



For Immediate Release

SPECTRA BY COMCAST SPECTACOR AND AUGUSTA-RICHMOND COLISEUM AUTHORITY SURPASS 2015-2016 FISCAL BUDGET, RECORDING #BESTYEARYET

SPECTRA SAVES COLISEUM AUTHORITY \$2.9 MILLION OVER 8 YEARS

Augusta, Ga. (Aug. 29, 2016) – Under the direction of the Augusta-Richmond Coliseum Authority, Spectra by Comcast Spectacor, the provider of Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement services to the Augusta Entertainment Complex, reports that the 2015-2016 fiscal year is the most successful year (#BESTYEARYET) in the history of The Complex.

Leveraging its three divisions on behalf of The Complex, Spectra strengthened the bottom line for the facilities three years in a row and, again, this year bested prior year by reducing the deficit an additional \$25,635. During the 2015-16 fiscal year, Spectra booked 129 events, which are 33 more than last year. Overall, the fiscal year budget was surpassed by \$121,008.

"When all three of Spectra's divisions work together, we can operate more seamlessly for our clients and drive profitable growth for their facilities and businesses," said Spectra's Chris Bird, General Manager of the James Brown Arena and Bell Auditorium. "In Augusta, we remain focused on being fiscally savvy by spending smart, growing value, and managing our expenses, while creating unforgettable live experiences for our guests."

According to Cedric Johnson, Chairman, Augusta-Richmond County Coliseum Authority, Spectra and the Authority improved the facilities' net operating position by \$170,697, an 87 percent decrease over last fiscal year.

"Spectra's single company, bundled approach continues to provide a tremendous financial return for Augusta-Richmond County," stated Chairman Johnson. "Bringing in Spectra has saved us \$2.9 million over the last eight years. Our venue operating deficit has decreased from \$1,184,112 in fiscal year 2009 to \$528,657 in fiscal year 2016. This is a 55 percent reduction in the deficit since fiscal year 2009."

"The Augusta-Richmond County Coliseum Authority recognizes that having Spectra's Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement teams together at James Brown Arena and The Bell Auditorium accomplishes great things for us," Johnson continued.

More than 290,000 customers visited the James Brown Arena and Bell Auditorium in 2015-16, attending concerts, Broadway shows, comedy, and family shows. The lineup of high-quality entertainment included Miranda Lambert, The Avett Brothers, Mary J. Blige, REO Speedwagon, Brantley Gilbert, Patti LaBelle, Katt Williams, Boyz II Men, Frankie Valli, and Rascal Flatts.

"With the 2015-16 success, not only from a financial perspective, but the from the community's support," says Johnson "The Coliseum Authority will continue to move toward building a new arena for Augusta and the CSRA. This year's support reinforces our feasibility study and allows us to take the next step to build the state of the art arena this community deserves."

The next 12 months promise to be exciting at James Brown Arena and The Bell Auditorium, as Spectra welcomes T.I., Martin Lawrence, Anthony Hamilton, Cinderella, ZZ Top, Price is Right Live, and I Love the 90s with Salt N Pepa and Vanilla Ice, among others.

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](https://www.spectraexperiences.com).

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