



ENID EVENT CENTER AND CONVENTION HALL ENID, OK

Challenge

The City of Enid Oklahoma was faced with an aging conference center and had a desire for a new complex. Spectra assumed management of the Cherokee Strip Conference Center from the City in 2009 and assisted in consulting and determining the feasibility of the new complex. Spectra then provided pre-opening services to the Enid Event Center and Convention Hall, and has managed the complex since it opened in 2012. The City of Enid has challenged Spectra to continue to reduce the operating subsidy each year.

Solution

- Developed new services and revenue streams, including in-house managed food and beverage services, as well as audiovisual and decorating equipment to attract events and reduce annual subsidy
- Implemented proven event management strategies for event pre-planning and execution to improved customer satisfaction scores
- Utilized corporate buying power through a furniture, fixtures, and equipment (FF&E) purchasing process to provide direct savings to client
- Implemented sales prospecting event opportunities with coordinated efforts with Spectra managed CVB, Visit Enid
- Developed a food and beverage department that netted a profit margin of 48% for FY14 and 53% for the first three quarters of FY15, for food and beverage
- Created a social media plan and new website strategies to increase the diversity and number of events, as well as improve attendance

Result

- Reduced subsidy in past two operating years by 16%
- Increased gross revenue from \$120,000 in FY12 to \$2.2 million in FY14 and an estimated \$2.56 million in FY15
- Achieved an average of 4.8 out of 5.0 on post-event customer satisfaction survey scores
- Increased the number of events from 231 to 372, a 61% increase in the last two years
- Saved \$200,000 on FF&E compared to market rate for same product
- Built a base of strategic sponsorships that encompasses gross revenue of over \$250,000 annually
- Bridged relationship with local power company, OG&E, to power Enid Event Center with 100% renewable (Wind Power) Energy
- Awarded the 2014 Best Public Improvement Project from Oklahoma Main Street