



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

FLORIDA STATE UNIVERSITY TALLAHASSEE, FLORIDA

Challenge

In 2012 Florida State University purchased a 10,000-seat multipurpose arena, in need of a single-source management partner to stabilize the finances, increase ticket sales, and assist in the renovation process:

Solution

In the first year of operation the following was accomplished:

- Oversaw \$20 million of renovations that included the installation of new ribbon boards, LED scoreboards, and over 10,000 new seats
- Upgraded food and beverage services, including the introduction of new concession stands and menus
- Introduced a more efficient ticket platform, which allows for an all-in-one eCommerce site, including the ability to purchase tickets, manage accounts, and print tickets at home
- Improved meeting support and banquet services through additional staff and meeting space upgrades
- Renewed focus on live entertainment
- Launched a responsive venue website

Result

Florida State University has experience significant growth enhancing the customer experience on-line and in venue through the adoption of new programs and initiatives:

- Since Spring 2014, The Donald L. Tucker Civic Center hosted Eric Church, Kevin Hart, Woman's NCAA Tournament, Tallahassee Broadway Series, and League of Legends Mid-Season Invitational.
- Over the past two seasons, athletics sold 70% of all single-game tickets online, and sold over 110,000 annual basketball tickets