



For Immediate Release

SPECTRA TEAM AT CROSS INSURANCE ARENA PULLS TOGETHER FOR A BUSY FEBRUARY

Cross Insurance Arena wraps up February with 2nd SOLD OUT concert of the month

PORTLAND, ME. (Mar. 7, 2017) – Spectra by Comcast Spectacor, the providers of Venue Management to the Cross Insurance Arena, wrapped up a busy February last week with over 35,600 guests coming through the Cross Insurance Arena doors this past month, and there was no lack of teamwork with the Spectra staff.

“We’ve got a great staff here in Portland. The amount of work put in behind the scenes, while the doors were closed matched if not exceeded the tireless event hours our staff also put in. When we turn the venue around from basketball to a sold out show overnight, all of our operating managers and part timers don’t get much of a chance for sleep. I have a great appreciation for the mass amount of work every single staff member put in basically from January 27th through the end of the day yesterday” says Matt Herpich Spectra’s General Manager, Cross Insurance Arena. The operation staff put in over 500 hours of man labor to flip the arena from concert, to ice, to trade show to basketball to concert and then back to basketball.

“We had two great concerts this month with SOLD OUT Brantley Gilbert on February 4th and SOLD OUT Panic! At The Disco on February 26 with more than 11,500 tickets sold combined for just those two” says Spectra’s Director of Marketing, Cross Insurance Arena Bill O’Malley.

There was more than concerts that happened at the Cross Insurance Arena this past month including a UMaine hockey game that drew over 4,000 fans as they faced off against Notre Dame, The Maine Home Show that took place over two days and weeklong string of 18 high school basketball games. All of which, the new center hung video board was used for over 50 hours to heighten the experience for players and fans.

“The Board of Trustees, Matt (Herpich) and myself put in a lot of hours deciding what the best video board would be moving forward and after this past month, there is no doubt working with ANC was the best decision” says Spectra’s IT Manager, Cross Insurance Arena, Mike LoConte. “This was the first time for many fans to see the new center hung and LED ribbon boards and you could tell there was a lot of buzz about it from the players and fans”

Along with electrifying concerts and a new video board there was more to cheer about with the transition of a concession stand. There’s an instant aroma of fresh ingredients as enter the arena into the building as the Food & Beverage department rolled out a new food stand called the “Cross Arena Cantina”. Although the Southwestern food themed concession stand was a huge hit in its first month of operation, the most popular food item remains French Fries, selling over 2,600 units this past month.

“We were looking to give one of the concession stands a theme that was different from hot dogs, pizza and popcorn that you would get at the other stands” says Spectra’s Director of Food & Beverage, Cross Insurance Arena Alan Foley. “The idea behind the Cantina was to add variety of food and drink options and at the same time shorten lines at the other stands to better the guest’s experience.”

UMaine Hockey hosted their third home game in Portland this season, which is something that both UMaine and the Board of Trustees look to do again next hockey season. Spectra’s Group Sales and Marketing Coordinator, Shawn Robidoux, saw a large number of groups come out to this game, selling over 1,400 group tickets to the game, including tickets to Casco Bay Hockey, Thornton Academy, Eastern Maine Youth Hockey and Maine Gladiators also played on the ice before or during the game as a part of their ticket package.

The Maine Principals' Association High School Basketball tournament class AA, A and B drew over 19,000 fans, where 18 games were played over 6 days. The Spectra Part Time Event Staff put in a total over 1,400 hours worked during that span.

"Our team put in a lot of hours this month and we are grateful to have an energetic crew here putting in long hours every day" says AGM/Director of Events, Cross Insurance Arena Melanie Henkes. "They are always looking to make sure our guests stay safe and give them the best experience when they come to the Cross Insurance Arena"

The Cumberland County Corner, a suite dedicated exclusively for hosting charitable community groups and non-profit organizations within Cumberland County, was experienced by over 50 clients of such organizations in February. A newly developed online platform will be added to Crossarenaportland.com in March to help provide updates, information and access to the Cumberland County Corner program.

"It was a busy February at the Cross Insurance Arena. It's important as a Board of Trustees that we don't sit idle and keep moving forward to generate revenue. Even though we are continuously looking for a full time tenant, it's good to see a variety of events at the Cross Insurance Arena and fill those weekend dates" says Mitch Berkowitz Chair of the Board of Trustees for the Cross Insurance Arena.

Events don't stop in March either. March 4 and 5 the Cross Insurance Arena played host to the America East Women's Basketball Tournament Quarterfinal and Semifinal rounds, the first time the event was held in Maine in over 20 years, and the Harlem Globetrotters are coming back to Portland this Sunday, March 12.

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, PhiladelphiaFlyers.com and WellsFargoCenterPhilly.com for more information.

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