



2024



ANNUAL REPORT

USE DAYS

1,656

-7.17%

ECONOMIC IMPACT

\$119,000,079

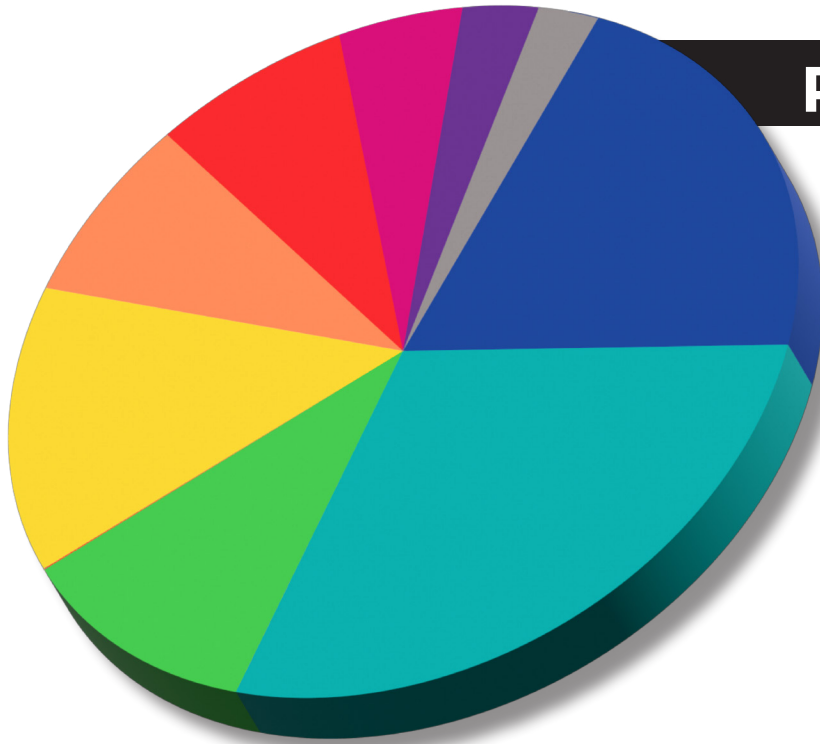
-4.61%

ATTENDANCE

984,474

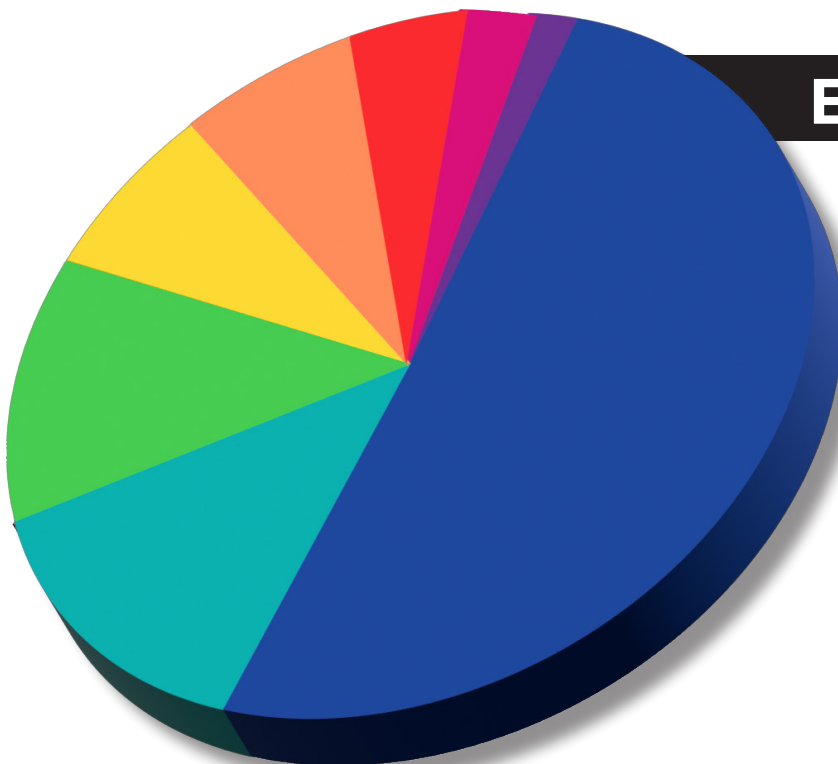
-1.82%

REVENUES BY TYPE



- 29% Parking
- 19% Room Rental
- 15% Food & Beverage
- 11% Premium Seating
- 8% Ticket Office
- 8% Advertising
- 5% Equipment Rental
- 3% Miscellaneous
- 2% Staff Reimbursement

EXPENSES BY TYPE



- 47% Personnel & Benefits
- 13% Utilities
- 12% Cleaning
- 10% Maintenance & Supplies
- 8% Professional Services
- 4% Insurance
- 4% Administrative
- 2% Advertising



Melanie Carney
Executive Vice President
& General Manager

On behalf of Allen County War Memorial Coliseum, we are proud to submit our Annual Report in our 72nd year of operation. This year was filled with planning for upcoming renovations and implementation of new bars, while hosting some wonderful events.

In 2024, the Coliseum welcomed 984,474 guests through our doors for some wonderful events. Lauren Daigle, Winter Jam, Journey, Brandon Lake, Jeff Dunham, and Trans-Siberian Orchestra were just a few of the experiences a guest could have during their time here.

Part of our journey at the Coliseum is focused on promoting inclusivity and accessibility for the community enjoying the events. We partnered with Lauren Daigle and KultureCity to bring a sensory pod, a feature available to fans of all ages, to experience a sensory-inclusive space. In addition to the sensory pod, our staff participated in training that enabled us to gain a better understanding on how to better accommodate individuals with sensory sensitivity. Our venue is now KultureCity Sensory Inclusive™ Certified.

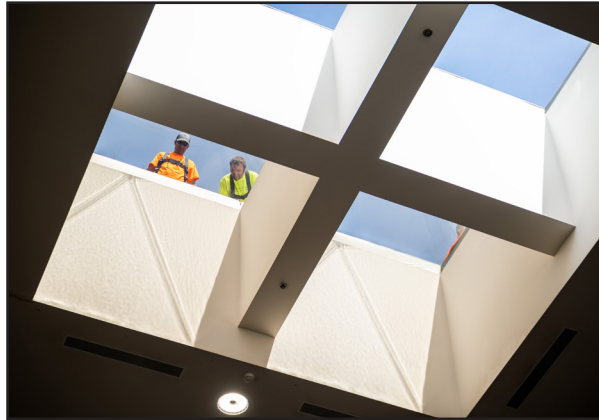
While hosting events, our facilities and operations staff worked on creating two new bar spaces, increasing our points of sales for fans to enjoy. On the 100 level, fans can enjoy a drink at Bar 1952, which pays homage to our opening year. On the 200 level, fans can purchase a wine slushie from The Corner Bar from our partners Country Heritage.

We look forward to our upcoming 2025 year to continue welcoming guests into our beautiful facility.

CAPITAL IMPROVEMENTS

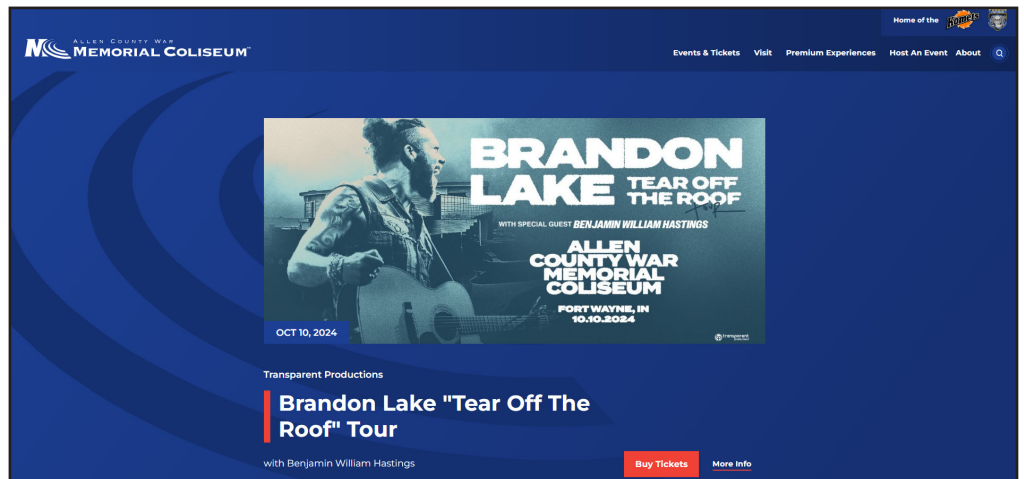
This year was focused on financially saving for the upcoming ice plant renovation along with maintenance and upgrades around the building.

Expo Lobby Skylight Replacement



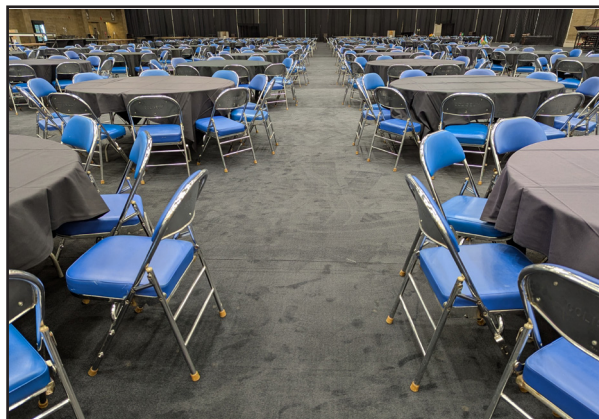
Skylights overseeing the Expo Lobby area were replaced after being in place since 1988. The replacement offered a new look and fresh lighting in a high traffic area that had experienced leaks.

memorialcoliseum.com Website Redesign



The venue website that welcomes all the Coliseum's guests and electronic traffic received a facelift and overhaul. New features such as improved accessibility and mobile experience, advanced search functions, and a brand-new ticket type management system streamlined processes to make finding information, purchasing tickets, and other information much easier for visitors.

New Carpet for Expo Center Events



New updates on the Expo side of the complex left us installing new carpeting for our high end events. The new carpet will upgrade any space allowing for flexibility in converting spaces with an industrial feel to one with an elevated look.

2024 MOST NOTABLE EVENTS

JANUARY 2

Harlem Globetrotters

FEBRUARY 15

Winter Jam

MARCH 7

Lauren Daigle

APRIL 19

Journey & Toto

MAY 1-5

Vera Bradley Annual Outlet Sale

NOVEMBER 6

Jeff Dunham

NOVEMBER 22-24

Jurassic Quest

JANUARY 26-28

Mizpah Shrine Circus

FEBRUARY 22-25

Disney On Ice

MARCH 14 & 16

NCAA DIII Men's Basketball Championship

APRIL 21

WWE Live

OCTOBER 10

Brandon Lake

NOVEMBER 15

Trans-Siberian Orchestra

DECEMBER 27-28

Rumble In Fort Wayne



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

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."

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