



Case Study | 4 Bears Casino and Lodge Event Center

AV SOLUTIONS TO KEEP THE '2020 VISION' ALIVE





CHALLENGE

The 4 Bears Casino and Lodge Event Center debuted its newly renovated \$47 million venue with a performance by singer-songwriter Toby Keith, the first national act to perform in the 85,000-square-foot facility.

Based in New Town, N.D., on the Fort Berthold Indian Reservation, 4 Bears completed the first phase of its project just in time for the Aug. 19 grand reopening featuring Toby Keith.

The new event center, which accommodates up to 4,000 people, can now host larger productions, including rodeos, concerts, sporting and theatrical events.

Several other events follow its completion, including a Larry The Cable Guy performance, a Bryan Adams show, along with a pool tournament and a rodeo. Each of these events will have their own audiovisual (AV) adaptations.

As of now, the event center has a booked schedule with shows and performances by big-name stars lined up. But, while the new facility has seen large events and successes, it's been a long road to get to this point.

At one time, after going through the planning process and breaking ground on certain renovations, construction was held up for a year due to limitations.

"Of course, we had obstacles," said Derrick Hammonds, manager of information systems at 4 Bears. "You can't let it hold you back. You have to keep moving forward."

And that's exactly what the 4 Bears staff did. They kept pushing forward despite the setbacks. And throughout the process, they found their greatest needs.

"Our GM took everyone on a retreat," Hammonds said. "What he called a '2020 Vision Retreat.'"

\$47 million
venue renovation

85,000^{sq}
facility

4,000
max. capacity

2020
project deadline



Above: Inside the front entrance of the 4 Bears Casino and Lodge Event Center.

The number “2020” surfaced as a part of the future vision of the casino and event center.

“We didn’t build 4 Bears as a 2016 vision,” Hammonds said. “We built it with the year 2020 in mind.”

Part of that vision was bringing to life different aspects of the facility.

“We didn’t and still don’t want to just be a casino,” he said. “We want to be a destination – a destination with lodging, events, concerts, shows, food, gaming, non-gaming and family activities.”

Following their path to a new design and outlook for the events center, Hammonds and the 4 Bears staff looked for outside guidance and expertise.

“AVI’s name came up quite a bit,” he said. “We did some research, read reviews of AVI, and ultimately ended up with a great strategic partnership.”

AVI Systems Strategic Account Executive Marlin Lien worked with 4 Bears to find out what

exactly was needed and, more importantly, how to make it happen.

While working with Hammonds and the staff, Lien explained that they found one of their biggest needs was flexibility, especially with the event center.

4 Bears wanted to have the capability to host different events, so the event center would need to be able to host anything from a basketball game to a live concert. And, it had to be easy enough so that configurations could be completed from night to night.



AVI Systems mounted various video displays for digital signage solutions, and more.

SOLUTION

“We knew we couldn’t do it all at once,”

Hammonds said. “But because we had the 2020 vision, we planned for the future.”

Even though the vision was set on 2020, there was still much to be done in the present time.

4 Bears faced challenges when it came to its event center, which needed to be solved soon if the staff wanted to host a range of events with ease.



4 Bears built a brand new, 85,000-square-foot event center, in addition to its existing event center, which was refurbished into a 400-seat ballroom, where Super Bowl, corporate parties, and other events take place, and the smoking slots parlor was moved to make the gaming floor larger, with better air control.

To bring greater control and visibility to the new event center, confidence cameras were installed. The cameras, which give 4 Bears a view of the entire floor, are controlled by Crestron Touch Panels. From the commercial video displays to stage setup, concessions and box suites, the cameras have detailed coverage of the area.

The main control room, situated on the second floor, is where all audio and visual systems can be controlled. But, the box suites have individual local control for both audio and visual outputs, including two flat-panel displays, with a choice of 18 channels and additional audio inputs

for streaming
live music.



DiGiCo Mixing Consoles are used for live sound, broadcast and theater applications.

Due to the diversity of events at 4 Bears, AVI Systems installed an elaborate audio system that runs throughout the building, and enhanced the quality of the system with the help of Robert Oswood, principal consultant at SDA Consulting, Inc., based in Minneapolis, Minn.

Oswood has over 40 years of experience in room acoustics, and he's worked on an array of projects, including the Xcel Arena in St. Paul, Minn., the Target Center in Minneapolis, and the FargoDome in North Dakota.

"We had multiple presets configured based on the type of event," Lien said, adding that all presets can be configured from the control room. "They have a serious audio system in this place, and yet, it's easy to setup and control with just your fingertips."

AVI Systems installed custom Innovox loudspeakers throughout the facility, which were time-aligned so no matter where you sit, stand or walk in the facility, you experience perfect audio production.





The Dante networked system also makes it easy to plug in a microphone and send audio anywhere in the building.

When it comes to sporting events, the Dante connections simplify on-the-spot announcements and interviews. "Any national or regional satellite broadcast truck could literally plug into our system and broadcast high definition nationally," Lien said. This will become even more important when 4 Bears decides to invest in video replay later on.

In addition, fiber optic cable was strategically installed throughout the facility, similar to multimillion-dollar sports stadiums.

Although the project won't be fully completed until 2020, the AV solutions integrated into the 4 Bears Casino and Lodge Events Center proved to work in diverse situations. As the project continues to develop and expand, so will the technology and the offerings of 4 Bears.

Before this latest part of the project, 4 Bears renovated its lodge, along with its meeting rooms and restaurants, and then following these renovations was the completion of the new event center. In the future, 4 Bears plans to break ground on a new water park, a six-story hotel and an RV park.

4 Bears staff members have been working hard to update the facilities to meet their 2020 vision and round out their visitor experience.

AVI Systems' role in the project has been to translate these hopes and long-term goals into

"We couldn't have done this without them. AVI went above and beyond."

Derrick Hammonds,
Manager of Information Systems

sustainable technology solutions that are highly versatile. But, perhaps more so, it's been an opportunity to build relationships through a common goal.

"When you work with someone for so long, they become your family – like brothers and sisters," Hammonds said. "We have the same goal, and [AVI became] as invested as us."

He explained that AVI Systems often stayed late to keep progress moving forward, while proactively offering to help with other tasks like tying the AV system into the building's Life Safety System, which ensures all audio would mute in the case of an emergency.

"We couldn't have done this without them," Hammonds said. "AVI went above and beyond."

SEE MORE SOLUTIONS



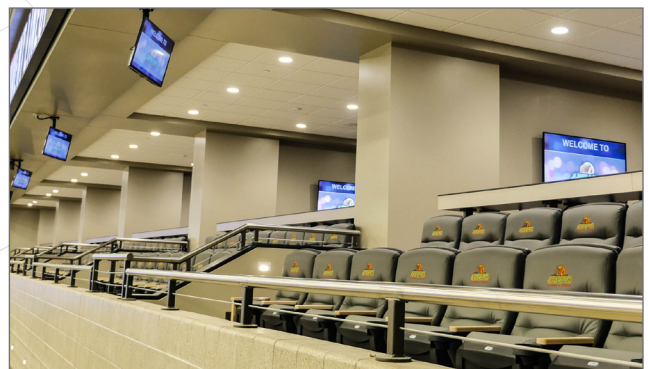
Numerous monitors were mounted in the concessions area to display food and beverage options.

THE TECHNOLOGY

- Crestron Switching and Controls
- Dante Networked Audio
- Time-aligned Innovox Audio Speakers
- QSC Audio, with Eight-Zone Paging
- Ready-to-use Mixing Console
- Shure Digital Wireless Microphones
- Panasonic Production Cameras, with a replay system
- In-House Digital Channel System
- Panasonic and LG Commercial Monitors
- Digital Signage



4 Bears refurbished and converted its old event center into a 400-seat ballroom for Super Bowl events, corporate parties and more.



Pictured: Each 4 Bears box suite features displays for additional coverage of events and shows.