



*For Immediate Release*

## **MACON-BIBB COUNTY SELECTS SPECTRA BY COMCAST SPECTACOR TO ENHANCE CUSTOMER EXPERIENCE AND INCREASE EVENT SCHEDULE AT MACON CENTREPLEX**

*NEW CENTREPLEX OPERATOR EXPANDS SPECTRA SCOPE OF WORK IN GEORGIA*

**MACON, GA. (Jun. 27, 2016)** – Macon-Bibb County, in an effort to increase activity at the city’s 9,250-seat Coliseum and 2,688-seat Auditorium, hired Spectra by Comcast Spectacor for Venue Management. Spectra, the experts in hosting and entertainment, will also provide certain food and beverage services and commercial rights services to the facilities. Spectra will begin managing the properties on Friday, July 1.

“We saw the great work they are doing in nearby Augusta and what they are doing at the Crown Complex in Fayetteville, NC, as examples of what we can be doing here in Macon-Bibb,” says Mayor Robert Reichert. “We have two large venues in the center of the state and along the route for many event and concert tours, and we’re looking forward to Spectra making the venues an attractive location to put on their schedules.”

Spectra’s Venue Management division is the industry leader across a full range of services that impact the bottom-line success of public assembly venues, including marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering, and finance and administration.

In addition to providing Venue Management to the Macon Centreplex, Spectra will also oversee the venue’s in-house food and beverage operations.

Spectra Presents, a division within Spectra that brings live entertainment to arenas and stadiums across North America, recently promoted the Billy Currington show in Macon on February 27, and will increase the number of shows it can bring to Macon as part of this new arrangement.

Spectra has three other similar sized properties within a 200-mile radius of the Macon Centreplex which can help create synergistic opportunities to increase bookings, maximize resources and reduce expenses for all three properties. The other venues are the James Brown Arena and William B. Bell Auditorium in Augusta, GA; the USC Aiken Convocation Center in Aiken, SC; and the Donald L. Tucker Civic Center in Tallahassee, FL.

“The Coliseum and Auditorium are terrific properties for us to add to our roster of facilities,” said Spectra’s Trent Merritt, Regional Vice President. “As operators we thrive in the secondary and tertiary markets. Macon-Bibb County fits perfectly in our Southeast region where we can create exciting new entertainment opportunities for the region. We look forward to working with the commissioners and Mayor Reichert in helping enhance the customer experience in Macon.”

Enhancing the customer experience and the number of events and shows at the venues are part of improving the Quality of Life for Macon-Bibb County, as identified in the Forward Together

Strategic Plan. By providing more interesting and high-quality activities and events, Macon-Bibb will attract people from around the region and state to visit.

In addition to providing Venue Management, the company, which is part of Comcast Spectacor, can also provide Food Services & Hospitality or Ticketing & Fan Engagement. Spectra by Comcast Spectacor is a major provider of sports and entertainment hospitality services in Georgia. Among the company's more than 300 clients at more than 400 properties worldwide, Spectra supports 34 Georgia venues and events, including :

- Verizon Wireless Amphitheatre at Encore Park (Food Services & Hospitality)
- Fox Theatre Atlanta (Ticketing & Fan Engagement)
- James Brown Arena & William B. Bell Auditorium (Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement)
- University of Georgia (Ticketing & Fan Engagement)
- University of Georgia Performing Arts Center (Ticketing & Fan Engagement)
- Georgia Tech (Ticketing & Fan Engagement)
- Kennesaw State University (Ticketing & Fan Engagement)
- Kennesaw State University Arts (Ticketing & Fan Engagement)
- Ticket Alternative (Ticketing & Fan Engagement)
- Classic Center (Ticketing & Fan Engagement)
- Columbus Civic Center (Food Services & Hospitality)
- Columbus Georgia Convention & Trade Center (Food Services & Hospitality)
- Mill Town Music Hall (Ticketing & Fan Engagement)
- Atlanta Dragway (Ticketing & Fan Engagement)
- Atlanta Open (Ticketing & Fan Engagement)
- Atlanta Silverbacks (Ticketing & Fan Engagement)
- Classic City Rollergirls (Ticketing & Fan Engagement)
- Eddie's Attic (Ticketing & Fan Engagement)
- Wolf Creek Amphitheater (Ticketing & Fan Engagement)
- Sweetland Amphitheatre (Ticketing & Fan Engagement)
- Frederick Jr. Brown Amphitheatre (Ticketing & Fan Engagement)
- Riverdale Amphitheatre (Ticketing & Fan Engagement)
- Eddie's Attic (Ticketing & Fan Engagement)
- Center Stage Theater (Ticketing & Fan Engagement)
- Roswell Cultural Arts Center (Ticketing & Fan Engagement)
- Atlanta Jewish Film Festival (Ticketing & Fan Engagement)
- Taste of Atlanta Food Festival (Ticketing & Fan Engagement)
- Hard Rock Cafe (Ticketing & Fan Engagement)
- The Drunken Unicorn (Ticketing & Fan Engagement)
- Party in the Park (Ticketing & Fan Engagement)
- Vinyl (Ticketing & Fan Engagement)
- St. James Live (Ticketing & Fan Engagement)
- The Loft (Ticketing & Fan Engagement)
- The Earl (Ticketing & Fan Engagement)

### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

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