

Media Contact:
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FACT SHEET The Classic Center Arena

- OVERVIEW:** Once complete in the fall of 2023, The Classic Center Arena will be Northeast Georgia’s premier event facility. It will have 5,500 permanent seats with the capacity to hold up to 8,500 people along with the ability to transform for any occasion from concerts and sports tournaments to banquets and general sessions. Built into the fabric of downtown Athens, The Classic Center Arena will echo the energy of the college town with its rich music history, outstanding clubs, restaurants, and breweries, along with walkable access to hotels, making Athens a winning destination for all types of events and a place that both residents and visitors can enjoy.
- DESIGN:** The Classic Center and the unified government of Athens partnered with Perkins & Will, Smallwood, J.E. Dunn, and Impact Construction Management LLC. to ensure that the new arena would exceed expectations by delivering a new regional attraction for sports, music, entertainment, and events.
- The new arena will be LEED-certified, which will maintain The Classic Center’s goal of reducing its carbon footprint while continuing the facility’s sustainable growth.
- ECONOMIC & COMMUNITY IMPACT:** The Classic Center Arena will put more than 600 people to work in the local community, provide an additional 90,000 hotel room nights and an estimated \$30 million in annual economic impact.
- Additionally, The Classic Center has increased the minimum wage floor by 22%, matching the base MIT Living Wage Scale in accordance with the census data for the community. This will be reviewed annually and adjusted as needed.
- Through the development of the new arena, The Classic Center has established a partnership with the University of Georgia, Athens-Clarke County Career Academy, Athens Technical College, and a local career academy to provide a unique learning model where students have an opportunity to educate and train on career pathways in hospitality while gaining college credit.
- The Classic Center employs a dedicated team to oversee its in-house workforce development programs including Bread for Life, the Hospitality Career Academy and a competitive paid internship program. Furthermore, it invests \$60,000 annually in scholarships for those pursuing a career in hospitality, workforce development, art, or culinary skills through The Classic Center Culture Foundation.
- COST:** The arena will cost an estimated \$126 million. \$33 million out of the \$126 million is being funded by SPLOST. The remaining balance of the arena will be funded through revenue bonds backed by Athens-Clarke County, private partnership funding, sponsorships, and Capital Campaigns.

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MEETINGS & EVENTS: The Classic Center Arena will bring new prospects for more concerts, conventions, events, tournaments, and a larger arena for the University of Georgia Club Hockey team. The Classic Center has also formally signed an agreement with an ECHL team that will soon call The Classic Center Arena their new home.

Arena SPECS, AMENITIES:

- 5,500 permanent seats
- 7,000 for end-stage concert
- 8,500 in the round
- Potential to go to 9,000 for basketball with specialty seating
- 3 basketball courts
- 4 volleyball courts
- 150 trade show booths
- 2,000 banquet attendees
- 7 trailer load-in docks
- ice hockey floor
- 150 ' x 358 ' arena floor

ACCESSIBILITY: Hartsfield Jackson International Airport is located 60 miles from Athens and The Classic Center Arena and offers a variety of non-stop flights from major markets. Additionally, Athens-Ben Epps Airport provides air travel services to the county. Athens is conveniently located one hour from Atlanta, GA and less than three hours from major drive markets, including Charlotte, NC, Knoxville, TN and Greenville, SC. It is accessible by four-lane highways in all directions.

WEBSITE & PHONE: ClassicCenter.com/Arena or 706.208.0900

SOCIAL MEDIA: Facebook: www.facebook.com/ClassicCenter
Instagram: www.instagram.com/TheClassicCenter/

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