



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

OVERLAND PARK CONVENTION CENTER OVERLAND PARK, KS

Challenge

The City of Overland Park hired Spectra in 2000 to oversee the opening and ongoing operation of the new Overland Park Convention Center. Spectra's responsibilities also included attracting meeting planners and attendees to generate hotel room night business and local spending in the City.

Solution

- Incentivized event planners through third party commissions, client referral program, and entertainment opportunities
- Offered multi-cultural meals to attract a variety of clients, including Indian weddings and kosher events
- Focused on exceptional customer service to attract geographically varied clientele
- Coordinated with CVB and hospitality community in booking various events to expand our event mix resulting in a better portfolio

Result

- Operated at a profit for the last 11 years averaging of \$400,000 net income
- Increased event revenue from \$4.4 million in 2003 to \$10.5 million in 2015
- Averaged 4.72 out of 5 for customer survey scores over the last three years
- The Overland Park Convention Center, Overland Park CVB, and attached Sheraton Hotel generated 48,482 room nights in 2014
- Awarded Best Meeting and Conference Facility for 12 years by Ingram's Magazine. Named Prime Site Award winner for Facility and Destination Magazine in 2015. Awarded the 2015 Certificate of Excellence from TripAdvisor.