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WICHITA FALLS CITY COUNCIL REACHES AGREEMENT ON NEW FIRM TO MANAGE THE MPEC

WICHITA FALLS, TX (KAUZ) - After a lot financial struggles, the MPEC is on it's way to new leadership. This came after the Wichita Falls council passed an ordinance allowing Spectra Venue Management to take over the events center.

The two agreed on a five year deal.

In July the city was considering two management firms, but after a visit to Spectra headquarters, local officials knew they wanted to make it happen.

"Our team did a great job and it has been a long process working with the city of Wichita Falls," Brian Hoffman, the future General Manager of the MPEC, said. "And we are just thrilled to now be a part of the community and getting started taking over MPEC."

On October 1st new management will take over the Multi Purpose Events Center in Wichita Falls.

The city considered a number of groups in the competitive process. However, they were wowed by Spectra's interest in the community.

Peter Zingoni, Spectra's Director of Business Development, said they already have ideas in mind.

"One of the things that we are going to truly enhance with our capital investment that we're bringing to the table is the quality of the food and beverage through the concession stands," Zingoni said. "We are really trying to bring new innovative menu concepts providing real quality food in the suites."

For that capital investment, \$300,000 will be put into the MPEC for enhancements. Hoffman said staff retention is key and they plan on getting off to a fast start.

"Our goal is to keep all the staff and have those meetings and discussions with them," Hoffman said. "Then officially get started on October 1st, which will be a busy day, as there's four events already scheduled that day." Zingoni agrees.

"We are going to be committed to retaining all the existing employees at the MPEC right now," Zingoni said. "Really just providing them with the resources and support to make them better off professionally."

Overall, the goal of Spectra is to help the MPEC get back in the black and bring great entertainment to the Falls.

"There's a lot of great events," Zingoni said. "They've done a really good job. And our goal and objective is to come in and, again, bring in quality entertainment to the community of Wichita Falls."

Zingoni adds that they plan on making some other revenue enhancing projects that includes establishing a marketing fund to help entice different promoters and agents to attract more acts.

Spectra has 136 different facilities they manage across the world and a large number of them are similar sized to Wichita Falls.