



*For Immediate Release*

## **SPECTRA BY COMCAST SPECTACOR NAMES DEAN DENNIS GENERAL MANAGER OF THE ATLANTIC CITY CONVENTION CENTER**

Spectra by Comcast Spectacor, the providers of Venue Management and Food Services & Hospitality to Atlantic City's historic Boardwalk Hall and the Atlantic City Convention Center, has named 20-year industry veteran, Dean Dennis, General Manager of the Convention Center. In his new role, Dennis will be responsible for supervision and oversight of the facility to ensure seamless operations while creating memorable experiences for all clients. He will work at the direction of the New Jersey Casino Reinvestment Development Authority (CRDA), the state's key economic development agency for Atlantic City, which oversees the Center thru Spectra's contract.

"The CRDA is pleased to join Spectra in welcoming new AC Convention Center General Manager, Dean Dennis, to Atlantic City," said CRDA Executive Director John Palmieri. "We look forward to Spectra's continuing dedication in finding the best ways to operate our facilities and serve our clients."

"We're excited to have Dean join our team," said Spectra's Fran Rodowicz, General Manager of Boardwalk Hall. "With Dean's expertise and leadership, we look forward to building upon our successes at the Atlantic City Convention Center and Boardwalk Hall."

As General Manager of the Owensboro Convention Center, Dennis oversaw the pre-opening and opening of the 170,000-square foot Center for the City of Owensboro and Daviess County, Kentucky. He provided design and operational consulting with the venue owners, architect, general contractor and all subcontractors and prepared the Center for its grand opening in January of 2014.

In its first two years under Dennis' leadership, the Center recruited over \$800,000 in corporate sponsorships and sub-naming rights for the facility and has aggressively booked more than 675 events. Furthermore, Dennis recognized the need for a regional ticketing system and thus partnered with Spectra Ticketing and Fan Engagement to create OwensboroTickets.com a convenient and affordable ticketing service for the venue's events.

In the Owensboro Convention Center's first year of operation and with a strong focus on sales and marketing, Dennis and his team doubled the projected number of conventions and events at the venue, resulting in more than 15,000 room nights with an economic impact of over \$2.6 million. In addition, he and his team produced and promoted over 28 public events, generating \$455,000 in additional gross revenue and attracting 40,000+ attendees to the community.

Prior to Owensboro, Dennis served as General Manager of the Pueblo, Colorado Convention Center where he negotiated for the management of a second Pueblo venue, the renovated 1,600 seat Memorial Hall Auditorium. Also, he spearheaded and led the presentation team for Pueblo's successful application for Colorado's Regional Tourism Act TIF Application to expand the Pueblo Convention Center in cooperation with the Professional Bull Riders (PBR).

Dennis has been with Spectra since 1997. As a Regional Vice President for Business Development, he was instrumental in securing new venue management/consulting contracts while also responsible for maintaining existing clients. During his tenure, he successfully recruited and secured management contracts for over twenty accounts representing thirty venues of various sizes and scope.

Prior to venue management, Dennis was Vice President of the Pueblo, Colorado Convention and Visitors' Council, served on the Colorado Travel & Tourism Authority Board and was President of the Tourism Industry Association of Colorado.

Dennis is a past Foundation Chair and Trustee of the International Association of Venue Managers and a 1999 graduate of IAVM's Venue Management School. He received Facilities & Destinations magazine's Elite Award for Management in 2014.

Boardwalk Hall and the Atlantic City Convention Center are owned and funded by the CRDA.

#### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

#### **About Comcast Spectacor**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com) for more information.

#### **About the Casino Reinvestment Development Authority (CRDA) [www.njcrda.com](http://www.njcrda.com) and [www.twitter.com/njcrda](https://www.twitter.com/njcrda)**

The only agency of its kind nationwide, the CRDA has used Atlantic City casino reinvestments as a catalyst for meaningful, positive improvement in the lives of New Jersey residents. Under the 2011 Tourism District Act, CRDA's mission evolved from statewide projects to becoming the state's key economic development agency for Atlantic City, resulting in nearly \$1 billion in economic development and non-gaming attractions. In total, CRDA has invested nearly \$2 billion in more than 400 projects statewide since 1984. CRDA responsibilities include land use regulation, clean and safe initiatives, tourism marketing, and ownership and oversight of the Atlantic City Convention Center and Boardwalk Hall.

For destination photos and videos media may visit [www.doatlanticcity.com/mediaonline](http://www.doatlanticcity.com/mediaonline) where dozens of assets are available for download. For complete Atlantic City tourism information, visit [www.doatlanticcity.com](http://www.doatlanticcity.com).

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