

**ENMARKET ARENA AND DAVE MATTHEWS BAND AIMING
FOR ZERO WASTE OPERATIONS ON BAND'S TOUR OPENER
IN SAVANNAH, GA, ON NOVEMBER 7**

***COMMUNITY INVITED TO PARTICIPATE IN WATERSHED PROTECTION CLEAN-UP
TO SUPPORT INITIATIVE ON NOVEMBER 6***

(Savannah, GA – October 30, 2023) **Enmarket Arena** in Savannah, GA, the site of the fall tour launch for the **Dave Matthews Band** on Nov. 7, in partnership with **GOAL**, is aiming to produce a high-impact zero-waste concert experience, featuring environmental and social value in venue operations, fan and artist engagement, and in the surrounding community.

GOAL is a community of sustainability-minded sports and entertainment operators founded by Oak View Group (OVG), the Atlanta Hawks & State Farm Arena, Fenway Sports Group, and green building expert Jason F. McLennan. GOAL's "Elemental" concept aims to bring holistic sustainability to venue operators and touring artists addressing *Earth*, waste reduction; *Air*, carbon emissions reduction; *Fire*, addressing sustainable fuel that powers buildings and people; and *Water*, including water conservation and protection.

Enmarket Arena, which opened in 2022, was built for sustainable operations. The 9,500-seat venue uses 100-percent LED lighting throughout the arena, features auto-water faucets, and waterless no flush urinals and low-flow toilets; 100-percent electric equipment including forklifts, scissor lifts, golf carts; reusable souvenir cups; and two ORCAs in the kitchen that refine food waste into liquid and drains in instead of going to landfill.

"GOAL exists to make sustainability easy for venues like Enmarket Arena and artists like Dave Matthews Band," said **Kristen Fulmer, OVG Head of Sustainability, and director of the GOAL program**. "We work with sports and entertainment organizations at various stages in their respective sustainability journeys, providing them with tactical roadmaps, tracking tools, and a community of like-minded leaders."

"The OVG360 team, which manages operations at Enmarket Arena, is fully committed to finding new ways to be sustainable and energy efficient," added Fulmer. "This team has been incredibly committed to enhancing their already sustainable operations and respond to the call to action from the band."

At the Dave Matthews Band tour launch, Enmarket Arena and GOAL, with support from Live Nation, are focused on diverting more than 90% of waste from landfill in all event operations; banning and replacing existing single-use plastic for the event; facilitating environmental fan and artist engagement activations; funding sustainable fan transportation; procuring renewable energy to power all operations; hosting a plant-based food drive; elevating existing plant-based menu options; and hosting a community cleanup to support a local watershed.

Enmarket Arena, is also replacing all landfill bins to compost bins and partnering with a Savannah-based compost hauler to recirculate the organic waste locally; engaging a team of volunteers to sort 100% of waste after the show to ensure zero waste is achieved; and engaging *Loop it Up* and

local After-School programs in the West Side to decorate the compost bin signage with nature themes.

OVG Hospitality, the food & beverage provider for the Arena, is committed to prioritizing lower-carbon plant-based menu options and will be adding three new items to the menu, one of which will now be permanently offered. Fans will also be provided with a financial incentive to purchase those plant-based menu options, thanks to a partnership with Future and Support + Feed.

The team is also installing reusable water bottle stations for the artists and using compostable materials provided by EcoProducts and recyclable cups from Ball.

Free shuttles will be available for patrons to take to and from the Savannah Civic Center downtown to the arena, helping to reduce vehicle traffic and eliminate emissions. There will also be an exclusive arena in the Chatham Parkway Toyota Lot at the arena for electric vehicles for all guests.

Enmarket Arena and GOAL will procure renewable energy through local energy company, Coastal Electric Cooperative, an electric cooperative headquartered in Midway, GA, and a member of Green Power EMC. Coastal Electric Cooperative will power Enmarket Arena for the night with clean, sustainable energy generated at Arlington I Solar Farm, a 20-megawatt solar facility located in Early County, GA.

“We’re thrilled to collaborate with GOAL and Dave Matthews Band to create the most sustainable event ever at Enmarket Arena,” said OVG360’s Monty Jones, Jr., General Manager, Enmarket Arena. “We’re excited to highlight our sustainability efforts and showcase that venues like Enmarket Arena can be successfully sustainable in our efforts, and we can continue working towards protecting the planet and our communities in all we do.”

As **Dave Matthews Band** launches a five-city, eight-show fall tour in Savannah, GA, the band’s ongoing partnership with **The Nature Conservancy** has resulted in three million trees being planted since 2020. This year’s partnership, which will continue with the fall tour, will bring the total to four million trees. Fans can join in this mission by adding an optional donation of \$2 per ticket to plant a tree with **The Nature Conservancy’s Plant a Billion Trees** campaign – a major forest restoration effort with the goal of planting a billion trees around the world by 2025. For additional details, visit www.dmbtrees.org.

The Dave Matthews Band and REVERB, a non-profit organization dedicated to empowering millions of individuals to take action toward a better future for people and the planet, together operate as BamaGreen Project, encompassing all of the environmental efforts undertaken by the band while on the road, in the studio, or at home. REVERB has been working with Dave Matthews Band since 2005 to enhance the fan experience at shows with the Bama Green Eco-Villages where fans can connect with important causes the band supports. In Savannah, these efforts include free filtered water refill stations for all fans, tour-branded reusable bottles available for a donation to The Nature Conservancy, fan education, surveys, and voter registration.

How the Local Savannah Community Can Support

Those attending the show are encouraged to bring plant-based food donations to provide to event partners Support + Feed, ultimately supporting America's Second Harvest of Coastal Georgia. Additionally, Enmarket Arena is arranging a watershed cleanup in coordination with event partners Ogeechee Riverkeeper and Rivers Alive on Monday, November 6, and seeking volunteers who can register to participate by visiting enmarketarena.com/zerowaste-dmb.

About GOAL

GOAL, which stands for Green Operations & Advanced Leadership, is a sustainability program for arenas, stadiums, convention centers, and other types of public assembly venues in the sports and entertainment industry. Members of GOAL will have access to a digital portal that defines a broad set of sustainability standards specifically designed for venues, a tactical roadmap for achieving those standards, and a customized tracking tool. The online platform includes a library of resources and provides a forum to collaborate with like-minded operators, vendors, and sponsors who are committed to operating more sustainably. The GOAL membership portal is powered by software developed in collaboration with Amazon Web Services (AWS) and modeled after the industry-leading work at the Oak View Group owned-and-operated Climate Pledge Arena. Venues can regularly track their performance against scientifically backed standards in ESG categories – such as energy and water use, greenhouse gas emissions, waste management, indoor air quality, and health and wellbeing – as well as compare to similarly situated venues and be recognized for their progress. The Founding Partners of GOAL are Oak View Group, the Atlanta Hawks & State Farm Arena, Fenway Sports Group, and green building trailblazer Jason F. McLennan, founder of McLennan Design. For more information, visit www.GOALstandard.com or contact info@GOALstandard.com.

About Oak View Group

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in the sports, live entertainment, and hospitality industries and currently has eight divisions across five global offices (Los Angeles, New York, London, Philadelphia, and Toronto). OVG oversees the operations of Climate Pledge Arena at Seattle Center; UBS Arena in Belmont Park, NY; Moody Center in Austin, TX; Acrisure Arena in Greater Palm Springs, CA; and the newly opened CFG Bank Arena in Baltimore, MD; as well as arena development projects for Co-op Live in Manchester, UK; Anhembi Arena in São Paulo, Brazil; FirstOntario Centre Arena in Hamilton, ON; a New Arena and entertainment district in Las Vegas, NV; in Cardiff, Wales; and Vienna, Austria. More information at OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).