



A Premium Story for All Cubs Fans

With new clubs and renovated suites debuting in 2019, in addition to the American Airlines 1914 Club that opened last year, the premier clientele at Wrigley Field has increased by more than a factor of 20. There are now unique destinations, and storylines, for everyone, with elevated service and tailored food and beverages to match.

By Jared Frank, ALSD

QUICK HITS

The American Airlines 1914

Club incorporates period-specific, curated experiences from its signature cocktail all the way into its restroom designs.

The Maker's Mark Barrel

Room is a speakeasy-inspired destination with culinary delights and craft spirits, all surrounded by brand-driven design elements.

The W Club is a craft brew

haven that caters to ultra Cubs fans who revere the history of the team and its friendly confines.

The Catalina Club is a

nautical-themed club influenced by Catalina Island, which was the Cubs' spring training home from 1921 to 1951.

It seems like yesterday the ALSD was in Chicago to cover the early days of the Cubs' preview center, which showcased a planned restoration of Wrigley Field. Five years, five phases of construction, and a World Series trophy later, and that plan is now a reality.

The privately funded, \$760 million renovation, dubbed 1060 Project in reference to the ballpark's address number, is rounding third and heading for home. On April 8, Wrigley Field will celebrate its 105th Opening Day, and first with the 1060 Project on the cusp of completion.

"One of the reasons a lot of us joined the team was for this project," says Andy Blackburn, Vice President of New Business for Marquee Sports & Entertainment, the newly formed agency for partnerships, sales, and events associated with multiple entities owned by the Ricketts family, including the Chicago Cubs. "And it's not only everything happening inside the ballpark, but it's everything happening outside the ballpark too."

In sum, the Ricketts family investment approaches \$1 billion when accounting for the ballpark and the additions

to the surrounding Wrigleyville neighborhood, which includes the boutique Hotel Zachary and many new restaurant concepts, such as Mordecai from Matthias Merges, which has one of the largest collections of Pappy Van Winkle in the United States.

ALSD 2019 attendees will have the opportunity to experience it all, both inside and outside the venue's ivy-covered walls, during this year's annual conference and tradeshow. Attendees will observe floor-to-ceiling suite renovations and the introduction of multiple new club concepts.

None of these clubs existed before 1060 Project. Going back before last season, Wrigley Field had a total of 71 club seats. Beginning on Opening Day this year, it will boast 1,700.

The American Airlines 1914 Club (and six bunker suites connected to the club) was the first area to be unearthed last season, in order to build back the slab and move the project forward.

The American Airlines 1914 Club was the first new space to come online at Wrigley Field, making its debut in 2018. Going back before last season, the ballpark had a total of 71 club seats. Beginning on Opening Day this year, it will boast 1,700.



AMERICAN AIRLINES 1914 CLUB

Inspired by Wrigley Field's inaugural year, the American Airlines 1914 Club provides those 700 guests seated in the first seven rows behind home plate between the dugouts all-inclusive food and beverages in the ballpark's highest-end destination.

"This is the crown jewel of our club spaces," notes Blackburn.

From its culinary experience, to its look and feel, to its storylines, all design aspects in the American Airlines 1914 Club celebrate the iconic nature of Wrigley Field, a place revered by many as the top ballpark in the country.

"Each club has its own unique storyline," says Adam Stover, Principal at Populous, the architect of record for the Wrigley Field renovation. "1914 is all about the architecture, the vernacular of the Louis Sullivan time period and the relationship back to the original design of Wrigley, bringing in all those authentic stories as much as we could, using materials and patterns, all from that 1914 period."

Entering the American Airlines 1914 Club is a step back into the syntax of a bygone era. Each detail drips with purposeful nostalgia. The club's signature cocktail is the old-fashioned, made from an original recipe found in a book from 1914 that is displayed in the club. Period-specific, curated experiences extend all the way into the club's restrooms. Yes, even the restrooms.

The first flush valve was created and patented by Sloan in 1914. The design team was able to work with the plumbing systems manufacturer to recreate the original valve, match its finishes, and install it in the club.

"We've done everything we could to transport you into that experience," Stover says. "We wanted every little detail to have a story."

The introduction of the American Airlines 1914 Club also elevated the service abilities of the premier team at Wrigley Field. Now instead of running down aisles in between innings to chat with clients for a minute or two before the game resumes, service managers have a dedicated

space to deepen relationships and spend quality time with guests up to two hours before and one hour after games.

"Just having that space made such a huge difference," says Caroline Phillips, Assistant Director of Premier Service for the Chicago Cubs. "We could finally deliver on extra amenities and service deliverables on gamedays and on non-gamedays too."

To plan for its new club spaces, the Cubs did focus groups and surveys to gauge the wants and needs of the team's valued customers. Predictably, responses included common desires for climate-controlled spaces, private restrooms, as well as premium food and beverages, and the Cubs have built all of these things, but another takeaway from this research was an appreciation for comfort items.

"We put in a ton of those comfort item amenities last year in the 1914 Club, such as sunscreen, ponchos, blankets, hand warmers, cell phone chargers, all those things," Phillips says. "So no matter the outcome of the game, they would still have a great experience. We got such great feedback, so that's something that we're carrying out for all the future clubs that we're opening this year as well."

MAKER'S MARK BARREL ROOM

One of the new clubs coming online in 2019 is the Maker's Mark Barrel Room. This speakeasy-inspired destination originated from an old photo in the Cubs' archives of Al Capone and Gabby Hartnett, the latter signing an autograph for Capone's son.

"As we were thinking about the theme behind this club, the old Chicago speakeasy came to mind," Blackburn recalls, "especially after we found that photo."

The Maker's Mark Barrel Room seats are situated down the first baseline. The club space offers views into the visiting team's batting tunnel, culinary delights, and craft spirits, all surrounded by brand-driven design elements.

Upon entering the space, patrons will be both comforted by warm tones of original brick and reclaimed Kentucky barn wood and struck by light bouncing off of



Top: The Maker's Mark Barrel Room offers a speakeasy vibe, inspired in part by an old photo of Al Capone and Gabby Hartnett at Wrigley Field.

Bottom: The W Club is an all-things Cubs experience with memorabilia displays and design elements celebrating the home team.



Maker's Mark bottles, originating from a custom chandelier from the Louisville distillery, deconstructed and rebuilt in the Barrel Room.

"It's all about the brand, but it ties into the overall storyline," says Stover.

"We created a story in every single club," says Hugo Gamino, Assistant Director of Operations – Premium for Levy at Wrigley Field. "The Barrel Room has that speakeasy feel to it with hints of bourbon and barbeque."

Last season, the Levy culinary team performed yeoman's work creating food with some of its new knives at Wrigley Field yet to be sharpened. With additional infrastructure coming on board this year, which includes a new kitchen to accommodate the increased volume of premier guests, food variety, quality, and speed of service are all enhanced.

"Something we really want to tackle this year are items we weren't able to hone in on last year," Gamino says. "Having that kitchen and these extra spaces available this year, we're able to also cater the Barrel Room and the 1914 in the way we've always intended."

"Maker's Mark could not have been a better partner to help us develop a whiskey house," says Blackburn. "We've made several trips back and forth to Louisville to discuss the partnership."

THE W CLUB

The sports bar of Wrigley Field sits down the third baseline. The W Club, named in honor of the blue and white victory flag flown atop the Wrigley Field scoreboard after every Cubs win, will also debut on Opening Day 2019. Big screens and totems of Cubs fandom cover this craft brew haven, catering to ultra-fans with a sweet tooth for sitting by the home team dugout and who revere the history of the team and its friendly confines.

A simpler material palette features concrete floors and pulls in notable elements like wood from the old famous bleachers and brick from the outfield wall. Tables will be identified by the numbers of legendary Cubs players. Memorabilia displays will rotate unique artifacts from the team's recent and treasured past. It's an all-things Cubs experience connected to thematic F&B elements.

"We want to take that beer-centric club and do a play with the food," says Gamino, "So for example, taking a bourbon-vanilla beer stout and mixing it into a food selection."

For those guests less interested in experiential food and drink pairings, the W Club provides a unique grab-and-go offering of tried-and-true items.

CATALINA CLUB

The final new space to open in 2019 will be the Catalina Club, located behind home plate in the upper level. The name of this nautical-themed club is derived from Catalina Island, which was the Cubs' spring training home from 1921 to 1951.

The indoor-outdoor destination delivers panoramic views of downtown Chicago, Wrigleyville, and Lake Michigan, as well as another unique storyline for its patrons.

"There was moment when we were up there, and there was a little sailboat that drifted by in the background," Blackburn explains. "We all kind of looked at each other and said this is the Catalina Club."

In terms of materiality, the Catalina Club departs from the clubs situated downstairs. It creates its own sense of place with terracotta tiles on the floor and layers of hand-painted glazed tiles.

"This space brings in materials that you would experience in a residence or in your favorite hotel on Catalina Island," Stover says.

Catalina Club food and beverage will be lighter in fare, featuring small plates such as crudités and Hawaiian bowls. On the beverage side, concepts will be California wine driven with a tequila mezcal flavor as well for when



Top: The Catalina Club design integrates materials native to Catalina Island, such as terracotta tiles and hand-painted glazed tiles.

Bottom: The 60 renovated suites at Wrigley Field are now 30% larger and feature an operable glass system to enhance the experience.



the sun goes over the yardarm.

“I created some cocktails around the SS Avalon, the Hermosa, and the Cabrillo, which were three of the tug-boats that took the players to Catalina Island,” Gamino says. “We want to change the game when it comes to beverage cocktails at Wrigley Field.”

RENOVATED SUITES

The 60 suites at Wrigley Field have an interesting history. They were hung to the upper deck in 1989 like the Anthony Rizzo jerseys in the Cubs team shop in order for Wrigley Field to host the 1990 MLB All-Star Game. League executives needed places to host sponsors and VIP’s, so up the suites went down the first and third baselines in one offseason ahead of Opening Day 1990. And they haven’t been meaningfully touched ever since. Until now.

On Opening Day 2019, Cubs suite holders will find their private suites 30% larger, on average, from front to back. New operable glass systems open these most premium destinations to the sights and sounds of Wrigley Field, which also includes concerts.

“We celebrated our 50th concert last year,” Blackburn says. “Not only do you get to enjoy a Cubs baseball game from a new open suite, but our concerts have been dramatically enhanced by that experience.”

The journey to and through the suite level has also been dramatically enhanced. Suite holders can now bypass the former series of meandering ramps and staircases by taking one of two new elevators with direct access to the suite level.

“We’ve been able to create that amenity of conditioned space,” says Stover.

SOMETHING FOR EVERYONE

Rome wasn’t built in a day, and neither was Wrigley Field, in 1914 or 2019. By leveraging a deep bench of thought leaders from the Cubs, Levy, Populous, and CAA ICON, the five-phase 1060 Project is days away from its finish line (as if there’s such a thing in the sports and entertainment industry). Once completed, no premium seat holder will go out on a called strike when entertaining guests at Wrigley Field. There’s something for everyone to do and see.

“We took the elements that the customer asked us to build, and we built five different experiences that pretty much cover every different type of Cubs fan,” says Blackburn. “No matter what type of fan you are, there’s an experience tailored to your needs. I’m confident what we’re delivering is going to be a leader in the industry.”

“I’m very proud of the partnership that we have with the Cubs, from Populous to ICON,” Gamino says. “There’s an overarching vision of what we want Wrigley Field to be, and we’re getting there. We want to be known here at Wrigley Field as the most premier space in sports.” #

Do you want to see the restored Wrigley Field, now emerging as one of the most premier spaces in sports?

Register for ALSD 2019 by filling out the registration form on page 91 or by visiting <https://alsd.com/register>.

Visit [ALSD.com](https://alsd.com) to watch our Wrigley Field preview video series, which includes additional insight from Cubs leadership, Levy, and Populous, as well as an ALSD Member Tip from Caroline Phillips.