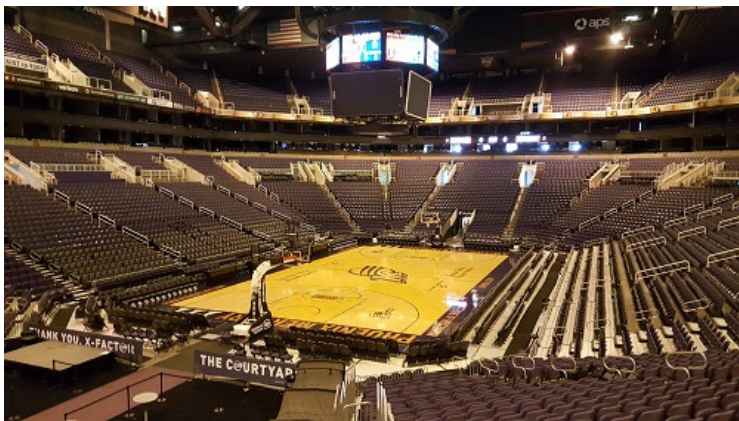




## CASE STUDY

The Talking Stick Resort Arena in Phoenix, Arizona, is home to the NBA's Phoenix Suns, the WNBA's Phoenix Mercury and the IFL's Arizona Rattlers, and hosts a variety of concerts and live events. An integral fixture in downtown Phoenix, the arena, which seats over 18,000, will be undergoing a \$230 million expansion in the coming years.



As is the case with all large venues, its purchasing needs are vast and complex, and overhead is always a concern. When the purchasing department was challenged to improve operational efficiencies, they were open to hearing about the power of a national group purchasing program.

"During our search to improve our operational efficiencies, we heard about the benefits of national group purchasing from a large venue utilizing the RedZone Group Purchasing program," explains Ralph Marchetta, SVP, GM, Talking Stick Resort Arena. "Our meeting with Peter Secord from RedZone came at an optimal time."

## TALKING STICK RESORT ARENA

### CHALLENGE

- Improve operational efficiencies by lowering cost of arena operations
- Reduce price fluctuation from vendors
- Reduce cost of upgrades, renovation and new construction

### SOLUTION

RedZone Group Purchasing Program

### RESULTS

An overall savings of **25.64%** since March of 2018. Significant savings have been realized on the majority of products purchased by the arena, such as:

- Audio/Visual Equipment
- Housekeeping Supplies
- Maintenance & Repairs
- Furniture
- Office Supplies
- Lighting
- Floor Care
- Signage



# CASE STUDY

Once the arena made the decision to enroll in the RedZone Group Purchasing program, "implementation was quick and easy", says Mr. Marchetta.

"Our membership with RedZone Group Purchasing gives us the ability to access national contract pricing from local representatives with nearby distribution centers," says Ruth Stamp-Shepard, Facility Management Coordinator. "I've found that most of our vendors are used to working with GPO's. Its not a new concept. We were introduced to RedZone by the Oak View Group and the program has generated tens of thousands of dollars in savings in just a few short months. We are trying to connect RedZone contracts for most all products and services required to operate the arena. The folks at RedZone have been exceptional to work with. They are committed to seeing that members are well served and realizing maximum savings wherever possible."



*"Implementation was quick and easy. We have saved on everything from batteries, furniture, televisions, copy paper, and wheelchairs. I am amazed at the variety of products we have saved money on through these contracts."*

Ralph Marchetta, SVP GM, Phoenix, AZ – Talking Stick Resort

## TALKING STICK RESORT ARENA

The arena looks to realize even greater savings in the future as they embark on a major renovation and construction project. "The national contract pricing that we receive from RedZone's contracts continue to offer impressive savings on a broad spectrum of products and services," says Alvan Adams, VP, Facility Management. "With our \$200 million arena renovation project coming up, and the construction of a new practice facility, we intend to work with our construction management firm to drive savings with RedZone Group Purchasing's construction and FF&E contracts."



RedZone Group Purchasing is proud to assist the arena in their efforts to maximize efficiencies. "It's great to help our members save money on their daily operations. We're excited to be engaged with a handful of new venue construction projects and some large scale venue renovations. The potential savings from our construction and building material contracts run into the millions of dollars," says Peter Secord, owner of RedZone. "We serve many of the nation's largest sports & entertainment venues and they consistently see *double-digit* savings after we help them link their vendor accounts to our national contracts."

