



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

BOARDWALK HALL ATLANTIC CITY, NJ

Challenge

The 13,000-seat Boardwalk Hall opened in 1929, and underwent a \$90 million refurbishment in 2001. The historic venue, located on the iconic Atlantic City Boardwalk, was constructed as the country's original convention center. The Atlantic City Convention & Visitor's Authority (ACCVA) hired Spectra Food Services & Hospitality to take over operations in 2008. Spectra Venue Management was hired in 2014.

Solution

- Installed new POS equipment to provide credit card and networking capabilities.
- Purchased portable bars to more than double the number of alcoholic beverage outlets. Also added multi-tap draft units.
- Installed reach-in display refrigerators in concession stands for bottled and canned beverages.
- Installed digital menu boards in all concession areas to display menus and advertising.
- Doubled the number of on-call bartenders to provide enough available staff for all events and to provide double coverage at bars when necessary to ensure quick service.
- Trained and certified all front line concessions employees for beverage sales.
- Re-tooled all menus and brought in local/regional vendors.
- Developed banquet and catering menu packages for the VIP Balcony, ballroom, dressing rooms and meeting rooms.
- Made a practice to update menus per event to match the attending demographic.

Result

- Returned a client profit of 21.5% in 2008, by 32.9% in 2009, by 42.8% in 2010, and has averaged 41% client profit since 2011
- Increased catering revenue and in suite catering for concerts by 20% from 2012 to 2014
- Increased concert per caps almost 20% from 2012 to 2014
- Broke records with a three-day Phish Concert in 2013, this event generated 40.17% of the total annual food and beverage revenues with a per cap increase of 31.34%
- Rewarded with a contract renewal from the ACCVA