Cleveland Cavaliers: Committed on the Court and in the Community

The Quicken Loans Arena and Cleveland Cavaliers Organization – including the AHL’s Cleveland Monsters, AFL’s Cleveland Gladiators and NBA2K League’s Cavs Legion – strives to set the standard for being champions not only on the field of play, but out in the community as well. The organization is deeply committed to making a positive impact on the lives of children and families in Northeast Ohio. Throughout the year, the teams support a full roster of community outreach initiatives that address important social issues, with an emphasis on education, youth and family services, health and wellness, volunteerism, entrepreneurship and fighting neighborhood blight.

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130,000 Children Reached Annually

Each year the Cavaliers are able to reach more than 130,000 children in Cleveland and across several counties in Northeast Ohio through the team’s many programs.

- Several of those focus on the importance of education at all levels, kindergarten through high school: the Cavs coordinate reading initiatives in schools through “Read to Achieve;” recognize hardworking teachers and students with “Head of the Class,” “All-Star Kids” and “Straight ‘A’ All-Stars;” and partner with Huntington Bank to award college scholarships
- With health and wellness being a pillar of the Cavs community efforts, players, coaches and other staff can often be found leading kids through basketball clinics, talking about living a healthy lifestyle, and even practicing yoga with Cleveland-area kids, thanks to the team’s “Fit as a Pro” initiative
- The team also hosts awareness nights at games throughout the season to help support important causes, including breast cancer, colorectal cancer and autism
- Understanding the positive influence they can have on our youth and others in the Greater Cleveland community, Cavaliers players and coaches make an average of 200 community appearances each year, including hospital visits, serving meals to the less fortunate, distributing toys during the holidays and much more
With more than $43 million total in community, civic and charitable giving, a wide range of local non-profit organizations and charities have benefited from the Cavs in the 20-plus years the team has been in downtown Cleveland.

- The Cavaliers Youth Foundation, the charitable arm of the Cavs organization, has made grants totaling more than $24 million to deserving groups in the area
- The Cavs have also provided more than $19 million in community gifts and contributions
- Most recently:
  - The Cavaliers donated 100% of 2017 NBA Playoff and Finals watch party admission proceeds totaling $875,000 to Greater Cleveland Habitat for Humanity, the highest total raised since the program was established during the 2015 NBA Finals; these funds will help continue and grow the fight against neighborhood blight in Cleveland and Cuyahoga County
  - Over the last three years of the NBA Playoffs and Finals, the Cavs have now donated more than $2 million dollars back to Cleveland non-profits and charitable programs through hosting road game watch parties and conducting 50/50 raffles during home and road games
  - Over the last three years, the team has donated more than $175,000 to the Greater Cleveland Food Bank, resulting in over 700,000 meals provided to those in need; through grants from the Cavaliers Youth Foundation, the Cavs have also supported the Food Bank’s “BackPacks for Kids” program, providing school children with food to take home in order to sustain them over a weekend
  - The last two years, the Cavs have donated $50,000 to the NAACP in support of their annual Freedom Fund dinner
  - The team hosts events each year to benefit the Children’s Tumor Foundation to help them in their fight to end Neurofibromatosis, raising well over $1 million yearly

In connection to a partnership between the Cavs and the Goodyear Tire & Rubber Company announced in May, the relationship will yield a very special community benefit to schools in Cleveland and Akron. The Cavaliers are funding $1 million of support to STEM (Science, Technology, Engineering and Mathematics) programs in the Cleveland Metropolitan School District and Akron Public Schools. Both organizations have a long and deep history of supporting community initiatives in Akron, Cleveland and across northeast Ohio.
The Cavaliers and Quicken Loans, and their Family of Companies, have made significant contributions to the Cleveland area, creating more than 6,000 jobs and investing more than $2.5 billion in the city through real estate and community investments.

Dan Gilbert and the Rock Ventures organization created and led the local effort to successfully secure $60 million of federal Hardest Hit Funds to fight blight in Cuyahoga County with the majority of that to date being spent in the City of Cleveland. In addition, the Cavs donated 100% of 2017 NBA Playoff and Finals Watch Party (held at The Q) admission proceeds totaling $875,000 to Greater Cleveland Habitat for Humanity.

The Cavs and the FOC together have raised over $1 million for the Greater Cleveland Habitat for Humanity over the last two years, helping to continue and grow the fight against neighborhood blight in Cleveland. The Cavs organization also joins the FOC each fall to volunteer and help refurbish properties in Cleveland’s Buckeye neighborhood, as part of “Neighborhoods Week.”

In 2018, the FOC committed $700,000 over three years to neighborhood rehab programs through Cleveland Neighborhood Progress, helping to preserve existing housing stock while eliminating blight in Cleveland neighborhoods.

The Cavs organization also contributed $100,000 to help launch the Western Reserve Land Conservancy’s 2015 parcel survey, laying the foundation for assessing and addressing blight on a block-by-block basis throughout the city.

The Cavs have partnered with The City of Cleveland to refurbish the basketball courts in the City’s rec centers, as well as the high school gyms in the Cleveland Metropolitan School District that are in need of it – a total of 24 courts.

Most recently, the Cavs and the City hosted a grand opening of the newly renovated gym at Cudell Recreation Center, which hosts approximately 75,000 visits each year, 60,000 of which are for direct programming inside the center’s gym.
The Cavaliers organization provides the opportunity for thousands of children and families to attend home games at The Q every year. **The Cavs donate approximately 15,000 tickets per season to organizations that include local charities, non-profits and schools.** This also includes a player ticket program where Cavs players personally purchase tickets, food vouchers and t-shirts to donate to non-profit groups.

In addition, on a daily basis the Cavs also send giveaway, auction and raffle items to various organizations throughout Northeast Ohio to help them with their own fundraising efforts. The team **fulfills approximately 5,000 requests** each year.

In an effort to provide children in the Northeast Ohio region with **better access to books and technology**, the Cavaliers create **Reading & Learning Centers and Learn & Play Centers** in community-based organizations and schools. This allows a qualified non-profit organization to improve the condition of its current facility as well as to improve the quality of its literacy and educational programming.

- Since 2004, the Cavaliers have **created 19 Reading & Learning Centers and Learn & Play Centers** at multiple Boys & Girls Clubs, schools, leadership academies and other organizations
  - Most recently, the Cavs opened a new Reading and Learning Center at H. Barbara Booker School in Cleveland’s Detroit-Shoreway neighborhood this fall
  - In addition, the team partnered with the NBA during the 2017 Finals to open the “NBA Cares Learn & Play Center” at the Boys & Girls Teen Club at East Tech High School

- In addition, since 2008, the Cavaliers have completed **six “Legacy Projects”** that are designed to **provide children and families in Northeast Ohio with safe places to live, learn and play**
  - The team has funded and constructed a home for Habitat for Humanity; provided an outdoor basketball court at East End Neighborhood House; built an outdoor sports court at Cleveland Clinic Children’s Hospital for Rehabilitation; refurbished the family lounge at Cleveland Clinic Children’s Hospital for Rehabilitation; redone the family room and resource center at Ronald McDonald house of Greater Cleveland; and renovated the activity center at Cleveland Clinic Children’s
Quicken Loans Arena, A Promise That Keeps On Giving

In October of 1994, a new era of sports and entertainment began in Northeast Ohio when Quicken Loans Arena (then Gund Arena) opened its doors in the heart of downtown Cleveland and the NBA Cleveland Cavaliers came back home after 20 seasons in suburban Richfield. Fast forward 24 years later and Quicken Loans Arena and the Cavaliers have lived up to the promise of being a world-class attraction and an essential building block for the economy of all of Northeast Ohio . . . .

Thanks to a unique public/private partnership between civic and business leaders and with the support of Cuyahoga County voters, in 1990 the decision was made to build Quicken Loans Arena and Progressive Field (then Jacobs Field), home to the MLB Cleveland Indians, side-by-side on the former Central Market site in downtown Cleveland. The project formed a centerpiece of the Gateway development, to be known as the Gateway District.

The Central Market site, located on the southern end of the city, was a desolate part of downtown and perhaps the area of highest disinvestment. Logistically, it was the entry way into Cleveland that consisted of primarily empty commercial buildings and underutilized surface parking lots, with only six full service restaurants and no hotels or residential properties.

Today, the Gateway District is a vibrant live, work and play destination. It is now the focal point of downtown Cleveland and has been the beneficiary of over $1 BILLION in completed, underway or funded retail, residential and hotel development. The Gateway District consists of 25 residential properties, nine hotels, and over 70 full-service restaurants and eateries that service it’s nearly 2,000 residents and five million visitors each year. In addition, four properties are under construction or in design/development for additional housing, hotel and retail.
For over two decades, Quicken Loans Arena (The Q) has provided Cleveland with a modern-day sports and entertainment venue that spurred an era of dramatic economic growth and renewal. The Q hosts close to 200 events and welcomes more than two million guests each year. It is a must-stop destination for major concert tours and family shows, and in addition to the Cavaliers, The Q is home to the Cleveland Monsters, and the Mid-American Conference Men’s and Women’s Basketball Tournaments.

With its full calendar of events, The Q has helped to stimulate dozens of job-creating restaurants and new hotels to downtown Cleveland. Those developments have had a cascading effect, resulting in more downtown residents and new businesses that are attracted by the downtown vibe.

In 2017 alone, The Q generated:

- Over $45 million of tax revenue annually (city, county and state).
- Plus, an estimated $177 million in direct spending, which creates and retains jobs within the county.

In addition, much in part to the arena’s amenities and accommodations, Cleveland has become a competitor for attracting events of national and international interest, which infuses millions of dollars into the economy and shines a global spotlight on the city.

The list of the arena’s credits include hosting the 2016 Republican National Convention, the second largest media event in the world; the 1997 NBA All Star Game, 2007, 2015 and 2016 NBA Finals, the 2007 NCAA Women’s Final Four, the 2000 and 2009 United States Figure Skating Championships, the second and third rounds of the 2011 NCAA Division I Men’s Basketball Championships, participating venue for the 2013 Senior Games, opening ceremony for the 2014 Gay Games, the 2015 NCAA Men’s Regional Championship and most recently, the 2018 NCAA Wrestling Championships.

With the support and engagement of many civic, community, business leaders and organizations both locally and regionally - in the summer of 2017, the Cavs, the City of Cleveland and Cuyahoga County came to a public/private partnership agreement for a $140 million transformation of The Q. The renovation will provide upgraded operational features, expanded space and event capabilities and enhanced fan experience areas fitting for the largest and most dynamic events in the world. Construction on the arena has started and is set to be complete in mid-2019. It will be the first major structural renovation of the arena since it opened in 1994. For more information and renderings of project, visit TheQTransformation.com.
2017-18 Cavaliers Fan Engagement Metrics

On the BrinQ of History!: The Cavaliers continued to pack every game at Quicken Loans Arena to sold-out capacity (20,562) during the 2017-18 regular season with an average attendance of 20,562 fans (843,042 in total attendance in 41 home games), tied for the best attendance in franchise history. This season’s home attendance average ranks second in the NBA behind the Chicago Bulls, who have a larger arena capacity. To date, including regular season (463) and playoffs (63), there have been 526 sellouts at The Q and a franchise-record 192 consecutive sellouts dating back to the start of the 2014 season.

NBA’s Top Overall Draw: The Cavaliers were not only the hottest ticket in Cleveland this season – but across the entire NBA. On the road, the team was the top attraction in the league with an average road attendance of 19,071 fans, ranking first in the league. The Cavaliers’ combined home and road average attendance of 19,816 fans during the 2017-18 season was first in the NBA and second in franchise history, behind only the 2009-10 (19,881) season.

Goodyear Wingfoot: The Goodyear Tire & Rubber Company and the Cleveland Cavaliers announced a multiyear sponsorship agreement for Goodyear’s iconic Wingfoot logo to appear on Cavaliers player uniforms beginning in the 2017-18 season. As part of the partnership, the Cavaliers, in conjunction with Goodyear, are funding $1 million of support to STEM (Science, Technology, Engineering and Mathematics) programs in the Cleveland Metropolitan School District and Akron Public Schools.

The Digital Age: The Cavaliers are committed to fan engagement across multiple digital platforms and continue to explore new ways to give an ever-growing digital audience exclusive access to the Wine & Gold both on and off the court. Here’s a look at the continued growth of Cavaliers digital:

- Cavs.com, the comprehensive team website for all things Cavaliers, continues to be one of the NBA’s most viewed sites. From July 2017 through March 2018, the team’s site had nearly 30 million page views and was visited over 11 million times by fans across the globe. The Cavs rank in the Top 5 in the NBA in both desktop and mobile page views, unique visitors, time spent and video starts.
**Getting Social:** The Cavaliers thriving social community ranks in the TOP 5 of the NBA in overall followers and are first in the league in overall social engagement. The Cavs have over 21 million followers across Facebook, Twitter, Instagram and Weibo, with the total follower base across accounts growing by nearly 4 million followers year-over-year. In addition, the official Cavs Mobile App has been downloaded nearly 700,000 times by users around the world.

**Cavs Legion Gaming Club (GC):** Introduced in December 2017, Cavs Legion Gaming Club (GC) is one of 17 esports teams in the NBA 2K League founded by the NBA and Take-Two Interactive Software. Cavs Legion selected six players in the inaugural NBA 2K League Draft in April, led by first round selection and the #16 overall pick Brandon Caicedo aka “Hood is Glitchy,” his gamertag. The League will feature the best 102 NBA 2K players in the world with teams competing in regular season games and tournaments beginning in May 2018. Learn more at CavsLegion.com.

**As Seen on TV:** The Cavaliers appeared on 39 nationally televised broadcasts this year. Cleveland appeared on TNT 13 times, ESPN 11 times, NBA TV ten times, and five times on ABC.

**Broadcasting Bonanza:** During the 2017-18 season, fans across the country were tuning into Cavs games at a record rate:

- Through 81 locally and nationally broadcast games on FOX Sports Ohio (FSO), TNT, ESPN, NBATV, WUAB and ABC this season, the Cavaliers have an overall local TV average rating of 9.4, equating to approximately 352,000 people watching each game locally.
- FOX Sports Ohio, the official TV home of the Cavaliers, carried the maximum amount (70) of Cavs games eligible for local broadcast during the 2017-18 regular season. The Cavs 70 games on FSO averaged a rating of 7.9.
- Serving the rapidly-growing Northeast Ohio Hispanic market, the Cavaliers broadcast all games in Spanish on 87.7 FM La Mega. Led by veteran broadcaster, Rafael Hernandez Brito, the Cavs are one of only six NBA teams to provide Spanish coverage of all home and road matchups live from the site of the game.

**The World is Watching:** Fans across the globe are tuning in to the Wine & Gold. Based on a geographical report spanning the entire season, 2017-18 Cavaliers games are broadcast in 192 countries (out of 196 countries in the world) and 13 territories throughout the world. On the web, 26 percent of traffic to Cavs.com comes from international users and 181 countries have had visitors on the team’s site. Top countries (other than the United States) by visitors include: Philippines, Canada, Australia, Israel, United Kingdom, Brazil, Germany, France and Taiwan.
Quicken Loans Arena and Cavaliers
Technology and Features

**HUMONGOTRON:** The four-sided scoreboard is one of the largest center-hung screens in any arena in the country. It features enormous HD video displays that are tilted and uniquely curved to provide optimal viewing angles for all fans in the arena. (Two sideline screens measure 31.50’ high x 56.69’ wide and feature greater-than-HD video. The two high-resolution baseline screens measure 29.92’ high x 33.07’ wide)

In addition, the arena control system for the scoreboard and related LED displays allows for full integration of live video, team and player statistics, social media information, fan messages, closed captioning of arena announcements, and more.

**LED DISPLAYS:** The Q is illuminated with a grand total of more than 11,682 square feet of LED displays in the arena’s seating bowl.

**SOUND SYSTEM:** The arena’s sound system provides fans with cutting-edge clarity that replicates touring concert ability. The system features advanced audio digital processing, six line array speaker clusters and additional speakers under Humongotron.

**3-D COURT PROJECTION:** The team’s award-winning game presentation features Quince Imaging’s innovative projection image mapping technology. Using powerful media servers, the technology transforms the court into a giant three-dimensional video screen. The Cavs are one of few NBA teams to have this technology.
**QUIET SPACE:** In 2017, Quicken Loans Arena teamed up with KultureCity to become the first NBA arena certified by KultureCity as Sensory Inclusive. KultureCity is a non-profit organization dedicated to rethinking accessibility to create acceptance and inclusion for all individuals. This new initiative promotes a positive and accommodating experience for all fans and guests with sensory sensitivities who attend Cavs games and other events at The Q. The certification process includes Cleveland Cavaliers and Quicken Loans Arena full and part-time team member sensory awareness training, and the implementation of enhanced services that features a new Quiet Space Sensory Room.

**A NEW SOCIAL NETWORK:** In 2017, the Cavaliers launched the Wine & Gold Nation Community, a new online social network that gives legions of Cavs fans a personalized platform to engage with each other and the team like never before. Developed by the Cavs in partnership with Drund, a Youngstown, Ohio-based software company, the new community is equipped with all the modern social tools and more that fans have embraced from other established social platforms. The Wine & Gold Nation Community platform, leveraging the Drund software, is the first of its kind in professional sports.

**VIRTUAL REALITY (VR):** The Cavaliers are one of the few teams in the NBA to offer virtual reality videos that give fans an inside, fully immersive look at the team. When watching these videos on a mobile device via the Cavs App, either as a 360-degree video or enclosed in a VR headset, fans feel like they are in the environment they are viewing. With the technology, fans can pan and rotate their device or headset to view the panoramic videos from different angles and perspectives, simulating a real-life experience.

**BEACON TECHNOLOGY:** The Cavaliers feature Gimbal beacon technology, a location and proximity-based mobile engagement platform, inside The Q. The beacons provide fans with engaging messaging directly to their mobile devices as they travel throughout the arena. For example, beacons are located at every entrance of The Q to prompt fans to view an interactive “fan guide” on their mobile device as they enter the arena. The guide provides fans with helpful and interesting information for the game, including: contests and promotions to watch for during the event, articles related to the night’s matchup, a map of popular destinations inside The Q, and much more.
CAVS MOBILE APP: The Cavaliers teamed up with Yinzcam, an interactive technology company, to develop the dynamic Cavs mobile application. The app provides an immersive experience for fans, giving them unparalleled access to the Cavs, anywhere, anytime - all in the palm of their hand. The free official app is available for download via the Apple App Store and Google Play Store and is compatible on all Apple and Android smartphone and tablet devices. For fans in-arena who are connected to The Q’s FREE Wi-Fi network, the Cavs app will showcase a multitude of captivating second-screen features, including:

- Live play-by-play coverage, enhanced game-tracking stats, extended box scores, in-game shot charts and heat maps for each team through the GameTracker feature
- Quick replays of all Cavalier possessions from multiple angles on the court
- Following the game, fans will have the opportunity to relive their game day experience with video highlights and postgame interviews.
- A portal that gives fans in Wine & Gold United, the team’s official membership club, the ability to manage their membership, quickly connect with their designated rep and add to their in-arena member experience.

SOCIAL MEDIA ZONE: The main concourse of The Q is home to a state-of-the-art digital headquarters, aka the Social Media Zone, geared to provide a gathering space for fans to interact with the team and each other. The Social Zone features (1) 84” 4K touch-enabled digital display flanked on either side by (2) 46” portrait display touchscreens. The displays are ripe with social content captured from fans in the arena and around the world. The Cavs are the first team in the NBA to introduce user-generated social content to a physical in-arena digital centerpiece.
Chairman ................................................................................................................. Dan Gilbert
General Manager .................................................................................................... Koby Altman
Assistant General Manager .................................................................................. Mike Gansey
Senior Basketball Advisor ...................................................................................... Bernie Bickerstaff
Head Coach ............................................................................................................. Tyrone Lue
Associate Head Coach ............................................................................................ Larry Drew
Assistant Coaches .................................................................................................. Jim Boylan, Damon Jones, Michael Longabardi, James Posey
Special Assistant to Head Coach ............................................................................. Dan Vincent
Director, Player Development/Assistant Coach ...................................................... Phil Handy
Assistant Director, Player Development ................................................................. Vitaly Potapenko
Senior Director, Basketball Operations ................................................................. Brock Aller
Basketball Chief of Staff/Team Counsel ............................................................... Jason Hillman
Senior Director, Analytics/Personnel ..................................................................... Jon Nichols
Director of Basketball Administration .................................................................. Andreae Patterson
Director, Scouting ................................................................................................. Brandon Weems
Director, International Scouting .............................................................................. Chico Averbuck
Scouts ..................................................................................................................... David Henderson, Primo Brezec, Anton Marchand, Trey Platter
Advance Scout ......................................................................................................... Stephen Giles
Executive Administrator, Player Programs & Logistics ........................................... Randy Mims
Head Athletic Trainer ............................................................................................. Steve Spiro
Physical Therapist ................................................................................................ George Sibel
Strength & Conditioning Coordinator ................................................................... Derek Millender
Assistant Athletic Trainer, Performance Specialist ................................................. Yusuke Nakayama
Athletic Trainer/Athletic Performance Liaison ..................................................... Mike Mancina
Performance Specialist ........................................................................................ Alex Moore
Team Physicians ................................................................................................. Richard Parker, MD, James Rosneck, MD, Richard Figler, MD
Team Dentist ......................................................................................................... Todd Coo, DMD
Director of G League Operations ......................................................................... Brendon Yu
Basketball Systems Developer ............................................................................. Bradley Havens
Coordinator, Basketball Analytics ......................................................................... Michael Hartman
Director, Executive Protection .............................................................................. Robert Brown
Team Security Manager ....................................................................................... Jason Daniel
Executive Protection Specialists .......................................................................... Ricky Henry, Kenneth Lewis
Player Development Assistant/Director of Player Development, Canton Charge ......................................................... Mike Gerrity
Assistant Video Coordinator/Player Development ................................................. Daniel Geriot
Video Assistant ...................................................................................................... Stephen Frankoski
Director, Team Operations ..................................................................................... Mark Cashman
Manager, Team Operations .................................................................................. Maura Schroeder
Director, Team Services/Administration ............................................................... Norma Hoops
Manager, Operations, Cleveland Clinic Courts ............................................... Matt McGarry
Executive Assistant to the General Manager ........................................................ Jessica Davis
Coordinator, Basketball Operations ..................................................................... Adam Barnes
Coordinator, Equipment ........................................................................................ Willie Williams III
Coordinator, Special Team Projects ...................................................................... Larry Nance
Basketball Operations Seasonal Assistant ............................................................ Nate Nielsen