

LITTLE CAESARS ARENA

IMPROVING THEIR CARBON FOOTPRINT AND COMMUNITY
RELATIONSHIPS

LITTLE CAESARS ARENA HAS FAILED DETROIT





IMPROVE LCA'S IMAGE



OUR TEAM



RYAN POSTMAN



HANNAH SHAPIRO



IAN SHEETS

ROADMAP TO A SUSTAINABLE COMMUNITY



State of Little Caesars Arena

S.W.O.T



The Environment & Community

LCA's Environmental Impact



Planet, People, Publicity

Improving Little Caesars Arena's Image

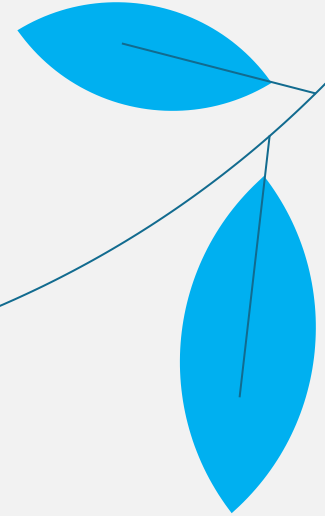
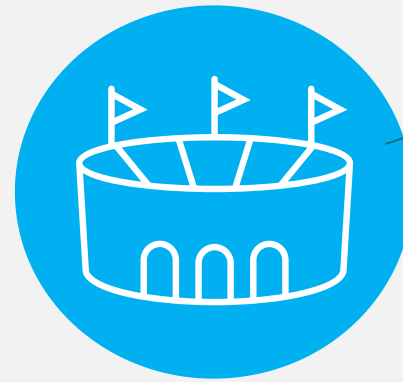


Benefits to LCA

Financial and Organizational



LITTLE CAESARS ARENA



STATE OF LITTLE CAESARS ARENA

STRENGTHS

- Newly Built in 2017
- Centrally Located
- 2 Professional Teams

WEAKNESSES

- Expensive
- Lack of Team Success
- Decreasing Ticket Sales



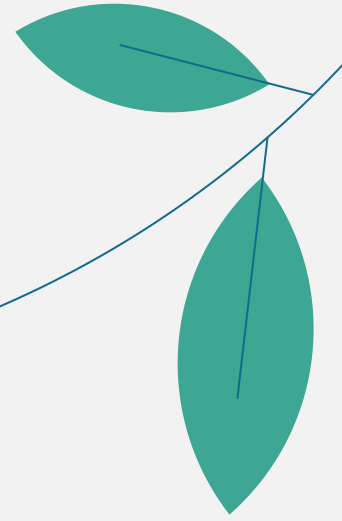
OPPORTUNITIES

- Improve Arena Management
- Environmentally Friendly
- 2018 Sports Arena of the Year

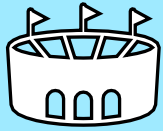
THREATS

- Little Use in Summer
- Attendance Drops
- Unhappy Residents

THE ENVIRONMENT & COMMUNITY



GREENHOUSE GAS EMISSIONS



NHL produces
500,000 tons of
CO2 annually

ARENAS

...



CO2 from
transportation
creates "exposure
zones"

TRAFFIC

...



GHG emissions
cause ozone layer to
deplete

GLOBAL
WARMING

...

ARENAS ARE WASTEFUL



Water Waste



Material Waste



2,500 gallons of
water for rink

Restrooms

Improper fan
disposal

39 million
pounds of trash

UNFULFILLED PROMISES TO THE DETROIT AREA

Detroit DDA
Agreement on 51% of
workers

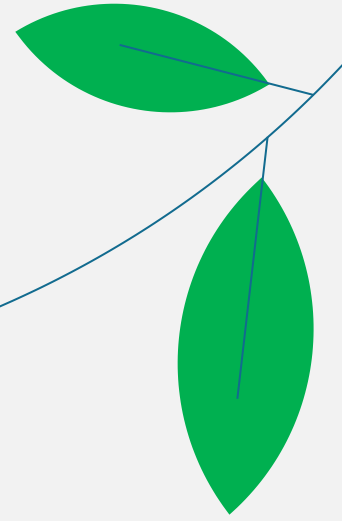
Buyout of small Arena
District businesses for
parking spaces

Kid Rock 6-day long
opening concert





PLANT, PEOPLE, & PUBLICITY





51 POINTS CURRENTLY → 80 POINTS

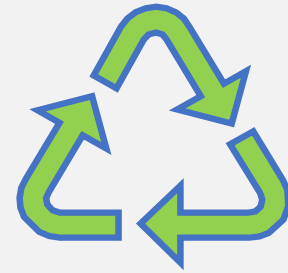
MATERIAL MANAGEMENT PROGRAM



Water Reduction

Restrooms

Rainwater



Solid Waste Reduction

Ban Plastic

Concessions

Compost & Recycling Bins

MATERIAL MANAGEMENT PROGRAM

11 MILLION GALLONS

GALLONS SAVED PER YEAR

OVER 25%

REDUCTION IN WATER

85%

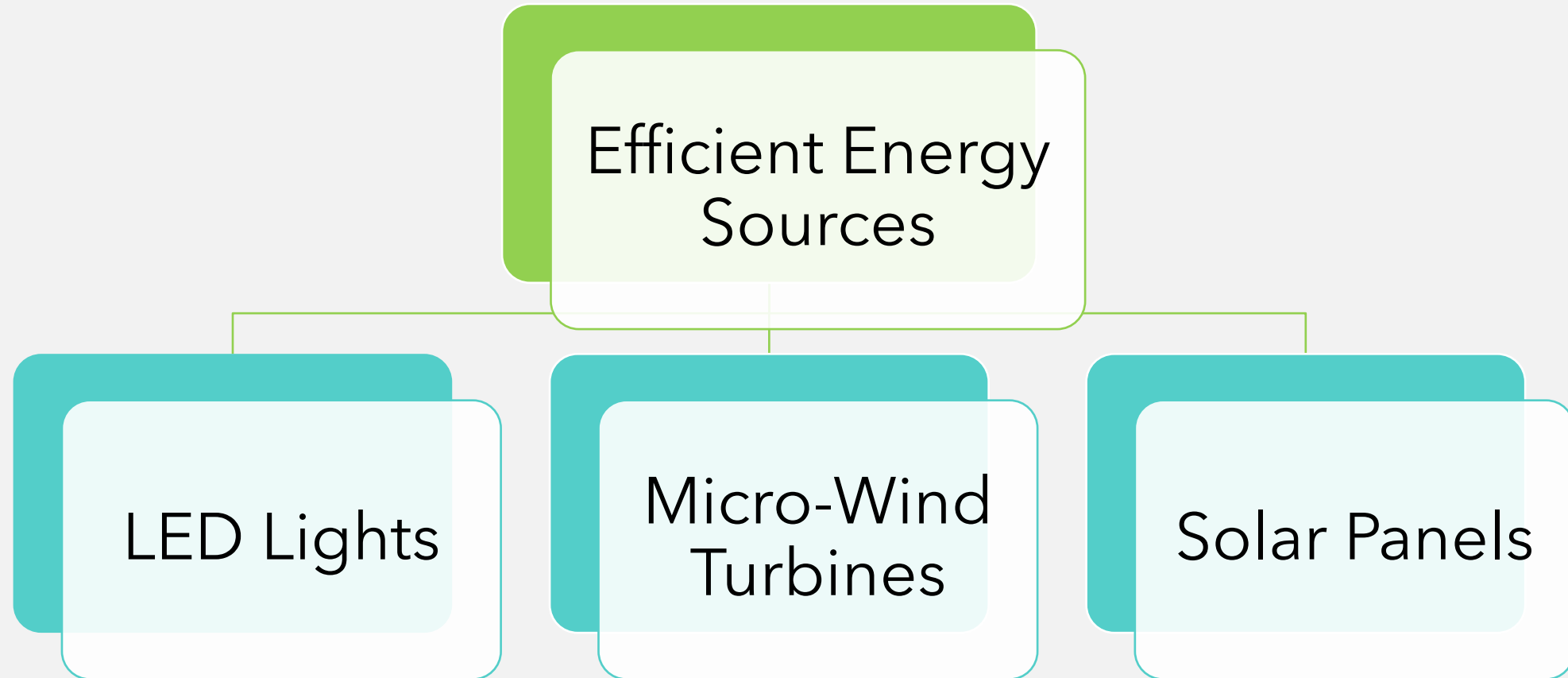
EVENT DIVERSION RATE

1,000 TONS WASTE

DIVERTED ANNUALLY FROM FOOD SERVICES



ENERGY REDUCTION INITIATIVE



COMMUNITY BENEFITS AGREEMENT



A CBA is a written document
between local community and
development group



Ex. Pittsburgh, Oakland, and
Milwaukee



Detroit needs a CBA to address
current and historical issues

PUBLICITY PLAN






WE'RE
**GOING
GREEN** 

UTILIZING
SOCIAL MEDIA

<

littlecaesarsarena

...



1,159

59.2K

370

Posts

Followers

Following

Little Caesars Arena

Home of the @detroitpistons, @detroitredwings and world-class entertainment. 🏀🎸🎵

313pres.co/30ouPEF


2645 Woodward Ave., Detroit, Michigan


Following


Message


Contact


>












Lumineers


Céline Dion

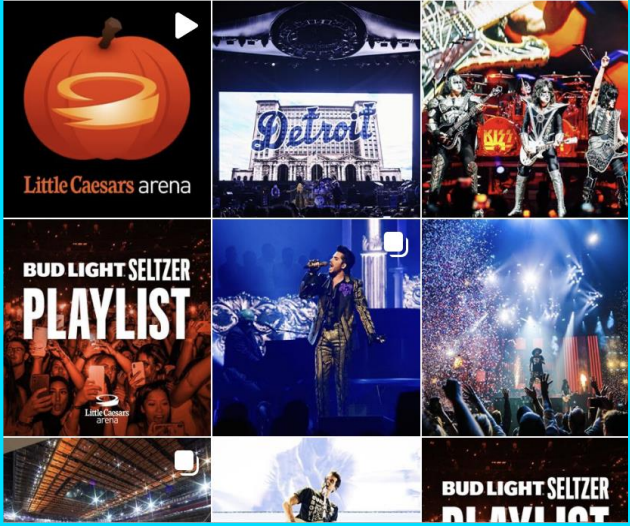
Chainsmok...

Phil Collins

Post Malone








<

detroitredwings

...



10.5K

762K

212

Posts

Followers

Following

Detroit Red Wings Hockey Club

Official Instagram of the 11-time Stanley Cup Champion Detroit Red Wings • Presented by: @littlecaesars • #lgrw

detroitredwings.com/draft

2645 Woodward Ave, Detroit, Michigan


Followed by clairegenord, lizziepotocsky and 2 others


Following


Message


Contact


>












Wallpapers


Draft


Games


WWN

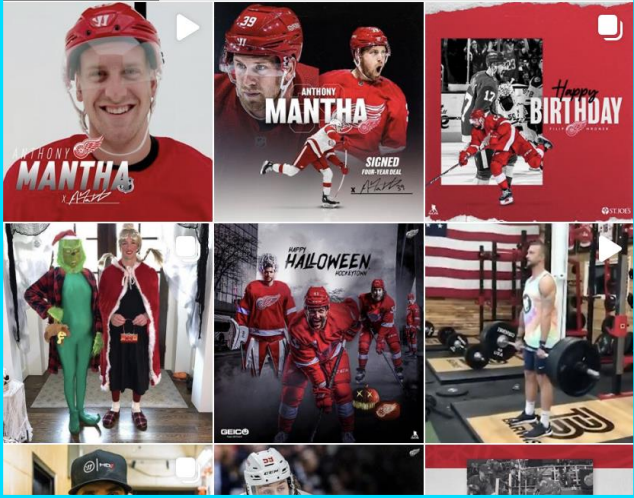
Sunday Fun...











<

detroitpistons

...



10.2K

1.2M

416

Posts

Followers

Following

Detroit Pistons

#DetroitBasketball

www.pistons.com/vote

Detroit, Michigan

Followed by clairegenord, kanon.furuyama and 2 others

View Shop

Following

Message

Call

>













BENEFITS



LEED CERTIFICATION IS A COMPETITIVE DIFFERENTIATOR

...

...

SAVE MONEY.

HIGHER TENANT
SATISFACTION

...

...

PROPERTY VALUE

INCREASED ROI



GOING GREEN SAVES LCA MONEY

\$918,000,000

IN WATER, ENERGY, & WASTE SAVINGS

10%

OR GREATER INCREASE IN ASSET VALUE

4%

HIGHER OCCUPANCY RATES

9.9%

IMPROVEMENT IN ROI



EXPECTED BENEFITS OF CSR

**Customer-Company
Identification**
Higher brand awareness
for LCA

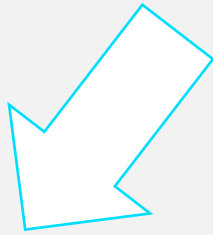


**Market
Differentiation**
Stand out in a diluted
market

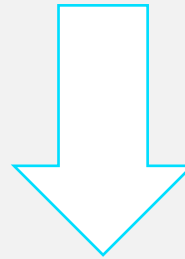
**Employee
Performance**
Increased productivity
from workforce

BENEFITS OF CBA

Increased Community Engagement
and Support



Increased Revenue Streams



Socially Active Sponsors



Greater Consumer Reach

GO GREEN, HELP DETROIT

CARBON FOOTPRINT



Limit Waste
Reduce Energy



REAP THE BENEFITS



Save Money
Attract Consumers
Increase Productivity

IMPROVE COMMUNITY



Draft CBA
Fulfill Promises to Detroit

An aerial photograph of the Chicago skyline. In the foreground, the circular roof of the Little Caesars arena is visible, featuring the arena's logo and name. The text "THANK YOU, ANY QUESTIONS?" is overlaid in a large, black, sans-serif font within a black rectangular border. The background shows a dense cluster of skyscrapers and city buildings under a clear sky.

THANK YOU, ANY QUESTIONS?