



Small Market Meetings
Tuesday, September 13, 2016

INNOVATION AND COLLABORATION WITH SPECTRA (SPONSORED)

Spectra by Comcast Spectacor draws on innovation, collaboration, and engagement to create bottom-line impact for meeting planners, tradeshow organizers, and show producers.

Spectra thrives in three areas of expertise including, Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement. Spectra's bundled approach allows the company to operate more seamlessly, driving profitable growth for their clients and facilities that they manage.

The Owensboro Convention Center located in Owensboro, KY displays this collaboration as Spectra provides Venue Management and Ticketing & Fan Engagement services to the venue.

"The collaboration of our venue management and ticketing services compliments our ability to program and market our own unique events as well as partner with other local events," said General Manager of the Owensboro Convention Center, Spectra's Dean Dennis. "We strive to be innovators in the types of events we create for the Owensboro community."

Dennis described an event called "4th Fest" that was created to coincide with the community's 4th of July festivities.

"We utilized our ticketing system to sell tickets in a special section where members of the community could purchase concessions and watch the city's fireworks display. The event, which is now sponsored, has become an annual event for the convention center that draws between 5-6,000 members of the community and is free to all kids who wish to attend.

No matter what event, meeting, concert, tradeshow etc. that takes place at a Spectra managed venue, Dennis believes the company he works for is unique to the industry.

"Spectra is able to create attractive deals for our clients because we house all of the necessary elements to put on an event under one roof. This creates a seamless experience for our clients because we are all working together, leveraging our resources and serving as a one-stop shop, driving profitable growth for our clients and facilities."

The latest fiscal year in Owensboro was especially successful for the venue as they hosted nearly 270 events, which brought more than 110,000 guests through their doors, creating more than a \$15 million economic impact on the city.

The number of events and convention bookings at the Owensboro Convention Center are growing so quickly that the venue is depending on a new hotel that is currently being built in the area to house the increasing number of out-of-town guests.

The City Manager in Owensboro, William Parrish, spoke about how Spectra has impacted the convention center.

"Owensboro's vitality has been at the forefront of the staff's vision at the Owensboro Convention Center, and as owners of the facility, we are very proud of Spectra's efforts and its growing success in establishing Owensboro as a unique destination where both visitors and patrons can expect first-class and friendly service."

Mayor of Owensboro Ron Payne also spoke of the work that Spectra has done for the convention center and how it has positively affected his city saying, "I have been extremely pleased with how innovative Spectra has been about putting on events."

The success in Owensboro is just one of the hundreds of venues around the country that has exceeded expectations by achieving new levels of operational excellence through the work of Spectra by Comcast Spectacor.