



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

IOWA EVENTS CENTER DES MOINES, IA

Challenge

In 2004 Polk County had an aging arena and a convention center, operating at an average annual subsidy of \$1 million. As the county prepared to add two new facilities to the complex, they wanted to streamline processes, minimize the subsidy, and grow the business.

Solution

Spectra partnered with Polk County to achieve the following:

- Consolidated four operations into one with improved food, beverage, and hospitality management services
- Secured a naming rights partner for the renovated Convention Center
- Formed a strategic partnership to brand ticketing outlets
- Developed partnership with a preferred A/V company
- Deployed ticketing and interactive marketing services across all venues
- Reduced lighting costs by over 50% through occupancy and ambient light sensors

Result

Spectra partnered with Polk County to achieve the following:

- Turned average subsidy of \$1 million into annual profit averaging \$384,290 (138% profit growth)
- Increased gross Convention Center revenues from \$4.3 million in 2005 to \$10.1 million in 2014
- Increased number of events by 10% year-over-year, a 31% increase since Convention Center renovation completion in 2012
- Increased ticketing revenue by 52% in online sales and 25% in total sold from 2012-15
- Generated \$250,000 annually in naming rights, \$70,000 in ticket naming rights sponsorship, and \$254,000 from A/V sponsorship
- Increased food and beverage sales to over \$5 million in 2014-15 at Convention Complex (a 63% increase in the arena and 18% increase in the convention center since 2012)