

Senate Finance Committee
Senate Bill 1184
Prince George's County - Alcoholic Beverages -
College Athletic Event Venue Concessionaire Beer, Wine, and Liquor License
March 27, 2023
Urging a Favorable Report

Chair Beidle, Vice Chair Klausmeier, and Members of the Finance Committee:

The University of Maryland is collaborating with Legends Hospitality Group to create a full service restaurant and club for Maryland athletics fans, alumni, faculty and staff in the Xfinity Center on our College Park campus. This new hospitality area and membership club represents a major investment in our campus community.

Legends Hospitality Group is an industry leader in designing and planning experiences in sports and entertainment. Legends has developed premium seating, amenities and club experiences for top athletic venues including SoFi Stadium in Los Angeles, California, AT&T Stadium in Arlington, Texas, the Yankee Stadium in New York, New York, and many more. The hospitality and membership club within Xfinity Center will be Legends first such project within a collegiate venue, but their experience within the college landscape is deep. Legends' clients include Northwestern University, University of Kansas, University of Notre Dame, University of Oklahoma, University of Southern California, University of Utah, University of Wisconsin-Madison, Villanova University, Nebraska and others, collaborating on premium seating, merchandise, ticket sales, and sponsorship sales and activation, all with the primary objective to improve fan experience and drive revenues.

The campus currently operates under a liquor license held by campus dining. Legends needs a separate liquor license in order to successfully and sustainably operate the new hospitality and membership club. It's important to note that this license is only for the Xfinity Center and not for any other venue on campus.

This new partnership will include a 400-person capacity hospitality club that operates on game days (men's and women's basketball and football home games) and a restaurant/membership club, offering a full year-round restaurant experience. This space can help meet the long-standing demand for a high-end faculty-staff club. This is an independently managed, central meeting place where faculty and staff can gather together. Legends' research arm, CSL, led a feasibility study and conducted research to provide the best approach for this new space. Their hospitality team will oversee day-to-day operation, as well as the culinary and beverage program for the membership club and event day hospitality club. Legends will also manage membership club ticket sales, premium seating, as well as ticket sales for men's and women's basketball and football games.

The University of Maryland urges a favorable report on SB 1184.