



AUGUSTA ENTERTAINMENT COMPLEX

AUGUSTA, GA

Challenge

The William B. Bell Auditorium opened in the 1950s, and the James Brown Arena opened in 1980. Both venues fell dormant with touring shows in the 1990s under many different managers including public and private. In 2008, the City of Augusta hired Spectra in 2008 to leverage their industry relationships and bring entertainment to Augusta, while reducing the annual deficit.

Solution

- Created aggressive marketing strategies, expanded social media, redesigned website, developed and increased email fan club, implemented ad program
- Increased media, community, and venue partnerships through network of ventures including website redesign, staff community service initiatives, and the addition of sponsorship sales
- Managed \$5 million capital improvement plan including carpeting and new water chiller in 2012
- Created premium hospitality space to include memberships and added revenue stream

Result

- Improved the city's operating subsidy in half from a deficit of \$1.2 million to \$620,000 per year over the course of the last seven years
- Saved the Coliseum Authority \$2.3 Million over the last seven years
- Generated over \$31.5 million in gross ticket sales since 2008
- Increased average annual ancillary sales per event by 37% since 2008
- Increased sponsorship income from \$50,000 a year to upwards of \$150,000
- Reduced annual utility expenses and improved mechanical equipment
- Increased premium hospitality revenue \$225,000 over past two years
- Named a Top Ten Venue in Venues Today several times
- Reestablished the venue as a powerhouse in entertainment by leveraging promoter and booking agent relationships to bring more events to a more diverse audience