



[Salina Journal](#)

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## **CITY COMMISSION AGREES TO KEEP BICENTENNIAL CENTER MANAGEMENT GROUP**

The Saline City Commission on Monday agreed to continue partnering with Spectra, managers of the Salina Bicentennial Center, during an afternoon study session.

Spectra, represented by General Manager Ron Rideout and Regional Vice President and Venue Manager Rick Hontz, spoke to the commissioners about improvements made from 2012 through August of this year.

Since the city contracted with Spectra, those attending events at the Bicentennial Center have nearly doubled the amount of dollars spent on food and beverage at the facility per event.

Spectra took the facility from having just five sponsors to more than quadruple that amount.

“You all did more with less and I’m excited to see what you do with a full facility now,” city commissioner Jon Blanchard said.

Sponsorship revenue has increased by 39 percent from 2013 to 2015 and is expected to increase by 80 percent from 2015 to the end of 2016.

Spectra also hosted 215 events at the Bicentennial Center in 2015 and estimates that event revenue will increase by 10 percent from last year to the end of this year.

Stiefel Theatre for the Performing Arts Executive Director Jane Gates commented that it has been a “struggle trying to keep the Stiefel strong.”

“You all have been aggressive about going after concerts that have been at the Stiefel before,” she said of the Bicentennial Center.

Hontz said the Bicentennial Center gives the city “an opportunity to see groups we wouldn’t ordinarily see in this market.”

Gates said she’d rather see the Bicentennial Center do events that the Stiefel Theatre can’t do.

City commissioners will adopt a resolution within the next couple of weeks to make the agreement with Spectra official.