



### **Steve Griggs, Chief Operating Officer Tampa Bay Sports & Entertainment, LLC**

In August 2010, Steve Griggs joined Tampa Bay Sports & Entertainment (TBSE) as Chief Operating Officer. The organization's subsidiaries include the Tampa Bay Lightning, a National Hockey League (NHL) team, the Tampa Bay Storm, an Arena Football League (AFL) team, and the St. Pete Times Forum.

As Chief Operating Officer, Mr. Griggs oversees the organization's broadcast and community relations, game presentation, and marketing departments; ticket sales and service, suite sales and service, and the sponsorship department, which includes corporate partnerships, service, and activation. He also oversees all concerts and events held at the St. Pete Times Forum. In July of 2011, *PollStar* (the only trade publication covering the worldwide concert industry) ranked the St. Pete Times Forum the 3<sup>rd</sup> busiest venue in the U.S.

Mr. Griggs is responsible for the Lightning's rebranding and the award-winning *All In* campaign, as well as the new logo and uniform design, which have proven to be enormously successful. Launched January 2011, the logo and uniform roll out makes the Lightning the first team to roll out a new design in mid season. Mr. Griggs was tasked with restoring confidence in the franchise for Lightning fans, sponsors, and the surrounding community. Along with that came the directive from team owner, Jeff Vinik, and CEO, Tod Leiweke, to transform the business into a world class organization. The changes within the organization, while still ongoing, have been implemented at record pace under his direction - with outwardly visible results. Reflective of his ability to strategically plan, implement, and effect change, the Tampa Bay Lightning ranked 2<sup>nd</sup> overall in *ESPN'S 2011 Ultimate Standings*; moving up from a 70<sup>th</sup> place ranking the previous year (to calculate rankings, *ESPN* polls sports fans on how sports teams give back to the fans for their time, money and emotional investment).

Leveraging Mr. Griggs' experience in building sustainable season ticket bases, through the development of loyal season ticket holders, has enabled the Lightning to experience tremendous season ticket sales growth. By changing old methods, encouraging collaboration, and implementing new processes, the team has nearly doubled the

number of season ticket sales from last year (2010-2011 season), going from approximately 5,500 to just over 10,000 season ticket holders. Additionally, the team boasts a 91% renewal rate, which ranks among the highest in the league for all NHL clubs.

His experience with Orlando's Amway Center (new arena construction) has proven to be invaluable now that Mr. Griggs is with TBSE. He has been instrumental in planning the arena renovation that began April 2011 at the Forum. Estimated at nearly \$40 million, transformation of the venue - while still remaining operational for games, concerts and events - has gone successfully. His direction has enabled the venue to maintain a full schedule of events despite heavy construction, while staying on track for the anticipated 2012 completion.

Prior to TBSE, Mr. Griggs served as Executive Vice President of Sales and Marketing for the Orlando Magic, a National Basketball Association (NBA) team. During his time with the organization, he oversaw the Orlando Magic's corporate partnerships; premium sales and services; season ticket services and operations; brand management; event presentation and ticket sales departments. He re-engineered the Magic brand while introducing a new primary logo, new third jersey and establishing the *BeMagic* and *EnterLegend* campaigns. In addition, he also directed strategic sales and marketing efforts for the Amway Center arena.

During his three years with the organization, Mr. Griggs was instrumental in growing the Orlando season ticket base from 7,000 to over 14,000 season ticket holders, with 75 consecutive sellouts at the arena. Again, reflective of his efforts in building the organization, the Orlando Magic ranked 2<sup>nd</sup> overall in *ESPN'S 2010 Ultimate Standings* among 123 other sports franchises. He also established the Champions of the Community partnership program for the team's founding partners of the new Amway Center and led all digital signage platforms that made the Amway Center, at the time it opened, one of the most technologically advanced buildings in North America.

Prior to joining the Magic, Mr. Griggs served for eight years as the Vice President of Sales and Service for the NHL team, the Minnesota Wild and its parent company, Minnesota Sports & Entertainment (MSE). His responsibilities included overseeing all Minnesota Wild and MSE ticket sales and service; corporate sales and service; suite sales and service; and retail operations as well as group and event suite sales.

Under his leadership, the club entered its seventh NHL season having sold out every home game in franchise history, posting 284 consecutive sellouts, and boasting more than 5 million total attendees during the first six seasons. In addition, Minnesota started every season with 16,500 season ticket holders and a waiting list of 7,000 people. The team also sold out all 66 of its annual suites each season. During his time with the organization, Mr. Griggs was instrumental in fostering customer relations between the team and its fans. The *Sports Fans of America Association, Inc.* awarded its 2003 NHL Sports Fan's Quality Award to the Wild as the league's fan friendliest team.

Additionally, *ESPN's 2003 Ultimate Standings* survey ranked the team number one for stadium experience and number two for fan relationships among 123 sports franchises.

Prior to the Minnesota Wild, Mr. Griggs served as the Vice President of Corporate Sales and Service for Sportsco International, LP and Rogers Centre (previously SkyDome). The Ontario native also worked for both the NBA's Toronto Raptors (1994-99) and the NHL's Toronto Maple Leafs (1998-99) as the Director of Ticket Sales and Service, where he led the sales and relocation efforts from historic Maple Leaf Gardens into Air Canada Centre in Toronto.

Mr. Griggs received his Masters of Athletic Administration in 1994 from Ohio University. In 1992, he attended Wilfred Laurier University in Ontario, where he received his Bachelor Degree in Marketing.

Serving on the board for Special Olympics Florida since March 2010, Mr. Griggs is passionate about the global impact Special Olympics can provide by giving hope, building self-esteem and teaching important life skills to people with intellectual disabilities.

Mr. Griggs was born in Toronto and grew up in the Aurora, Ontario area. He now resides in Odessa, Florida with his family, enjoying a much warmer climate. Mr. Griggs and his wife, Janell, have a daughter, Madeline (8), and a son, Jack (6). In his spare time he enjoys spending time with his family, playing hockey, golfing and the occasional motorcycle ride.