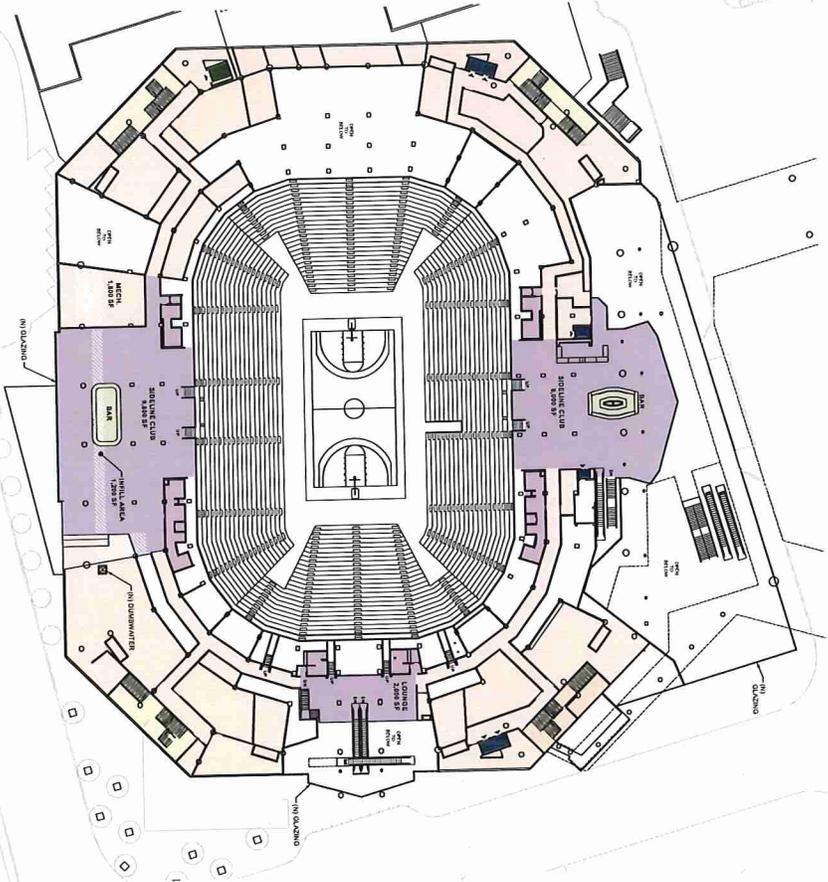


SMOOTHIE KING CENTER | NOLA

SCHEME 1



SCHEME 2

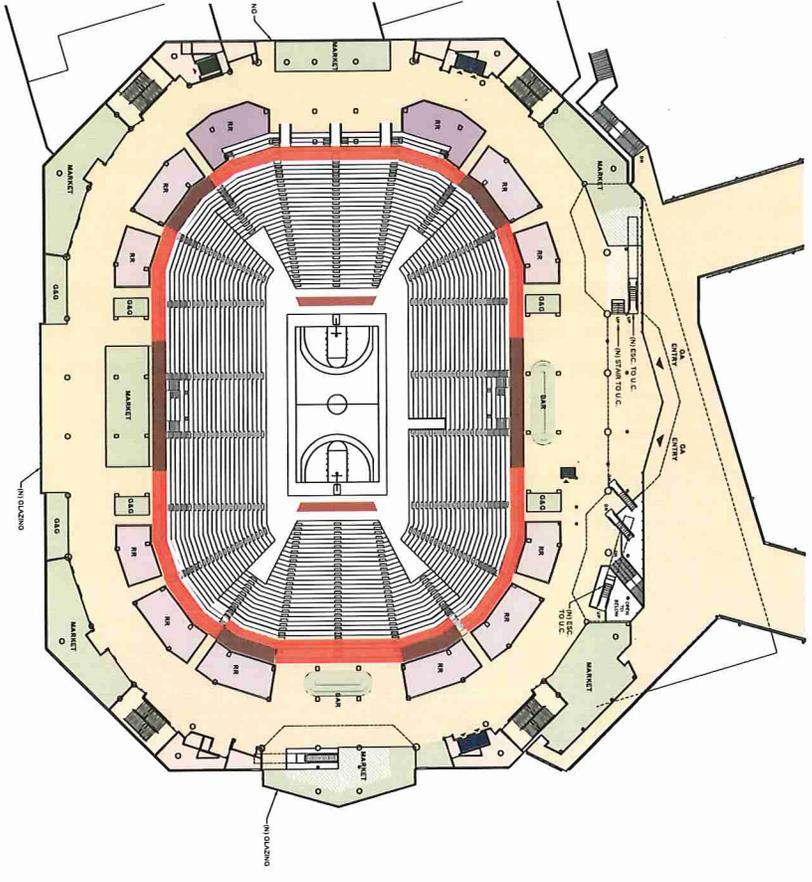


MEZZANINE +14'-9"

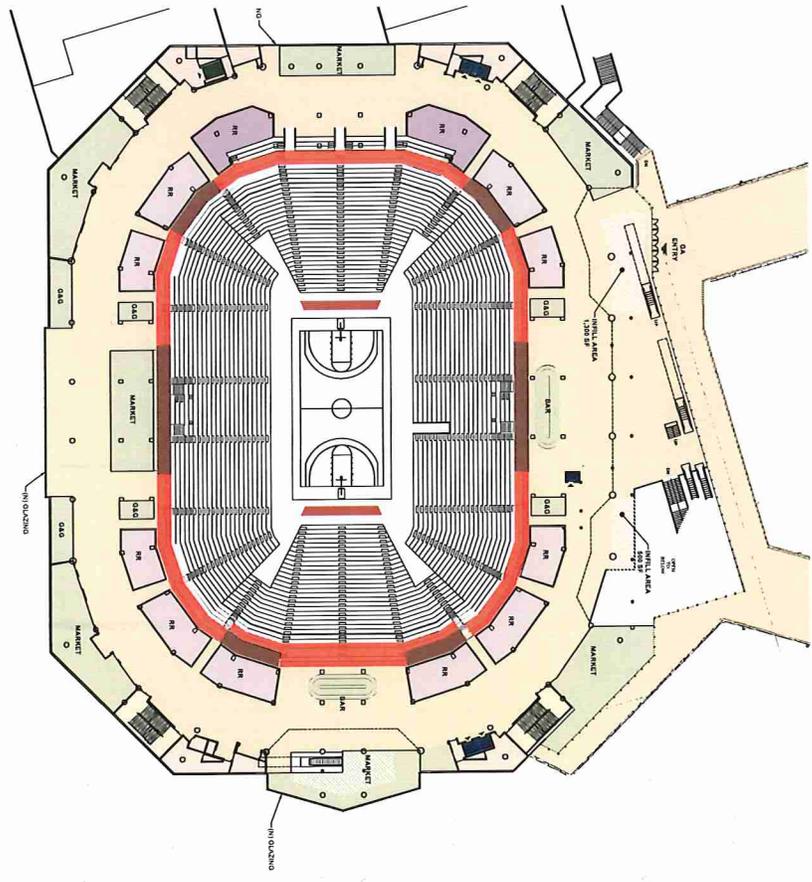




SCHEME 1

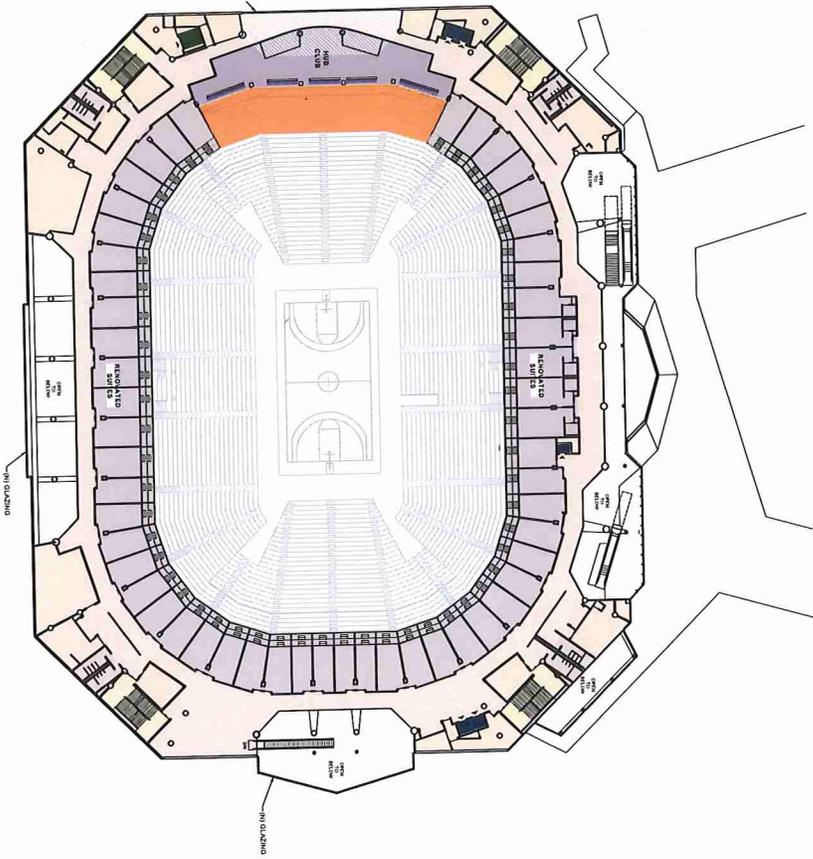


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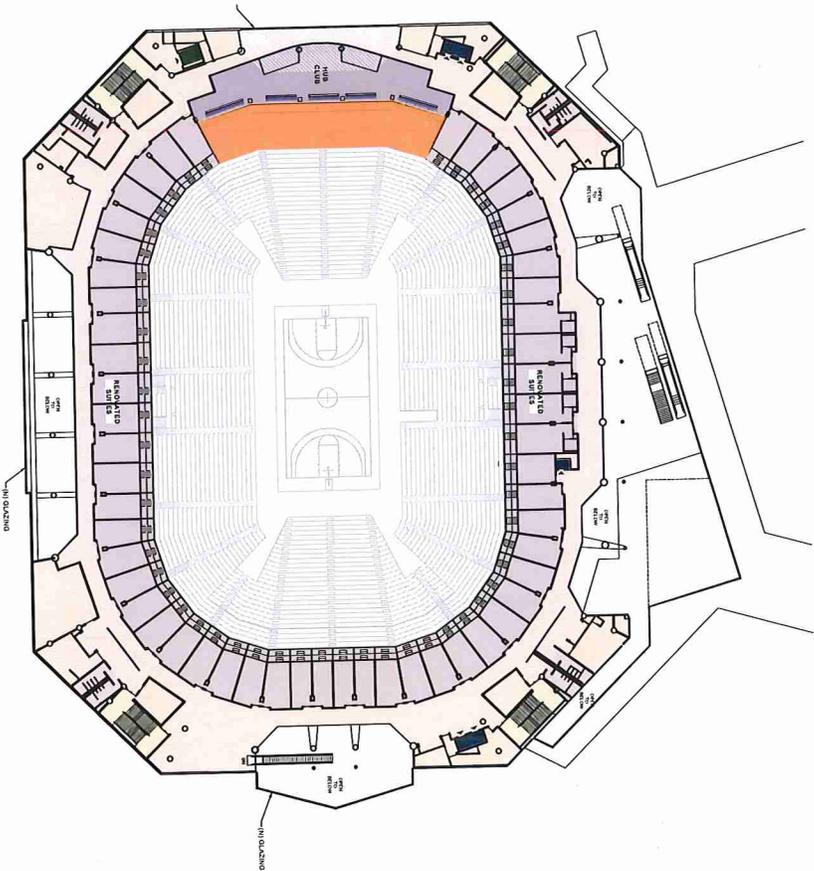


SMOOTHIE KING CENTER | NOLA

SCHEME 1

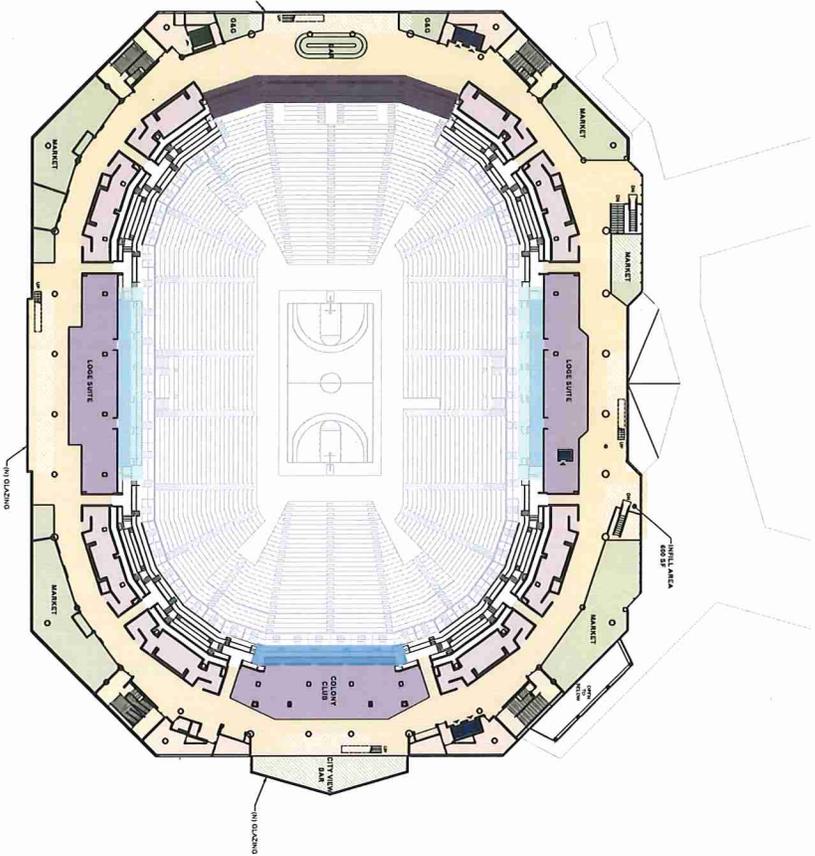


SCHEME 2

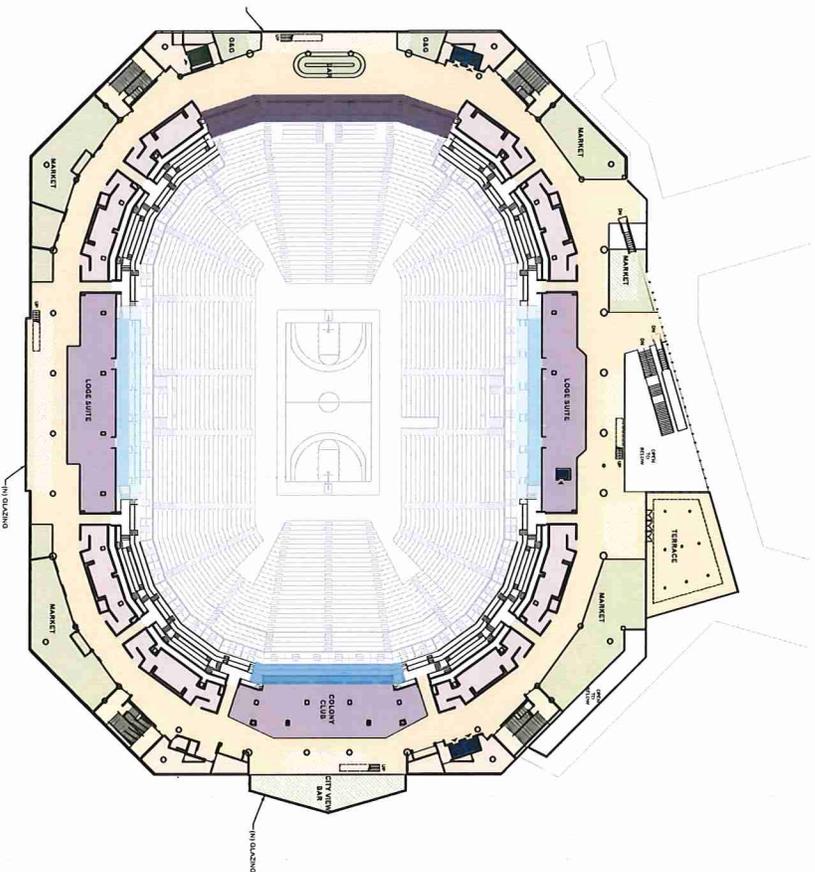


SUITE LEVEL +38'-9"





**SCHEME 1**



**SCHEME 2**

SMOOTHIE KING CENTER | NOLA

UPPER CONCOURSE +50'-9"

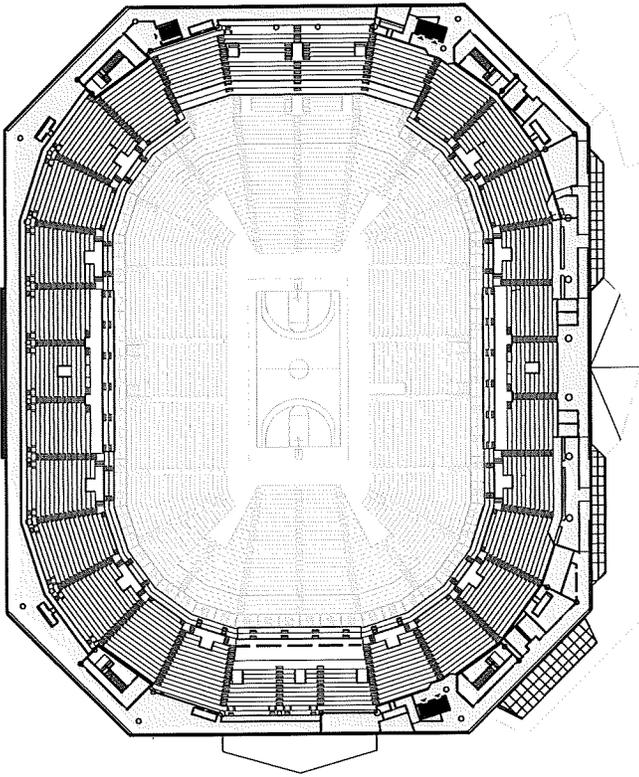


Eskew Dumez Ripple+

Gensler



Scheme 1



Scheme 2

