



[The Pueblo Chieftain](#)

Thursday, March 9, 2017

## **SPECTRA MANAGEMENT GROUP: MEMORIAL HALL POSTED BEST YEAR REVENUES IN 2016**

Memorial Hall hosted fewer entertainers in 2016, but made more money than previous years -- \$649,511.

General Manager Jessica Corona, of the Spectra management group, said there were 37 shows booked into the city's historic hall last year but overall attendance -- 46,010 -- was higher than in 2015. Corona spoke at Monday night's City Council meeting.

Spectra, the hospitality company, manages Memorial Hall for the city. The city subsidizes the hall's operation and spent an additional \$385,641 covering the operating costs.

Corona said the management company is looking at wider marketing for Pueblo shows. She said the hall requires that any entertainer booked not perform in a neighboring community (within 100 miles) for at least 90 days of performing here.

She said some of the most popular shows last year were country singer Dwight Yoakam and the Las Vegas-based Blue Man Group.

Councilwoman Lori Winner said one problem is Pueblo people don't believe the drama and musical productions are the actual Broadway casts -- but Winner said they are.

Corona noted that comedian Ron White, who is booked for May 4, already has sold 900 tickets. A sellout is 1,500 tickets.

In contrast, the band Blues Traveler is booked for April 11, but has only sold about 500 tickets to date.

Oddly, one sellout in 2015 was comedian Bill Cosby, who was making headlines daily as a growing list of women accused him of sexual assault.

Council did encourage Corona to offer local community groups, especially nonprofits, a discount price for renting the hall.

Corona said the current fees are \$1,700 for nonprofits and \$2,200 for others.