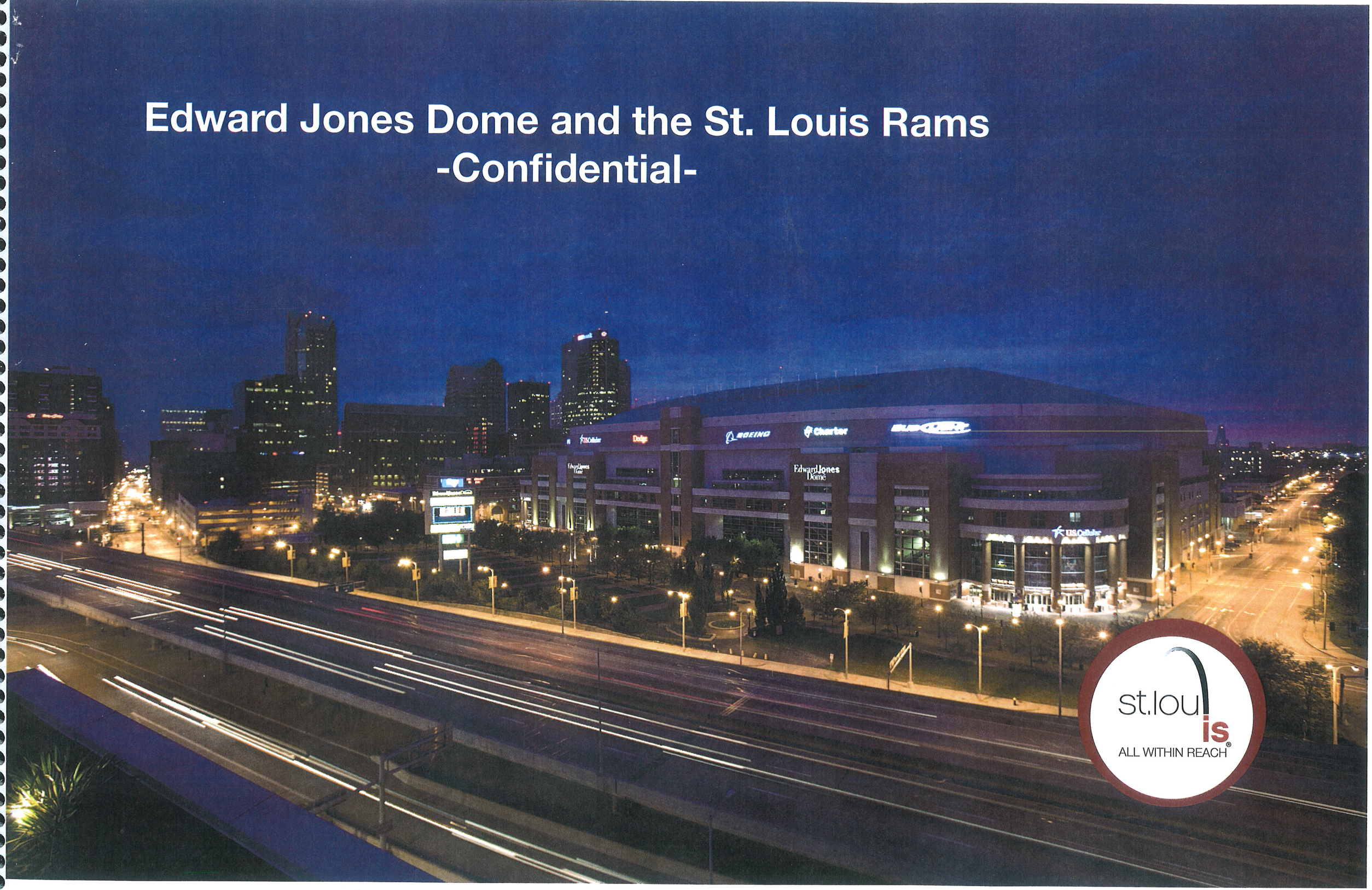
Edward Jones Dome and the St. Louis Rams
-Confidential-



The St. Louis Convention and Visitors Commission ("CVC") is submitting this proposal pursuant to Annex 1, as amended, to that Amended and Restated St. Louis NFL Lease ("Amended Lease") for the Edward Jones Dome, dated August 28, 1991, by and between the CVC and the Los Angeles Rams Football Company, Inc. This proposal constitutes CVC's preliminary plan of improvements to the Facilities and/or each Component of the Facilities which CVC reasonably believes would improve the Facilities and each Component of the Facilities to First Tier status in accordance with the First Tier standards, as of the 2015 First Tier Measuring Date.

The First-Tier standard in the Amended Lease provides that:

"The Facilities, taken as a whole, and each Component of the Facilities, respectively taken as a whole, are to be 'First Tier' on March 1, 2005 and March 1, 2015. To be 'First Tier' at those dates, the Facilities, taken as a whole, and each Component of the Facilities, respectively taken as a whole, must be among the 'top' twenty-five percent (25 %) of all NFL football stadia and all NFL football facilities, if such NFL football stadia and facilities were to be rated or ranked according to the matter sought to be measured."

The Amended Lease specifies the following in Section 1.1.1.

'Component' means each and every one of the following facilities, equipment and/or services at the Facilities, including facilities appurtenant and related thereto, with respect to both quality and quantity:

(a) the Box Suites, Suite Concourses and related amenities (exclusive of the quantity of such Box Suites beyond the currently scheduled amount plus the area around the northern end zone);
(b) the Club Seats, Club Lounge, Club Concourses and related amenities (exclusive of the quantity of such club seating beyond the currently scheduled amount plus the convertible club seats);
(c) stadium seating (exclusive of the quantity of such seating);
(d) stadium and Playing Field lighting and sound and communication systems;
(e) stadium scoreboards, computer systems, video boards, video systems and other communications media (whether presently known or unknown);
(f) advertising infra-structure in, on and around the Facilities, including Exterior Marquees as defined in Annex 2;
(g) concession facilities and equipment and service and preparation areas;
(h) common areas, entrances, lavatories (including without limitation concourses other than the Suite and Club level concourses, hallway lighting, first aid stations, and related event patron amenities), public safety, fire alarm and protection areas, and security services, signage, facilities and equipment;
(i) Facilities support equipment (including without limitation turnstiles, maintenance equipment), Facilities vertical transportation (including without limitation event patron elevators, service elevators, VIP elevators, escalators, ramps, etc.), mechanical, electrical, plumbing, HVAC and related equipment and systems;
(j) NFL Franchise football-related team facilities (including without limitation locker rooms, coaches rooms, training rooms);
(k) the Playing Field as defined in Section 3.4.1;
(l) electronics, telecommunications and computer systems, box offices and ticket printing and taking equipment, ticket accounting and control systems;
(m) the physical structure of the Facilities;
(n) Facilities Management (as hereinafter defined in Section 3.1.1) of the Facilities, including without limitation, NFL Game Date preparation and NFL Game Date services and personnel; and
(o) Maintenance of the Facilities.

First Measuring Date – 2005

During the first round of first-tier improvements, four elements were agreed upon by the CVC and the Rams and the improvements were made. The four initial elements were:

1. The suite and suite concourses
2. Club suites, club lounges and club concourses
3. Lighting and sound systems
4. The playing field*

*A temporary playing field was installed each year for 4 consecutive years during which time the CVC and Rams negotiated for a new removable turf. Upon agreement of the parties, a state of the art synthetic turf system was installed before the regular 2010 season.

As discussions for the 2005 First-Tier Improvements continued, the parties eventually concluded in the fall of 2007 that they would be unable to reach agreement upon the necessary improvements to meet that standard, and that all parties would best be served by agreeing to improvements to the Dome without stipulating whether or not those improvements achieved first-tier status. A second amendment to the lease committed the CVC, the RSA and the Rams to $30 million in improvements and extended the completion date to 2009. The additional improvements included:

- Two new Daktronics end zone scoreboards
- Ribbon Boards circling the bowl - LED technology
- Three new exterior marquees
- The addition of the high-end Clarkson Jewelers Club
- Renovations and seating additions to the St. Louis Rams Club
- The addition of a sports bar for all patrons called the Bud Light Zone (Building out north end zone)
- The addition of an all-inclusive food and beverage suite known as The Legends (now Lumiere Place)
- The addition of field seats at north and south end zones
- The addition of natural light to the bowl
- Lighter paint within the bowl
- Upgrading Point of Sale system
- Renovations to Rams and Visiting Team locker rooms
- HD TV's throughout

One of two new scoreboards





One of three new exterior marquees







The Clarkson Club







The Rams Club

The Legends



Bud Light Party Zone







Renovated Locker Room

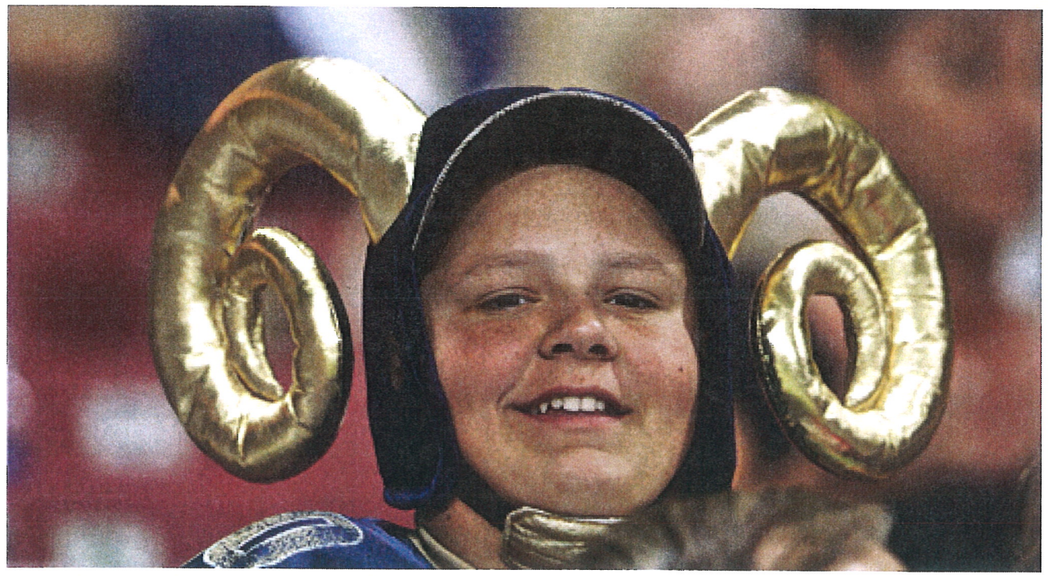
Second Measuring Date – 2015

For purposes of the 2015 Measuring Date, the comparison stadia are limited to *(i) NFL stadia operating in 2012 (and reasonably likely to be continuing to operate as of the 2015 First Tier Measuring Date), (ii) proposed new NFL stadia reasonably likely to be operating as of the 2015 First Tier Measuring Date and (iii) NFL stadia as they are reasonably likely to be reconstructed or remodeled as of the 2015 First Tier Measuring Date (collectively the "NFL Stadia"), provided however, that NFL Stadia listed in (ii) and (iii) of this section may only be considered to the extent that plans for, and/or descriptions of, such new stadia or improvements are available to the parties to permit such comparisons to the Facilities and the Components as required by Section 1.3.1.* CVC's preliminary plan generally addresses proposed improvements to each Component of the Facilities, which include items that will correspondingly improve the Facilities as a whole.

We believe that this preliminary plan accomplishes improvements to the individual Components and the Facilities as a whole that not only meet the obligation of the Amended Lease, but provide a better experience for St. Louis area and out-of-town fans who will attend future Rams' games. In particular, we are excited about some of the big ideas contained with the individual Components that follow. The preliminary plan includes new facilities, such as a 50,000 square foot Club and Suite entrance in Baer Plaza that will connect the Dome over Broadway and provide innovative entertainment opportunities for club patrons. The courtyard between the convention center and the Dome will be converted into a pre-game fan destination spot. Fan safety is addressed by closing Broadway to vehicular traffic from pre-game arrivals through post-game departures. New graphics and lighting throughout the facility create a new look and feel. More food and beverage offerings will appeal to our customers' taste buds, and the internal pre-game courtyard will encourage earlier ingress and more opportunities for food and beverage sales. The addition of a huge center-hung scoreboard will ensure that fans in all areas of the Dome will have clear views of all of the action on the field. We look forward to the excitement that these improvements will generate for the Rams' fan base – the citizens of our community.

If the preliminary plan submitted herein is acceptable to the RAMS, CVC proposes that the parties memorialize their agreement upon the preliminary improvements in a formal amendment to the Amended Lease and then work together toward finalizing and implementing the plans for the various improvements in a manner that maximizes the interests of both parties.





Limitation To First-Tier Proposal For Items Generally Provided By NFL Franchisee

Before addressing the specifics of CVC's preliminary plan, there is an important limitation that must be raised.

The Amended Lease provides that *"It is also acknowledged and agreed that the determination of whether or not this First Tier standard has been met shall not include a comparison to an item in such stadia if such item is generally provided for in the stadia by NFL franchisees at the sole cost and expense of the NFL franchisees."*

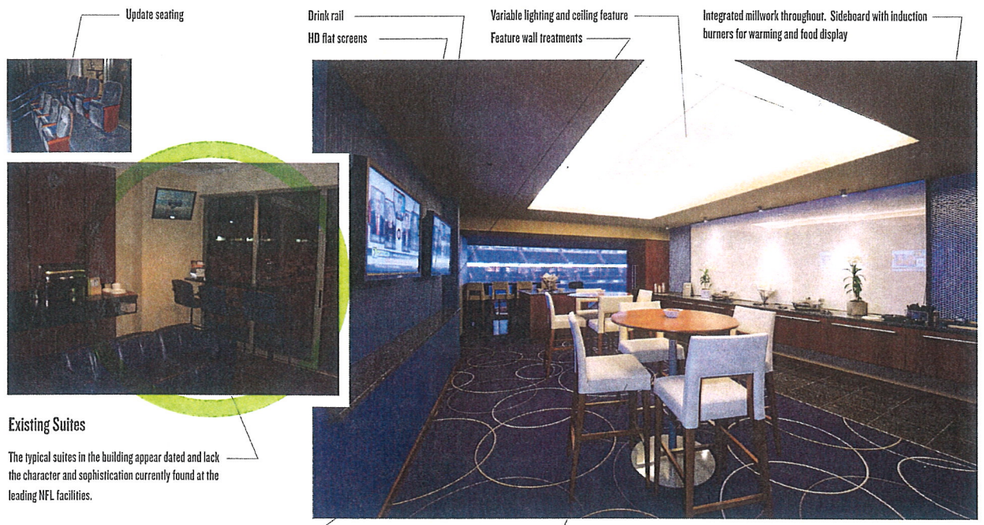
This language limits CVC's obligation for new construction or renovations to the extent the items included in those improvements are generally paid for by the NFL franchisee in other stadia. CVC has researched the franchisees' contributions to the new stadia built and/or stadia significantly renovated since the last measuring date in 2005. This data indicates that NFL franchisees have been solely responsible for generally providing (on average) fifty-two percent (52%) of the costs and expense of the items included in these stadia projects. Therefore, CVC is only obligated under the Amended Lease to undertake and/or provide funding for forty-eight (48%) of the improvements in the first-tier proposal that follows.

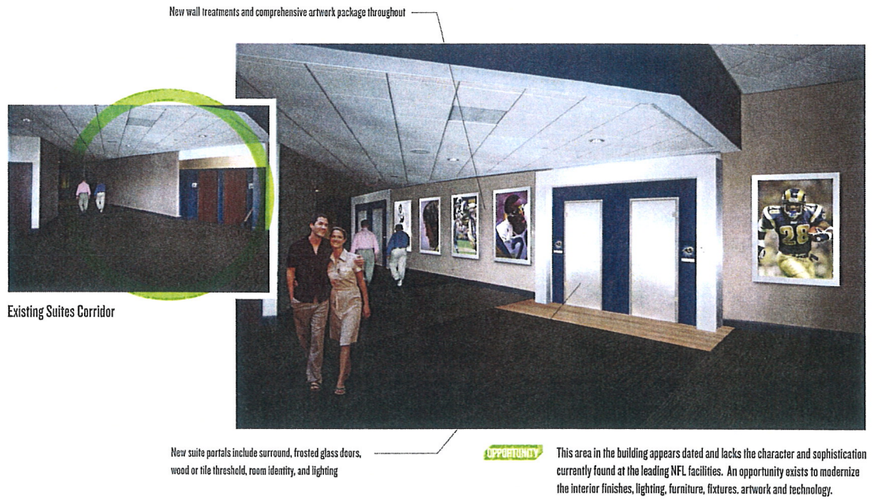
Component 1.1.1 (a)

The Box Suites, Suite Concourses and Related Amenities. (Exclusive of the quantity of such Box Suites beyond the currently scheduled amount plus the area around the northern end zone.)

Under the lease, CVC has no obligation to add any box suites as part of the first-tier process other than the suites that could have been added in the formerly vacant north end zone space. As part of the 2007 improvements undertaken pursuant to the Second Amendment to Annex 1, however, the Rams chose to build out the north end zone space for the Bud Light Party Zone, thereby waiving any right to request additional suites in that area. CVC is, therefore, not proposing to add suites as part of this proposal, but will replace any suites lost in conjunction with conversion of the convertible club seats (see component 1.1.1 (b).).

CVC has determined that the quality of the suite and suite corridors in the building should be enhanced in order to meet the first-tier standard. There are two suite levels in the Dome, the first is the lower suite level and the second is a club level. CVC is proposing enhanced finishes, new furniture, new lighting, branded elements and new suite entrances for suites on both levels. CVC has determined that the level of finish, quality and enhancements should be greater on the lower all-suite level compared to the suites at club level due to the importance of creating a marketable difference between suite types/levels – a critical issue in today's marketplace. While both suite levels will be improved and enhanced well beyond the existing, the CVC proposes that Rams suite buyers be given an option as to style by offering two different types of design on the different levels. We propose that the lower level be more traditional in approach and designed to a more mature audience. The suites on the club level, by their proximity to the club, should be marketed to a younger demographic and finished in a more contemporary aesthetic. Common area lavatories will be remodeled on both levels.





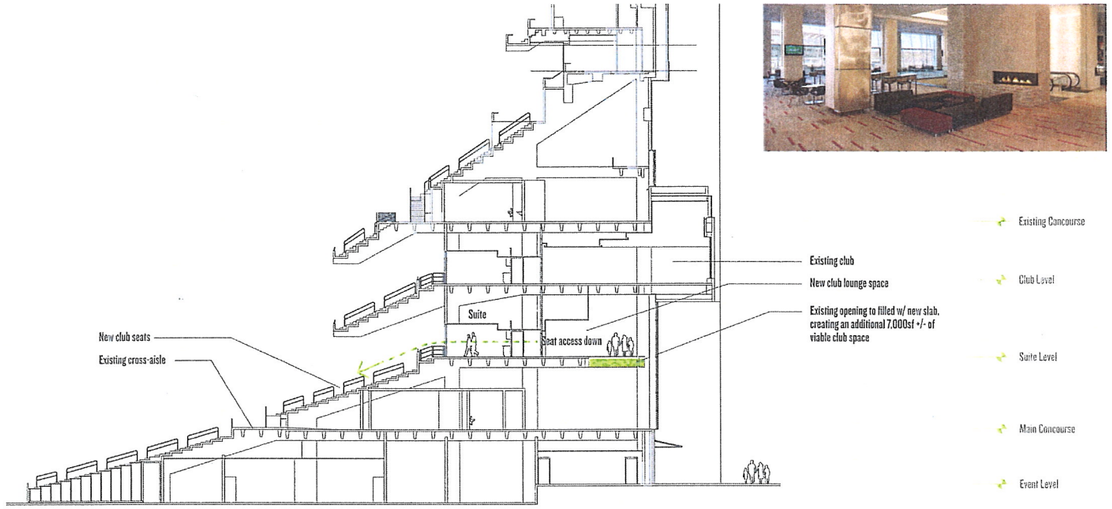
Component 1.1.1 (b)

The Club Seats, Club Lounge, Club Concourses and Related Amenities. (Exclusive of the quantity of such club seating beyond the currently scheduled amount plus the convertible club seats).

The component definition excludes the quantity of seats except for the area designated in the lease as convertible club seats. CVC is proposing the conversion of a portion of those designated seats to bring the Dome into compliance with the first-tier standard with respect to the percentage of club seats compared to overall seating through this first-tier renovation. The designated convertible club seat area on the east side of the Dome will be converted from regular stadium seating to club seating, adding 1,500 club seats. This will bring the total number of club seats in the Dome to 7,750. CVC is proposing to replace the four suites that will be lost as a result of this conversion as shown on the diagram by adding Suite 206 as one of them. In the 2007 improvements, the Rams requested that four suites be combined to create the Legends Suite (now Lumiere), reducing the number of suites in the Dome by three. The Legends space can be converted back to four suites. Alternatively, three new suites can be built out in the space currently serving as an entrance hallway to the Bud Light Party Zone.

The new club seats will become part of an exciting contemporary club experience, with the addition of a new 50,000 square foot building referred to herein as the Baer Plaza addition. The suite corridors on the club level will be remodeled with lighting upgrades and finishes to flow nicely into newly remodeled club lounges. The club level renovations will add an ADA platform and expand the club floor plate by filling in the open sections to the floor below. All club level guests will be able to enter the facility through a new club entrance in Baer Plaza. This new building will improve the club experience and enhance the facility as a whole. It will provide a premium entrance for the Rams' highest dollar customers and will be outfitted with club lounge space, a technology area currently dubbed the 'Geek Suite' and an open air deck for a rooftop beer garden. The Geek Suite will be outfitted with Wi-Fi connections and an abundance of HD flat screen monitors and is intended to be a location for the club/suite customers who want to stay connected to Fantasy Football with their handheld Smart devices. This space would be similar to a high-end technology store like an Apple store in fit and finish.

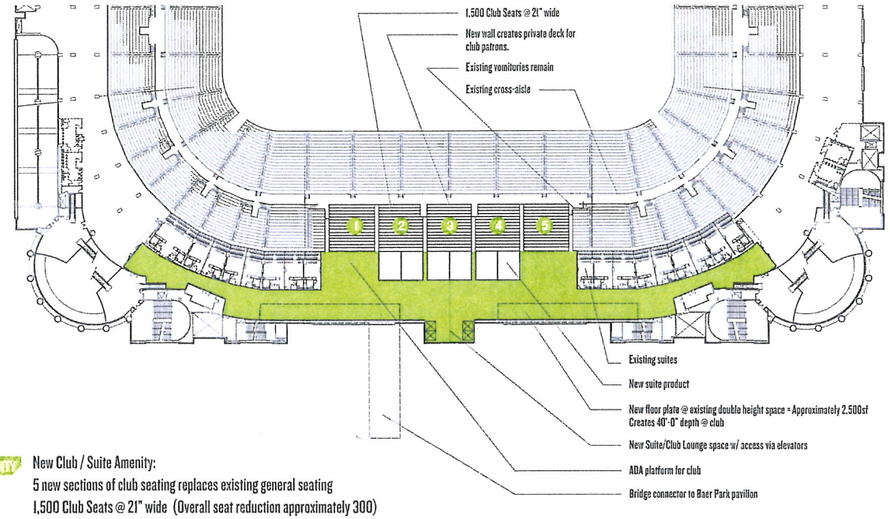
The development of Baer Plaza will function as a gateway to the stadium, offering the Rams premium seat fans a new front door experience. The bridge connects to the stadium at the suite and club level(s).



OPPORTUNITY

New Club / Suite Amenity:
5 new sections of club seating replaces existing general seating
1,500 Club Seats @ 21" wide (Overall seat reduction approximately 300)

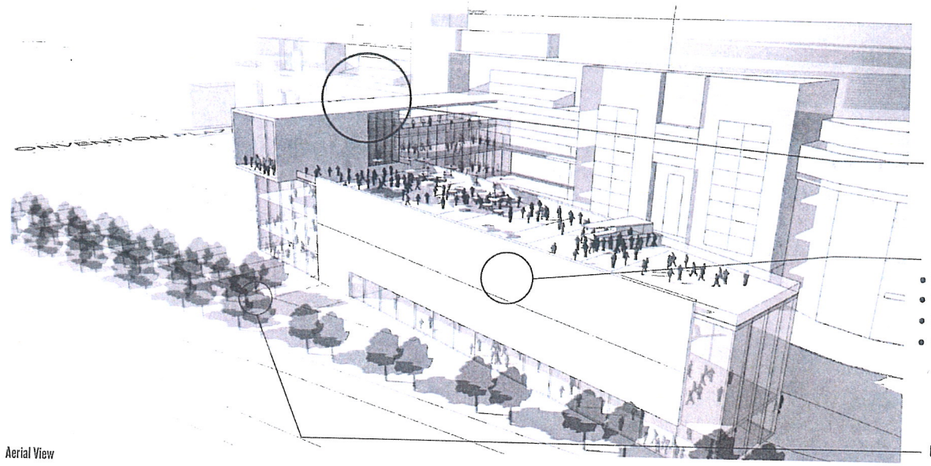
Section



Plan

OPPORTUNITY

New Club / Suite Amenity:
5 new sections of club seating replaces existing general seating
1,500 Club Seats @ 21" wide (Overall seat reduction approximately 300)
Approximately 10,000sf of Club Space



BAER PLAZA

- Bridge Connector to: Club Level
- 50,000sf Pavilion
  - Street Level Restaurant
  - Team Store Retail
  - Roof Top Deck
  - Rams Fan Geek Suite
- Premium Tailgate Plaza

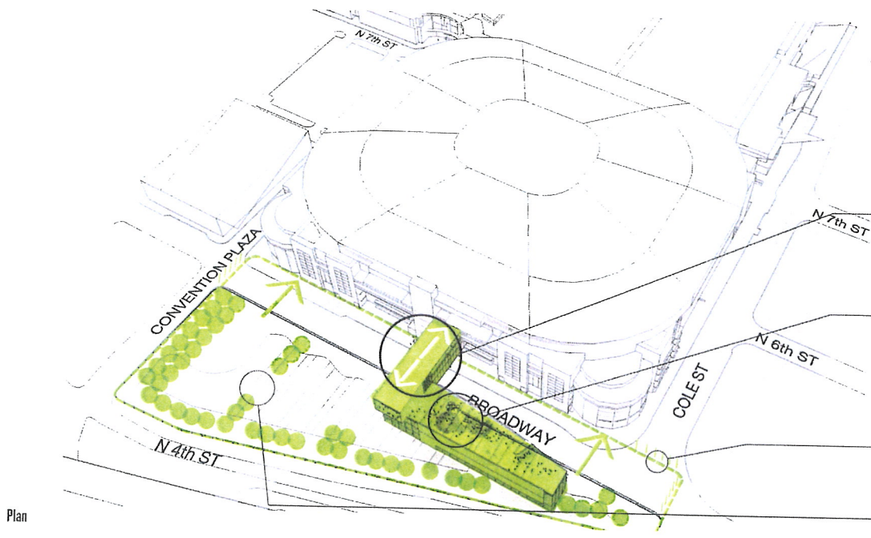
Aerial View

OPPORTUNITY A highly flexible pregame fan destination that includes improved landscape, a new private building with vertical circulation and bridge access to the club and upper levels of the Edward Jones Dome.



Baer Park Pavilion "Geek Suite"

OPPORTUNITY Align with a sponsor partner and create a dedicated zone for fans to stay connected to all the action in the NFL, check the scores from around the league, monitor fantasy stats and tap into all the newest technology on the market.



BAER PLAZA

- Bridge Connector to: Club Level
- 50,000sf Pavilion
  - Street Level Restaurant
  - Team Store Retail
  - Roof Top Deck
  - Rams Fan Geek Suite
- Retractable Bollards
- Premium Tailgate Plaza

Plan

OPPORTUNITY A highly flexible pregame fan destination that includes improved landscape, a new private building with vertical circulation and bridge access to the club and upper levels of the Edward Jones Dome.

Component 1.1.1 (c) Stadium Seating (Exclusive of the quantity of such seating)

The seating type, width, depth of rows, etc. are all standardized and meet the first-tier standard.

Component 1.1.1 (d) Stadium and Playing Field Lighting and Sound and Communication Systems

Circulation Zone Lighting

CVC is proposing improvements to concourse, sideline clubs and suite levels lighting as noted in 1.1.1 (a), 1.1.1 (b) and 1.1.1 (h).

Ambient Lighting

In the last round of improvements, natural light was added at the north and south end zones, and the windows were covered with operable shades to create blackouts for non-Rams events. The bowl can be further enlivened through the introduction of clerestory natural light with blackout capability using operable shades. The glazed panels would introduce light from two ends or sides of the Dome.

Sound

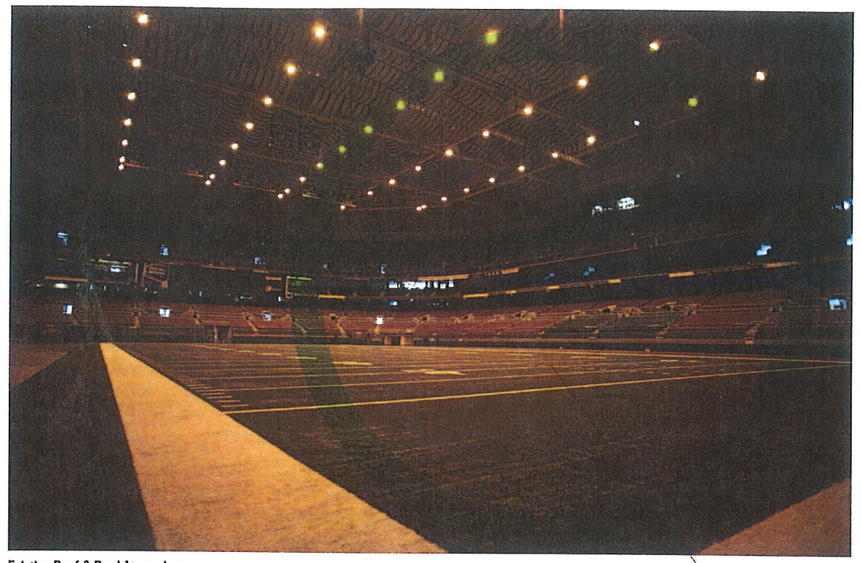
The sound system is a distributed system consisting of 29 clusters, including one center mounted cluster. In addition there are underdeck speakers providing sound coverage on the suite and club levels that were installed in 2005. Premium levels such as the Bud Light Party Zone and the Clarkson Jewelers Club have new dedicated sound systems along with t.v.'s. The sound system has been updated over time, but CVC has determined that improvements are necessary to meet the first-tier standard. We will replace the Center cluster, the bowl distributed EAW system and the corridor speakers on all levels to improve sound quality. In addition, acoustical panels will make greater bandwidth possible. Additional acoustic materials will be installed in the press box walls, some Terrace sections and walls on both Club and Suite levels.

Communications

Distributed television system in the Dome is a trunk and tap system using hardline cable and inline amplifiers. The local cable company, Charter, provides the signal to the Dome. In addition to television signals from the cable company, the system also includes 14 channels from DirectTV, two inhouse channels and two standard definition channels. Virtually all of the televisions in the facility have been updated to flat panel HD units.

Broadcast cable system consists of triax, coax and audio cable game broadcasts. Cabling is provided from the t.v. truck parking in the facility truck dock to various camera locations in the seating bowl. The cable system is original from the initial installation and does not include fiber optic cable. The broadcast system will be upgraded with fiber optic cable to be state of the art for all NFL broadcast needs.

The inhouse video production system was replaced with an HD system in 2009.

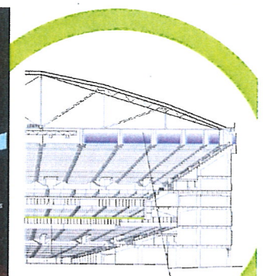


Existing Roof & Bowl Atmosphere

The current bowl atmosphere lacks the type of excitement from a fan experience standpoint and team identity connection found in leading NFL venues.



Clerestory Natural Light



OPPORTUNITY The bowl atmosphere can be enlivened through the introduction of clerestory natural light. Black out condition would be maintained by operable shade panels on a mechanized system.

Component 1.1.1 (e) Stadium Scoreboards, Computer Systems, Videoboards, Video Systems and Other Communication Media (whether presently known or unknown).

As previously noted, the CVC installed new ribbon boards in the first round of improvements. Flat screen HD tv's were added to the suites, the club areas and on the concourses. The exterior marquees in Baer Plaza and at Convention Plaza and Washington Avenue were replaced in 2009 with the latest technology.

The CVC installed two new Daktronics scoreboards in 2009 as a part of the earlier improvements. While the technology is the most up-to-date, the size of the scoreboards was dictated by the available space in the end zones. CVC is now proposing the addition of a center hung scoreboard, approximately 96' wide and 27' high, which will require the addition of structural steel. These two new boards will provide a clear view of all of the field action from all parts of the stadium and will open up additional advertising revenue opportunities for the Rams. This scoreboard will be comparable in size to the scoreboards installed in newer facilitites and will improve the football experience for all Rams fans.



Center Hung Video Display

Component 1.1.1 (f) Advertising Infrastructure In, On and Around the Facility, including Exterior Marquees as defined in Annex 2.

The 2009 first-tier improvements replaced the Exterior Marquee technology for the I-70, Convention Plaza and Washington Avenue marquees, allowing better advertising opportunities to an external audience. The new scoreboards and ribbon boards vastly improved the advertising within the Dome. In addition, the CVC allowed the Rams to install Ping HD Boards for advertising throughout the concourses as well as ad panels in the lavatories. To further update the advertising infrastructure, CVC is proposing to replace the vomitory and sponsor signage on the concourses, which are currently backlit boxes, with flat screen monitors to provide greater sponsor activation and guest experience. These will create a more contemporary look and will allow the Rams to rotate advertising messages if they choose instead of limiting the advertising revenue for each location to one advertiser.





Component 1.1.1 (g) Concession Facilities and Equipment and Service and Preparation Areas

The current food service operation in the Dome includes a commissary, 24 general concession stands, three club level concessions, 136 portables, four support pantries/kitchens for the clubs and suites, one inseat service pantry, hawker pantries, four corner club bars/buffets, Rams Club, Clarkson Jewelers Club, Bud Light Party Zone, press dining and the Dome auxiliary kitchen.

When the building opened in 1995 the design was state-of-the-art. Due to the forward thinking in the original design and further recent renovations many of the core elements are still relevant and seen in newer sports venues today. Starting in the summer of 2007 with completion in 2011, the following food service upgrades were performed: the addition of a 3,000 square foot kitchen and concession in the west end of the Bud Light Party Zone; new bars and furniture in the Bud Light Party Zone, construction of the Clarkson Jewelers Club to create a premium club/lounge atmosphere; renovations to the Rams Club including opening it to the bowl with seating, bars, upgrading furnitures and finishes and the creation of the Legends Club by combining four suites into one large contemporary premium club.

CVC is now proposing to update the concession fronts to present a more professional look and potentially invite additional spending through more cooking options. Importantly, we also propose to remodel the Dome kitchen and add a significant amount of equipment for cooking and cold storage, and add to and upgrade equipment in the Rams Club kitchen

Though not necessarily a first-tier requirement, CVC is proposing an exciting new idea for the Dome as part of this process that will enhance the facility as a whole. We are proposing the conversion of the courtyard between the convention center and the Dome into a flexible pre-game fan destination for pre-game concerts, food and beverage sales and exciting fan entertainment offerings. This can facilitate earlier ingress into the Dome and reduce congestion created by new NFL Security requirements for wandings or patdowns. It will also generate additional food and beverage sales and create a 'friends' gathering place for pre-game activity.



OPPORTUNITY Create an exciting and highly flexible pregame fan destination in the courtyard between the Convention Center and Edward Jones Dome. Pregame concerts, food and beverage sales, and exciting fan entertainment offerings define the new environment.



Existing Concessions





OPPORTUNITY Integrate a fresh approach to concessions and wayfinding graphics that are attractive, visually dynamic and strongly connect to team identity and local iconography.

Component 1.1.1 (h) Common Area, Entrances, Lavatories (including without limitation concourses other than the Suite and Club level concourses, hallway lighting, first aid stations and related event patron amenities), Public Safety, Fire Alarm and Protection Areas, and Security Services, Signage, Facilities and Equipment

CVC is proposing to enhance the concourses and communal public areas through a new cohesive branding approach that introduces engaging sponsor environments at key public entry points, team pageantry, a fresh approach to concessions and wayfinding graphics, and general upgrade to lighting and finishes.

We will also create a heightened first impression for fans at key building entry points, improve security and circulation flow.

Key to the fan experience is the entry into the Dome. Both Entries A & B experience significant congestion due to the NFL patdown or wanding requirements which change with each season, and which combine with the limited queuing space due to the road system which surrounds the entrances to the Dome to cause congestion. To eliminate the congestion and create a safer environment in which to queue and enter the building, we propose installing retractable bollards at three points in the roadway, on Cole at Broadway, on Broadway at Cole and on Broadway at Convention Plaza. This would turn Broadway into a pedestrian environment and provide safe and plentiful space for queuing at Entries B & C without harm from vehicles.

Once inside the facility, the common areas will be better activated with the use of graphic elements at all four entries. Incorporating media boards for adaptable messaging will also provide additional advertising revenue opportunities.

Vertical stairs at entry ways provide opportunities for improvement to the fan experience. Simple colorful large scale surface applied wall treatments and enhanced lighting will make these entry and exit zones more attractive. As fans will gravitate to these five main stair towers and landings, it will improve ingress and egress and overall circulation.



Existing Vertical Stair Circulation

Colorful, large scale surface applied graphic wall treatments, integrated advertising, enhanced lighting and audio features connected to iconic historical events and individuals that define the Rams legacy



OPPORTUNITY By making these zones more attractive, fans will gravitate to these circulation points and alleviate pressure from the gates.

Vertical circulation stairwells could be part of a Hall of Fame walk for fans to relive iconic moments in St. Louis history.



Existing Primary Entrance Lobby



Sprint Center, Kansas City, 2007

Technology integration. Media boards for adaptable messaging and fan interaction

Interactive stadium directory



OPPORTUNITY Create a heightened first impression for fans at key building entry points, improved security, more efficient circulation flow and enhanced revenue opportunity through high impact technology features within sponsor and team branded media elements.

Adding lighting and upgraded finishes will create a brighter and more colorful atmosphere and potentially create fan gathering zones in underutilized concourse areas. In addition, the lavatories will receive upgrades to finshes as a part of this plan. Combined with the improvements previously noted to concession fronts, the facility will have a more attractive, visually dynamic presentation and will more strongly connect to the team identity and local iconography.

The facility is still operating on original building management system (BMS) technology and security systems, and is in need of an upgrade. As part of the first-tier process, CVC will overhaul the analog platform security system to an IP driven system with flat screen monitors, digital records, multiplexers and a mix of HD cameras.



Existing Concourse Environment

Component 1.1.1 (i) Facilities support equipment (including without limitation turnstiles, maintenance equipment), Facilities vertical transportation (including without limitation event patron elevators, service elevators, VIP elevators, escalators, ramps, etc.), mechanical, electrical, plumbing, HVAC and related equipment and systems.

There are 32 escalators in the Dome which have been recently retrofitted, including adding side brushes for safety. Given CVC's robust preventive maintenance program, these systems should last 30 years before a major overhaul is necessary.

While it is not uncommon to have two different food service operators in a sports facility with one tending to catering and club suite (premium) level service and the other for general concessions, the Dome is unique in that the Rams have two food service operators which share spaces and there is some overlap on areas of responsibilities. The main Dome kitchen is shared by both operators; the different needs require scheduling between companies to utilize the space, resulting in additional pre-game day preparation by SportsService. Because of the crossover in types of service, there is a built in competition rather than cohesive food service program for the club and suite levels. This also makes it difficult to maximize the efficiencies of the food services facilities on the upper levels and causes conflicts for use of the elevators, which would otherwise be adequate. This is not a first-tier issue in that the problem is not caused by the facility, but by the Rams' contracts with two vendors with shared space responsibilities.

The proposal in Section 1.1.1 (b) regarding the addition of a club level entrance in Baer Plaza and over Broadway into the Dome will improve accessibility issues with the dedicated VIP entrance for club and suite level. *Note: Broadway Central elevators would be utilized for press levels and disabled entry only.*

The HVAC, Building Automation System, Chilled Water Plant, Hot Water Systems, plumbing systems and electrical distribution systems for the Dome have all been evaluated and determined to be in good working condition with one exception; the hot water systems need to be refurbished and that work will be included in this renovation.

Component 1.1.1 (j) NFL Franchise Football-Related Team Facilities (including without limitation locker rooms, coaches rooms, training rooms)

In 2010, the CVC agreed to the St. Louis Rams' request to switch the locations of the Rams' Locker Room and the Visiting Team Locker Room and renovated both facilities. The Rams' Locker Room has new millwork, logo'd carpet and chairs and the Visiting Locker Room received upgrades as well, although to a lesser extent. These team facilities are comparable to most NFL stadia in which the team does not use the facilities for day to day operations and practice. These facilities are only used on game day. Equipment is adequately maintained, and in the 2011 season a new x-ray machine was purchased. CVC has determined that upgrades are necessary to the auxiliary locker rooms used for the Rams cheerleaders and officials on game day and that renovation is included in this first-tier proposal.

Additionally, we propose to add simple surface applied graphic wall treatments to transform the routine nature of the service corridor and greatly elevate the player pathway leading from the newly renovated Rams locker room to the playing field.



Component 1.1.1 (k) The Playing Field as defined in Section 3.4.1.

In 2010, the CVC installed a $2.5 million state-of-the-art playing field. AstroTurf's innovative Magic Carpet II conversion system, which features its Game Day 3D Synthetic Turf System, was installed by the season opener. It is the same turf that the Rams installed at Rams Park. This field more than complies with the first-tier standard, and no improvements are needed.

The protective netting behind each end zone was replaced in 2011.

Component 1.1.1 (l) Electronics, telecommunications and computer systems, box offices and ticket printing and taking equipment, ticket accounting and control systems.

Except as noted elsewhere in this proposal for communications and security computer system upgrades, CVC has not determined the need for any other improvements in this component.

Component 1.1.1 (m) The Physical Structure of the Facilities

CVC had determined that the roof of the Dome needs to be replaced, and this work will be done prior to March 2015 as part of the first-tier renovation plan. As the Rams agreement with Edward Jones for naming rights will expire March 2014, we will work with the Rams in advance of roof replacement to ensure that the proper sponsor recognition is incorporated (should Edward Jones renew by March 31, 2012 for an additional eleven year term). In addition, the exterior of the Dome will receive the following significant improvements:

- Dyvit: Clean, apply protective treatments, replace sealant joints
- Pre-Cast Concrete: Clean, apply protective treatments, replace sealant joints
- Brick Areas: Replace sealant joints

Component 1.1.1 (n) Facilities Management (as hereinafter defined in Section 3.1.1) of the Facilities, including without limitation, NFL Game Date preparation and NFL Game Date services and personnel.

Between 2009 and 2011, the team responsible for the facility's management was changed out at all of the higher management levels, including the vice president of facilities, who serves as the general manager, the director of operations and the cleaning contract supervisors and staff. Their collective resumés far exceed first tier standards. The senior team, including public safety, participates with NFL meetings to ensure that the issues of the day regarding security are known and addressed appropriately.

Component 1.1.1 (o) Maintenance of the Facilities

As noted in 1.1.1 (m) above, the physical structure is continually reviewed and is being maintained. The CVC and the RSA work together on an annual preservation program to ensure the facilities are properly maintained. The City of St. Louis, County of St. Louis and the State of Missouri provide funds each year to the RSA for these purposes.

CVC staff has a game day maintenance system in place. Any reports of broken seats or other maintenance items which are reported are addressed immediately and repaired, if possible, during the game or by the next game if onsite repair is not available.

The bowl floor was covered with an epoxy flooring which has helped keep floors cleaner.
Note: Concrete on upper levels still in process of being covered with last of the work to be finished in 2012.

Other, Press Box Facilities

This component is not described in the lease, but was discussed in the 2005 round of improvements as a possible improvement to the facility as a whole.

The Edward Jones Dome has 144 press positions, a number which CVC believes falls below the first-tier standard for the facility as a whole. Also, the press area needs aesthetic renovations. As part of this first-tier proposal, we will upgrade the current spaces and convert the makeshift auxiliary press area into permanent first-class quality space. The combined totals will give the Dome 210 first-class positions for local and visiting media.

Conclusion

Attached to this plan is a source and use of funds document which highlights anticipated budget costs for the improvements just described.

The St. Louis Rams are important to our community and to the St. Louis Convention and Visitors Commission. We hope that upon review of this proposal, the Rams ownership and management will appreciate the level of work that went into our efforts to meet the requirements of the lease and, more importantly, to ensure that the Rams are a part of our community for many years to come.