



ANNUAL REPORT

USE DAYS

1,784

+18.38%

ECONOMIC IMPACT

\$124,754,623

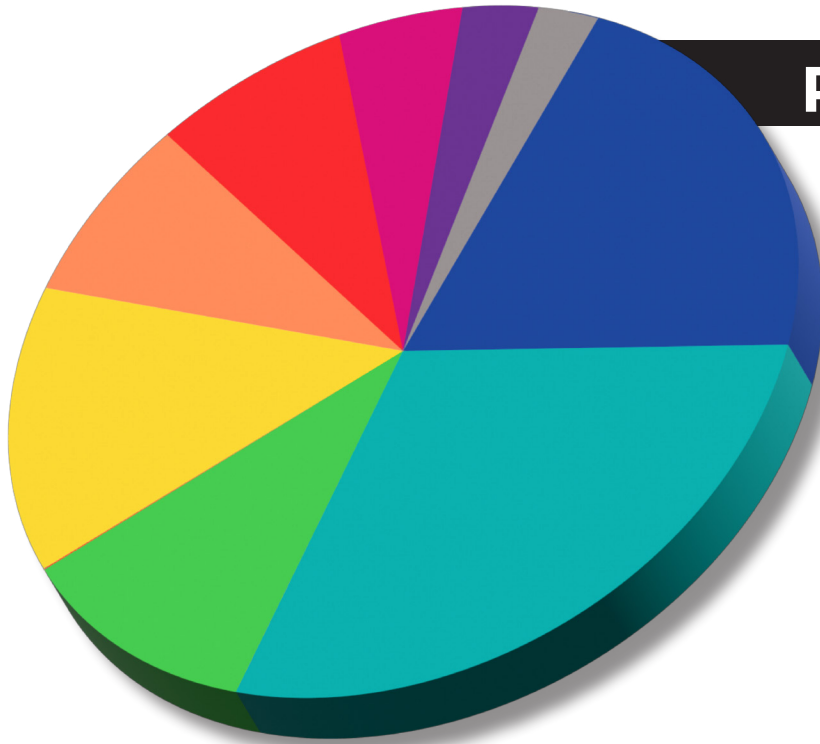
+34.12%

ATTENDANCE

1,002,691

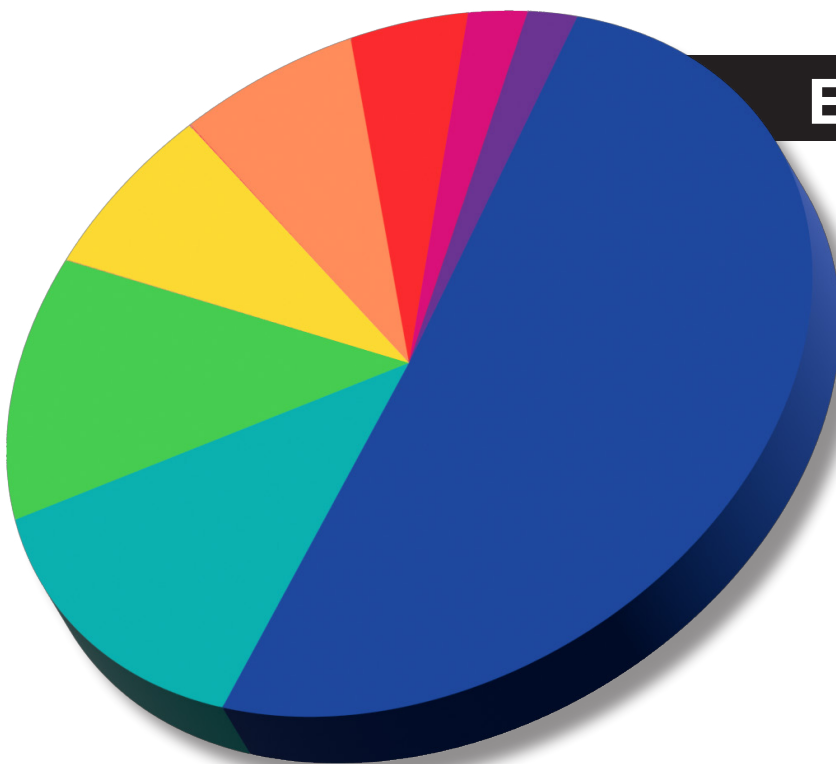
+11.74%

REVENUES BY TYPE



- 28% Parking
- 18% Room Rental
- 14% Food & Beverage
- 11% Ticket Office
- 9% Premium Seating
- 7% Advertising
- 5% Equipment Rental
- 4% Staff Reimbursement
- 4% Miscellaneous

EXPENSES BY TYPE



- 49% Personnel & Benefits
- 14% Utilities
- 11% Cleaning
- 10% Maintenance & Supplies
- 9% Professional Services
- 4% Insurance
- 2% Administrative
- 1% Advertising



Melanie Carney
Executive Vice President
& General Manager

On behalf of Allen County War Memorial Coliseum, it is with excitement that we submit our 2023 Annual Report. Our 71st year of operation was filled with continued growth while hosting exciting events.

Since the COVID-19 pandemic, we have continued our efforts of 'returning to normalcy' in a multitude of ways. We started the year with our ongoing efforts to backfill positions, both full-time and part-time, while focusing on training that ensures our customer service brand of excellence.

During 2023, we also focused our efforts on extending the customer service experience beyond the staffing as we made efforts to have more of Fort Wayne reflected inside the walls of our facility. We partnered with local artist Theopolis Smith III to create a Coliseum branded souvenir cup to sell at all our events. With all the mural art that is around Fort Wayne we wanted to bring some local flavor into the venue. This also paired well with the renovations of two bar spaces that brought local offerings into our venue for patrons to enjoy during events.

Combining these efforts with the excitement of several new and unique shows like Beyond Van Gogh, Cap N' Cork Bourbon Expo, Fort Wayne Train Show, Halloween Psychic & Holistic Expo, and Show Me Reptiles & Exotics Show, as well as major concerts including Shinedown, Kenny Chesney, and TobyMac, we were able to achieve benchmarks in attendance, revenue, and economic impact numbers that exceeded pre-pandemic numbers.

We welcomed over 1,002,691 visitors through our doors that generated \$124,754,623 in economic impact for the Allen County community. Additionally, with our revenues that were generated we returned to being financially self-sustaining.

The year also featured a significant corporate partnership with MidWest America Federal Credit Union, as they became our naming rights partner for the ticket office. In February, we hosted a press conference to announce the MidWest America Ticket Office. The space was outfitted with new interior and exterior signage, as well as updated print collateral.

We are looking forward to continuing to build our brand and welcoming our guests to an exciting upcoming year filled with great events.

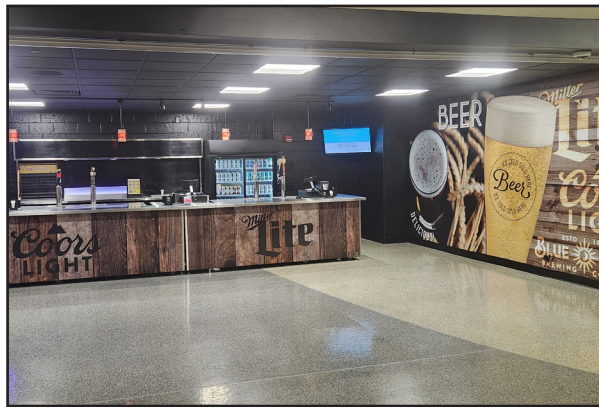
CAPITAL IMPROVEMENTS

New AERCO Boilers



Two AERCO boilers were replaced with upgraded models after the boiler plate and heat exchangers broke on the original models. Our team determined it was more cost effective to purchase new units rather than replace the parts. The new boilers are outfitted with facelifted control boards.

The Corner Bar & Bar 1952



Two bar locations were added to Arena concourses: Bar 1952 on the 100 Level and The Corner Bar on the 200 Level. Bar 1952 was installed in an effort to help with traffic flow while creating an upscale beverage experience. The Corner Bar was developed to offer a better use of the space while leveraging our partnership with Country Heritage Winery to offer a wine and wine slushie bar in a high traffic area for guests.

Resurfaced Zamboni Garage Floor



The Zamboni garage floor was resurfaced after suffering large chips and cracks over several years, causing excess water to leak down into Expo IV. The floor was resurfaced with Surface Armor NIF-Krete Urethane Cement. This product is meant to withstand extremely hot and cold temperatures.

Distributed Antenna System



The Distributed Antenna System (DAS) project was completed, which allows guests to utilize their cell phone provider's data instead of the facility WiFi. Historically, the more guests that access the WiFi at once, the slower the internet. The DAS will allow for faster internet for all.

2023 MOST NOTABLE EVENTS

FEBRUARY 2

Winter Jam

MARCH 3

Cody Johnson

MARCH 23

Koe Wetzel

APRIL 26

Elevation Nights

APRIL 29

Art of Scrap 6

MAY 18

Kenny Chesney

JUNE 23

The Doobie Brothers

JULY 15

STARFest

SEPTEMBER 9

Jim Gaffigan

OCTOBER 19

Cole Swindell

NOVEMBER 16

Old Dominion

NOVEMBER 24-26

Jurassic Quest

FEBRUARY 23-26

Disney On Ice

MARCH 16 & 18

NCAA DIII Men's Basketball Championship

APRIL 22

WWE Live

APRIL 27

Shinedown

MAY 2

Alice Cooper

JUNE 14-18

Vera Bradley Annual Outlet Sale

JUNE 24 - AUGUST 10

Beyond Van Gogh

AUGUST 16

The Dark Horizon Tour

OCTOBER 7

Art of Scrap 7

OCTOBER 24

Foreigner

NOVEMBER 17

TobyMac / MercyMe

DECEMBER 5

Theory of a Deadman / Skillet

**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."