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Friday, October 7, 2016

AMPLIFY MEDIA - SPECTRA PICKS UP FORD PARK, CONTINUES TO SEE SUCCESS WITH 'BUNDLED' SERVICES PITCH

Spectra has added Ford Park in Beaumont, Texas to its roster, just one of five facilities the company has picked up during a rush of business over the last 12 months.

The 13-year-old Ford Park, which includes a 9,737-seat arena, an 83,000-sq.-ft. exhibit hall and a pavilion and midway, had been managed by SMG, but Monday Jefferson County Commissioners opted to hand the keys over to Spectra after a 3-2 vote earlier this week. The contract also includes food services provided by Spectra, who takes over on April 1.

“We think it’s a great market and we really think we’ll be able to do a great job,” said Todd Glickman, Senior Vice President, Business Development and Client Relations for Spectra. “We knew it would be super competitive with SMG having been there. They’ve been there since the first shovel went into the ground. Certainly nobody likes to go away from something they’ve had so we knew there was going to be a little bit of a fist fight.”

Ford Park is taking advantage of Spectra’s bundled approach and has signed up for venue management, food and hospitality, and corporate partnerships integrated to enhance the customer experience. Seven of Spectra’s bundled clients this year have recorded their best fiscal years ever.

Tom McDonnell, Spectra’s Director of Business Development and Client Relations, laid much of the groundwork for the signing, traveling to Beaumont on several occasions to meet with local leaders and groups like the Beaumont CVB.

“We thought that we could get in there, make a really good run at it and show them how we could improve the operations,” he told Amplify.

The new account for Spectra represents an uptick in business that includes the Macon Centerplex in Georgia, Wyoming’s Casper Events Center and New Jersey’s Carteret Performing Arts Center. Spectra signed the Ford Idaho Center in Nampa last October. After a year under new management, Spectra was able to add 16 events to Ford Idaho Center’s booking calendar, lower the facility operational deficit by half-a-million dollars, increase operating revenue by \$170,000 and sell \$90,000 in new sponsorship.

“We put a new GM in the building (Tim Savona), and went back after a lot of promoters that haven’t been in Nampa in a few years,” McDonnell said. “We were able to revamp and put more marketing efforts behind all the events, not just relying on promoters to do the marketing of the shows. Our marketing staff is the best and they were able to come in and market those events,” and increase attendance.

That success in Nampa helped convince county leaders in Beaumont to go with Spectra.

“From the Beaumont perspective, we were able to show them what we’ve accomplished in Nampa. They were looking for a fresh approach,” Glickman said.

For Spectra, the companywide rebrand from last year is producing results — when Spectra came into Beaumont to make the presentation, the company already had a strong presence throughout the state. Ford Park Entertainment Complex is Spectra’s newest account in Texas. The company also provides Venue Management

and Food Services & Hospitality to the Wichita Falls Multi-Purpose Events Center in Wichita Falls, the Richard M Borchard Regional Fairgrounds in Robstown, the Hill County Youth Event Center and Outdoor Arena in Kerrville, and the Congressman Solomon P. Ortiz International Center in Corpus Christi. In addition, Spectra provides Food Service & Hospitality at the Southwest University Park in El Paso, and at Texas Tech Athletic Facilities in Lubbock.

As Spectra prepares to take over Ford Park, they are looking at all sides of the operation including staffing.

“We know that the employees have done a good job and they just need the extra resources,” McDonnell said. “We’ll be helping them get to the next level.”