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SPECTRA TO MANAGE OWENSBORO SPORTSCENTER

OWENSBORO, Ky. (10/3/16) – The City of Owensboro will be moving forward with their plan to have Spectra by Comcast Spectacor to manage the Owensboro Sportscenter, a multi-purpose 5,000 seat arena and one of Owensboro's classic, most historic buildings.

Spectra currently provides both Venue Management and Ticketing & Fan Engagement to the Owensboro Convention Center and those same services will now be provided to the Sportscenter, effective on Oct. 1. Spectra will oversee the tenants at the Sportscenter, including Owensboro Catholic High School basketball, Kentucky Wesleyan College NCAA Division II basketball, and the Premier Basketball League team, The Kentucky Mavericks.

Mayor Ron Payne made the announcement Friday saying, "Dennis and the Spectra staff have contacts and promotion and marketing abilities the city cannot match. I think we will see utilization of the Sportscenter like we haven't seen in years," Payne said.

The timing of the announcement comes about a month after Spectra shared their successful annual financial report to the City Commissioners which included \$1 million in business already being on the books going into fiscal year 2016-17 and over \$1.3 million in system ticket sales from 45 states and Canada on OwensboroTickets.com, the online regional ticketing provider powered by Spectra Ticketing & Fan Engagement and launched in August of last year.

"At Spectra, we transform events into experiences," said Spectra's Dean Dennis, General Manager of the Owensboro Convention Center. "We are excited to enhance the customer experience at the Sportscenter by leveraging opportunities at both facilities."

As part of the engagement of Spectra, plans are being made to update the concession area, staging, locker rooms, and scoreboards inside the Sportscenter. The City of Owensboro has agreed to use \$120,000 from the Economic Development Fund along with \$40,000 from Spectra.