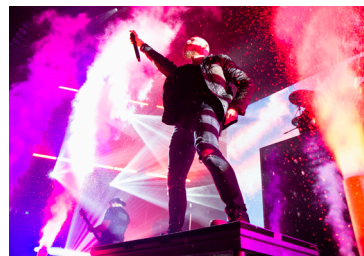
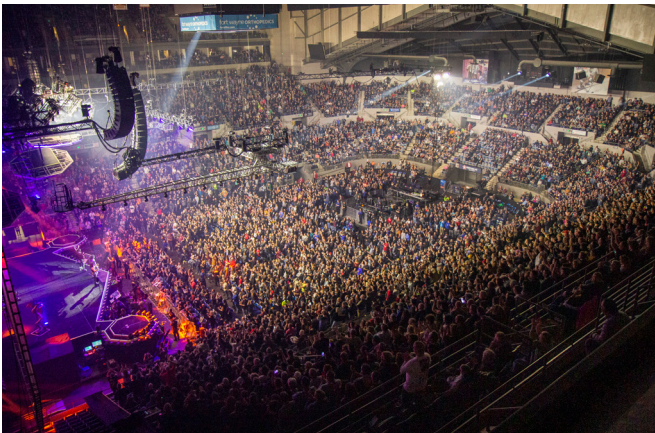


2020

ANNUAL REPORT



USE DAYS

866

-48.94%

ECONOMIC IMPACT

\$43,131,422

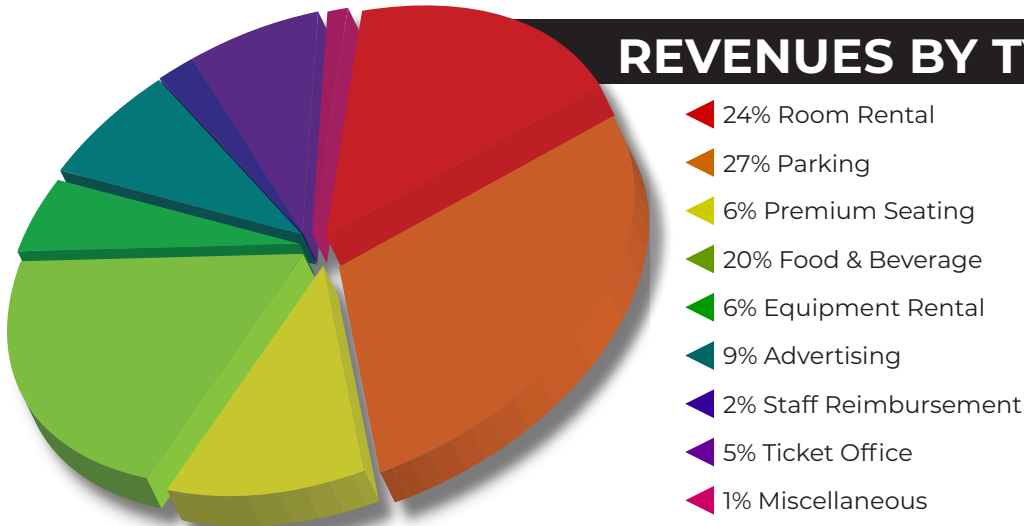
-61.34%

ATTENDANCE

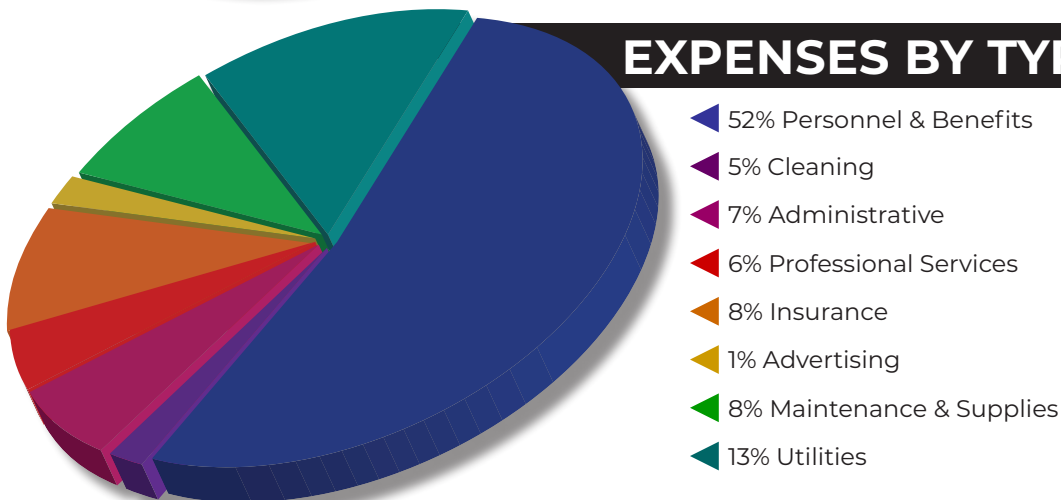
364,221

-64.55%

REVENUES BY TYPE



EXPENSES BY TYPE



RESPONSE TO COVID-19

FACILITY

- **Cleaning** with soap and water or a cleaning solution to remove dirt and impurities from surfaces to lower germ counts prior to disinfecting
- **Disinfecting** high touch areas with cleaning products effective against COVID-19 to reduce and kill germs
- **All event setups** will utilize social distancing as a guideline.
- **Barriers, floor spacing signage, and sanitizing stations** in place to guide and protect guests.

TEAM MEMBERS

- **Health Screening and Temperature Checks** will be performed prior to the start of any work shift.
- **Social Distancing** practices followed by team members in all areas.
- **Hand Washing** is required for team members every 60 minutes and after activities that can spread germs.
- **Personal Protective Equipment (PPE)** is required for all staff when working.
- **Equipment Disinfection** before first use, between users, and after each shift.

GUESTS

- **Social Distancing** practices followed on stairways, escalators, inside elevators, at event entrances, restrooms, concession areas, in seating sections, and smoking areas.
- **Hand washing and Sanitizing Stations** encouraged to guests.
- **Personal Protective Equipment (PPE)** encouraged to be worn by guests attending events.
- **Food Service** to guests is staff-served in individual portions.



Randy L. Brown, CVE
Executive Vice President
& General Manager

What a year! 2020 will go down as the year that we all would like to forget. The year started off with expectations that it could be the best year in Memorial Coliseum history. In March we had scheduled the NCAA Women's Division I Regional Basketball Tournament and the NCAA Men's Division III National Basketball Tournament. Both tournaments had strong ticket sales. On the concert front, Kiss, Korn, Lynyrd Skynyrd, Lauren Daigle and JoJo Siwa were all scheduled and tickets were selling well. Ticket sales and attendance for other events from the Shrine Circus, Disney on Ice, Komet Hockey, Mad Ants Basketball and consumer and trade shows were looking favorable.

In January, it was reported that a virus that was thought to originate in China had made its way to the United States. In late February we hosted the Fort Wayne Home and Garden Show. A few days after the event, it was reported that an exhibitor working at the event had tested positive for COVID-19. In the next two weeks we started to receive event cancellations and postponements. On March 11, the Komets played their last hockey game for the year and shortly thereafter, all remaining events were either cancelled or postponed and the Coliseum was forced to furlough over 450 team members. For the year, over 500 events were either cancelled, postponed or rescheduled due to the pandemic. Because of these lost events, attendance for the year was down by over 684,000 people.

The financial impact that the pandemic had on the Coliseum was devastating. Our first quarter financials were positive with reserves of over one million dollars. In just a few months these reserves were exhausted and we had no choice but to ask the County Council for assistance. Happily, after going 60 years without County support, the Council voted unanimously to provide financial assistance to the Memorial Coliseum. The Coliseum finished the year with a financial loss of just over \$3 million.

As we moved past the summer months and into the fall, there were a few positives as the Coliseum started hosting events and recalled some workers. There were challenges with reduced capacities and social distancing requirements but, in September we hosted two concerts in the parking lot. Also in the fall, the venue served as the site for early voting and in December, began preparations to operate as a COVID-19 vaccination site.

As we look to 2021, we look forward to a return to hosting events without restrictions, recalling all staff and Coliseum operations returning to "normal."

CAPITAL IMPROVEMENTS

LED Lighting Upgrades



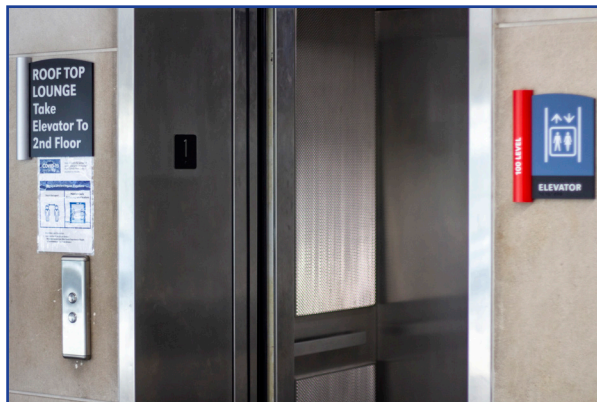
Expo Center lighting fixtures received an LED upgrade, resulting in a decrease of electricity usage as well as the need for fewer fixtures. The LED fixtures also allowed the Coliseum to cut down on maintenance hours. Prior to the upgrade, maintenance staff were tasked with replacing hundreds of bulbs each year.

Touchless Technology



Ticket scanners, POS systems, and credit card machines were updated with touchless technology to improve guest and staff safety and health. The ticket scanners allow the self-scanning of tickets with a mobile device. Parking Lot booths now accept credit cards to further minimize touchpoints.

Elevator & Escalator Safety



Fan systems with positive and negative charged particles were installed in facility elevators to kill germs. Ultraviolet lights were installed on handrails at the base of facility escalators to kill bacteria as the handrail makes its revolutions and sanitize the surface before it is touched by the next guest or employee.

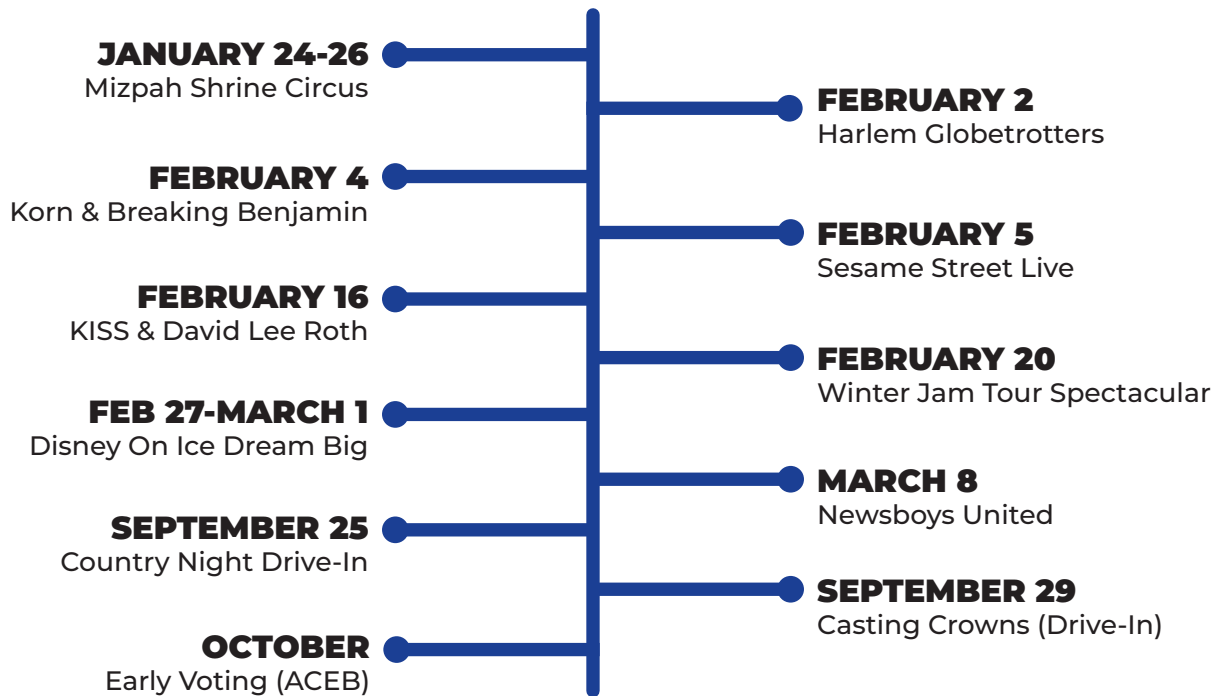


The Allen County War Memorial Coliseum is proud to announce that it has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities.

Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, the Memorial Coliseum has implemented the most stringent protocols for cleaning disinfection, and infectious disease prevention in every part of the facility.

To achieve GBAC STAR™ accreditation, the Memorial Coliseum was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures.

2020 MOST NOTABLE EVENTS



Board of Trustees: Andrew F. Brooks • Don Gerardot • Phil GiaQuinta • Mac Parker • Dennis D. Sutton
Coliseum Attorney - Bill Fishering

The Mission of the Allen County War Memorial Coliseum was first defined in 1946, by a vote of the county's taxpayers, authorizing the construction of a living memorial to the Nation's war veterans. Implicit in that authorization was the necessity for ongoing maintenance of the building, plus the management of all business affairs relating to the facility.

To that end, the Coliseum Board of Trustees entrusts a professional management staff to: oversee a clean, safe, well-maintained physical environment and provide responsible fiscal management, aimed at maintaining the Memorial Coliseum complex as a self-supporting entity. Thus, our Mission extends to the responsibility for the production of maximum income, through the promotion of a diversity of entertainment, athletic, educational, and business-related events and activities. This lively mix of building usage ensures that the county's tribute to those who served their country is truly a "Living Memorial."

4000 Parnell Avenue • Fort Wayne, Indiana 46805 • Phone 260.482.9502 • www.memorialcoliseum.com