

# ANNUAL REPORT

# 2018



ALLEN COUNTY WAR  
**MEMORIAL COLISEUM™**

## Economic Impact

**\$113,668,640**

**↓ 2.11%**

## Attendance

**1,064,175**

**↓ 3.26%**

## Use Days

**1,603**

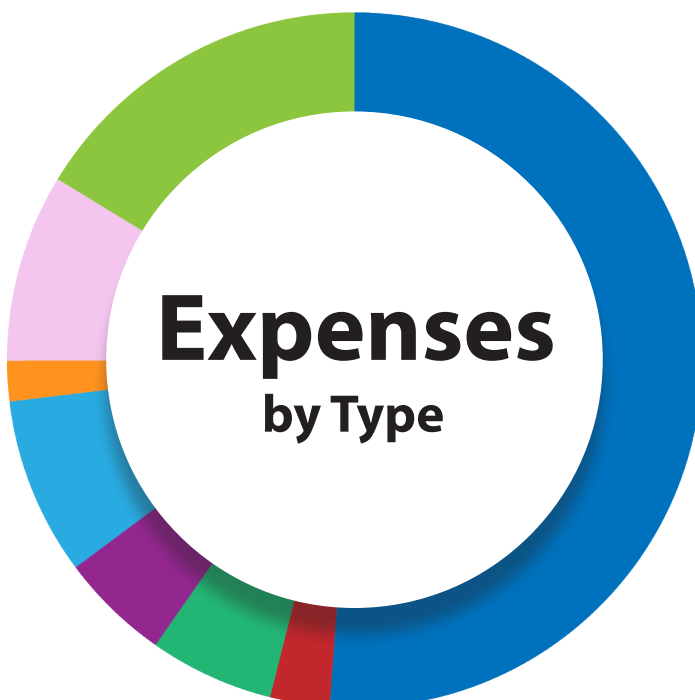
**↓ 7.23%**

## Revenues by Type



- 18% Room Rental
- 28% Parking
- 12% Premium Seating
- 22% Food & Beverage
- 4% Equipment Rental
- 7% Advertising
- 2% Staff Reimbursement
- 6% Ticket Office
- 1% Miscellaneous

## Expenses by Type



- 52% Personnel & Benefits
- 2% Administrative
- 7% Professional Services
- 6% Insurance
- 8% Cleaning
- 2% Advertising
- 8% Maintenance & Supplies
- 15% Utilities





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

We are pleased to present the Allen County War Memorial Coliseum 2018 annual report. 2018 was a year of highs and lows. Weather in the first quarter challenged a number of our events. Attendance rebounded in the second quarter and fell off again in the third quarter. Our fourth quarter attendance results ended up as our best in ten years.

On the Arena side, we had good playoff runs with both the Komets and the Mad Ants. Both the Thomas Rhett and Trans-Siberian Orchestra concerts were sellouts.

On November 5th we hosted the Donald Trump Campaign Rally with over 14,000 people in attendance. This was the largest convocation event in the 66 year history of the Memorial Coliseum. The Secret Service was very complimentary on the performance and functionality of the new security command center.

Financially, 2018 was a disappointing year. Total income was down as would be expected with the decrease in attendance. The Coliseum experienced significant increases in utility costs as well as increases in personnel expenses. Utility costs were up over \$128,000 and personnel expenses were up over \$30,000. The Memorial Coliseum ended the year with a net loss of \$191,735. This is the Coliseum's first operating loss in the last 12 years.

As we look ahead to 2019, event bookings are off to a strong start. Confirmed concerts include Bob Seger, Shinedown, Casting Crowns, Alan Jackson, MercyMe, and Paul McCartney. The NCAA Division III Men's Basketball National Championship will be hosted at the Coliseum in March. On the Expo side, new events include the Easter Rabbit Show and the Expedite Expo. In the parking lot in June we will host the Hot Rod Power Tour.

In summary, 2018 was a year with mixed results. It has set the foundation for what is shaping up to be a promising future. We strive to maintain the Memorial Coliseum complex as a state-of-the-art venue that is the pride of our community.

# Capital Improvements

## *Parking Lot Restriping*



Approximately 80 acres of parking lots were re-stripped during the summer months of 2018. In-house staff and equipment were used to complete this important project, using close to 400 gallons of paint.

## *Scoreboard & Ribbon Board Upgrades*



This \$1.6 million project replaced the center-hung scoreboard in the arena, as well as the LED ribbon displays in the rotunda lobby. The main videoboard in the arena features a four-sided 6 millimeter LED video display. Daktronics, Inc provided the displays and new graphics templates to feature score, stats and team branding.

## *Concession Stand Countertop Upgrades*



Concession stands received new Corian countertops in a continuation of a multi-year upgrade. The new countertops are easy to clean and feature an updated modern look. A total of six stands have been upgraded thus far.

## *New Fountain Drink Dispensers*



As part of a new multi-year soft drink pouring rights agreement, Pepsi is upgrading all the fountain drink equipment throughout the complex. Additionally, new modern beverage vending machines that accept credit and debit cards have been installed and offer a greater variety of healthier and premium products for guests.

# This Year's Most Notable Events

Justin Moore • February 16

Alabama • July 27

Jim Gaffigan • September 21

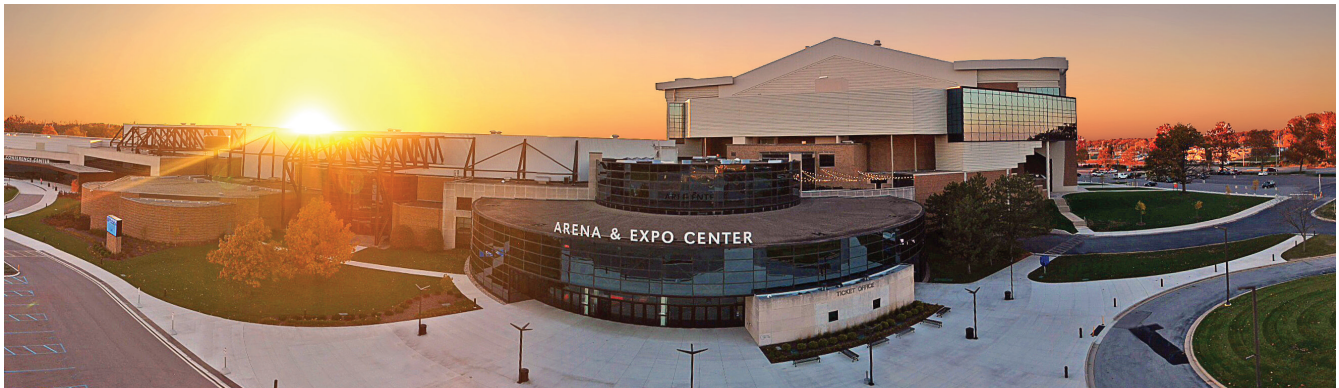
Thomas Rhett • October 5

Donald Trump Campaign Rally • November 5

Trans-Siberian Orchestra • November 15

Impractical Jokers • November 16

Halestorm • November 21



**Board of Trustees: Phil GiaQuinta • Maye Johnson • Mac Parker • Laura Rhoades • Dennis Sutton**  
**Coliseum Attorney - Bill Fishing**

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."