



**SPECTRA**  
BY COMCAST SPECTACOR

VENUE MANAGEMENT  
FOOD SERVICES & HOSPITALITY  
TICKETING & FAN ENGAGEMENT

## ATLANTIC CITY CONVENTION CENTER

### ATLANTIC CITY, NJ

#### Challenge

The 500,000 square foot Atlantic City Convention Center opened in 1997 and is surrounded by hotels, restaurants, casino resorts and entertainment. The Atlantic City Convention & Visitor's Authority (ACCVA) hired Spectra Food Services & Hospitality to take over operations in 2008 from Aramark. Spectra Venue Management was hired in 2014.

#### Solution

- Installed new POS equipment to provide credit card and networking capabilities.
- Purchased new equipment such as portable bars, chrome chaffing dishes, coffee urns and other tableware. Tools of the trade needed to service a 2,000 head dinner were updated and inventoried.
- Implemented motorized utility carts to efficiently transport equipment and product across a distance the size of five football fields, the distance between the kitchen and some of the points of service throughout the complex.
- Installed digital menu boards in all seven concessions stands as well as five screens on portable stands to be used in the food court.
- Reworked all banquet menus to infuse a fresh and contemporary approach.
- Created a program to purchase produce, baked goods and specialty desserts from local vendors.
- Implemented a program in which concessions menus are adjusted for each event to appeal to the visiting demographic.
- Developed a supervisory team to perform on-going customer service training for front line employees.
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#### Result

- Increased catering sales by 14% in 2008, just one year after taking over operations and exceeded by an additional 46% in 2009
- Increased concessions and catering sales by more than 10% each year from 2010 through 2014, the only exception being 2012 when Hurricane Sandy affected the 4th quarter
- Increased catering revenue with events such as the Miss America Pageant, HerbaLife and 5Links conventions and the AC Host Gala
- Re-awarded the contract by ACCVA to continue work