

# Johnson Controls And Hall Of Fame Village To Create First-Ever Sports & Entertainment "Smart City" Featuring A Safe, Connected And Sustainable Environment

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CANTON, Ohio, Nov. 18, 2016 /PRNewswire/ -- Johnson Controls (NYSE: JCI) and Hall of Fame Village LLC (a partnership between the Pro Football Hall of Fame and Industrial Realty Group) have entered into a historic 18-year agreement to create the first sports and entertainment "smart city" that will carry the name Johnson Controls Hall of Fame Village. For the Hall of Fame and Johnson Controls, this agreement represents shared values of honoring the past and building a future driven by innovation and creating comfort for everyone who comes to the Village to honor the legends who have played the game.

"This is an extraordinary partnership between esteemed partners that celebrates excellence everywhere. Johnson Controls and the Hall of Fame share strong values and a vision of improving others' lives and making the world a better place," Pro Football Hall of Fame President David Baker stated. "This historic agreement will ensure that the Johnson Controls Hall of Fame Village will be the first 'smart' sports and entertainment city and will serve to inspire generations of fans as a showcase for state-of-the-art technology products and services to deliver world-class fan experiences."

Under the terms of the deal, Johnson Controls will become the "Official Smart City Partner" of Hall of Fame Village, which includes venues such as a virtual reality, state-of-art Johnson Controls Hall of Fame Experience. Additionally, the company will also be the presenting sponsor for the annual celebration in Canton each summer that will be known as the Pro Football Hall of Fame Enshrinement Week Powered by Johnson Controls.

A professional services contract calls for Johnson Controls' products, services and solutions used within the Hall of Fame Village including the museum. This will provide for the creation of a showcase "smart city" with the company providing its building management systems, HVAC equipment, fire and security systems and other technologies that will assure world-class environments and yield significant operational cost savings over the life of the agreement.

"Our innovative, integrated, technologies will provide the right combination of safety and security at the Johnson Controls Hall of Fame Village in an environment that demonstrates how we connect 'cities' that run smartly and reliably," said Kim Metcalf-Kupres, vice president and chief marketing officer, Johnson Controls. "We are proud to celebrate the greats of the game who are enshrined in the Hall of Fame and create a winning experience for visiting fans."

Johnson Controls Hall of Fame Village is the largest project currently under construction in Ohio and will be a top tourist destination for millions of visitors per year. It is projected to bring \$15.3 billion dollars in economic impact to the region in its first 25 years as it transforms the Pro Football Hall of Fame's campus to impact the lives of people by focusing on programming rooted in values learned from the game of football – commitment, integrity, courage, respect and excellence.

The Pro Football Hall of Fame is an independent 501 (c)(3) not-for-profit institution. The NFL Hall of Fame Committee is chaired by Dallas Cowboys Owner, President and General Manager Jerry Jones and provides guidance and leadership to the Hall of Fame with a focus on the Hall's Mission to "Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebration Excellence EVERYWHERE."

"Today's announcement is a terrific day for the Pro Football Hall of Fame. The Hall of Fame's growth is great for this game and the millions of fans who love it. I'm thrilled that a company like Johnson Controls chose to be part of this very special project taking shape in Canton," stated Jones.

"This is one of the most outstanding projects with which IRG has ever been involved. We are very excited to join forces with a distinguished and innovative company like Johnson Controls to create the first-ever state-of-the-art and world class sports and entertainment 'smart city' around America's most passionate sport," Stuart Lichter, president and chairman of the board for Industrial Realty Group said.

In addition to the naming rights of the Village, Johnson Controls also receives the entitlement to The Johnson Controls Hall of Fame Experience, one of the nine landmark components being developed within Johnson Controls Hall of Fame Village. The estimated \$120 million state-of-the-art virtual reality amusement park experience is set to open in early 2019.

"This partnership for the first-ever sports and entertainment 'smart' city is historic and far reaching. Johnson Controls' commitment to Hall of Fame Village will not only have a positive impact on our project, but on our community and region, as well as the game," commented Pro Football Hall of Fame Board of Trustees Chairman Randy Hunt.

The agreement ranks in the top 80 percentile of sports naming rights deals and is the largest ever for the market size.

Johnson Controls retained IdeaQuest, Ramsey, N.J., led by Founder & President, Eric Bechtel to help establish and activate this monumental partnership. The Hall of Fame retained Premier Ventures, Los Angeles, Calif., to advise them on various activities within the nearly \$600 million Johnson Controls Hall of Fame Village development project including the negotiations related to this agreement led by Jeff Marks, president and co-founder. In addition, TSAV, a global technology consulting and integration firm, was retained to provide guidance and leadership regarding technology systems integration & realization of the overall vision for a first of its kind connected sports & entertainment smart city.

The completion of Johnson Controls Hall of Fame Village in 2019 coincides with the NFL's 100th season and subsequent Centennial celebration in 2020. Johnson Controls Hall of Fame Village will be an anchor of the league's celebration.

## **ABOUT JOHNSON CONTROLS**

Johnson Controls is a global diversified technology and multi industrial leader serving a wide range of customers in more than 150 countries. Our 135,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. We are committed to helping our customers win and creating greater value for all of our stakeholders through strategic focus on our buildings and energy growth platforms. For additional information, please visit <http://www.johnsoncontrols.com> or follow us @johnsoncontrols on Twitter.

## **ABOUT JOHNSON CONTROLS HALL OF FAME VILLAGE**

Hall of Fame Village, LLC is a partnership between the Pro Football Hall of Fame and Industrial Realty Group to develop Johnson Controls Hall of Fame Village, a nearly \$600 million mixed-use development in a 200-acre Tourism Development District.

The not-for-profit Pro Football Hall of Fame is a shrine to the game of football, the National Football League and an accredited Museum, Library and Archival Research Center. It is a majestic diamond at the heart of **Johnson Controls Hall of Fame Village**. Other components of the project include Tom Benson Hall of Fame Stadium for sports & entertainment; a Center for Performance & Safety; The Center for EXCELLENCE (for the training of performance athletes, a Coaches University, an Institute for the Integrity of Officials and an Academy of Corporate Excellence); a 1,400-seat Symphony Hall; a football themed, Four-Star Hotel & Conference Center; as well as retail, restaurant, office and residential support. There will also be a place for fans to enjoy a permanent location for the Johnson Controls Hall of Fame Experience. Legends Landing, a senior care facility for retired Hall of Famers and members of the NFL's Legends Community along with coaches, officials and administrators will also be a part of Hall of Fame Village.

## **LIVE CONSTRUCTION CAM OF JOHNSON CONTROLS HALL OF FAME VILLAGE**

[www.profootballhof.com/tom-benson-hall-of-fame-stadium-construction-cam/](http://www.profootballhof.com/tom-benson-hall-of-fame-stadium-construction-cam/)

## **PHOTOS**

Images and renderings of Johnson Controls Hall of Fame Village may be downloaded from the Hall of Fame's media site for editorial use only. [www.ProFootballHOF.com/media](http://www.ProFootballHOF.com/media) (log-in: canton)

## **ABOUT INDUSTRIAL REALTY GROUP, LLC**

IRG is a nationwide real estate development and investment firm specializing in the acquisition, development and management of commercial and industrial real estate throughout the United States. IRG, through its affiliated partnerships and limited liability companies, is among the country's largest owners of commercial and industrial properties, operating a portfolio of more than 120 properties in 28 states with approximately 100 million square feet of rentable space. IRG is nationally recognized as a leading force behind the adaptive reuse of

commercial and industrial real estate, solving some of America's most difficult real estate challenges. Learn more at [www.industrialrealtygroup.com](http://www.industrialrealtygroup.com) or find us on [LinkedIn](#), [Facebook](#), [Twitter](#) & [YouTube](#).

### **ABOUT THE PRO FOOTBALL HALL OF FAME**

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to **Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.**

Hundreds of thousands of fans from across the globe travel to Canton annually to experience *"The Most Inspiring Place on Earth!"* that chronicles America's most popular sport. Millions more are reached through the Hall of Fame's hundreds of special events held annually outside Canton and through the multiple nationally broadcast programs focused on the selection of the newest Class of Enshrinees.

Construction on **Johnson Controls Hall of Fame Village**, a nearly \$600 million development project that includes nine main components, is under way in Canton to transform the Hall of Fame's campus.

For more information about the Pro Football Hall of Fame, please visit [ProFootballHOF.com](http://ProFootballHOF.com); @ProFootballHOF on Twitter, Facebook, Instagram, and YouTube.

### **ABOUT IDEAQUEST LLC**

IdeaQuest is a marketing solutions company that assists brands and organizations in the ideation, design, negotiation and implementation of innovative and enduring marketing platforms. IdeaQuest specializes in brand strategy, consulting, activation and business development in the sports, entertainment, media and technology industries. IdeaQuest was founded and is led by President Eric Bechtel and is based in Ramsey, NJ. Additional information is available at [www.ideaquest.net](http://www.ideaquest.net)

### **ABOUT PREMIER VENTURES**

Premier Ventures is a recognized sports and entertainment advisory firm headquartered in Southern California. The company is led by president and co-founder Jeff Marks. Alan Rothenberg and Randy Bernstein serve as co-chairmen/founders.

### **ABOUT TSAV**

Technical Services is a global technology consulting & systems integration firm specializing in maximizing return on investment in connected smart city, sports & entertainment, government, & education projects. Recognized as industry leaders, TSAV facilitates design efficiency, execution, and partnerships through innovation. TSAV was founded by Peter Dugas & is based in the Southeastern US.

**#JCIHOFVillage**

### **CONTACTS**

Fraser Engerman, Director, Global Media Relations  
Johnson Controls  
[fraser.engerman@jci.com](mailto:fraser.engerman@jci.com); 414-524-2733

Pete Fierle, Chief of Staff & Vice President of Communications  
Pro Football Hall of Fame  
[Pete.Fierle@ProFootballHOF.com](mailto:Pete.Fierle@ProFootballHOF.com); 330-588-3622



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