

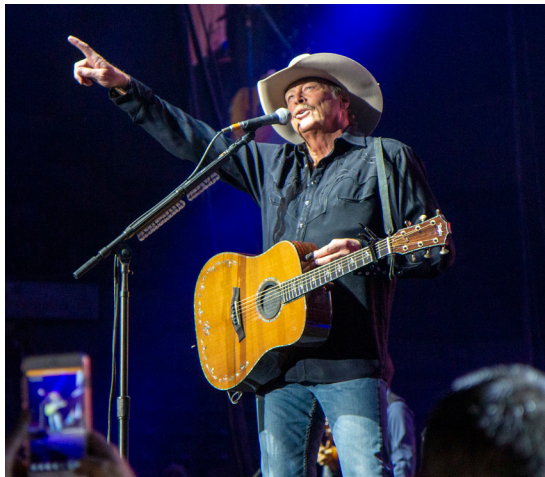
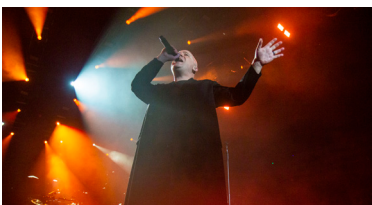
2019



# ANNUAL REPORT



ALLEN COUNTY WAR  
MEMORIAL COLISEUM™



USE DAYS

**1,696**

**+5.8%**

ECONOMIC IMPACT

**\$111,577,615**

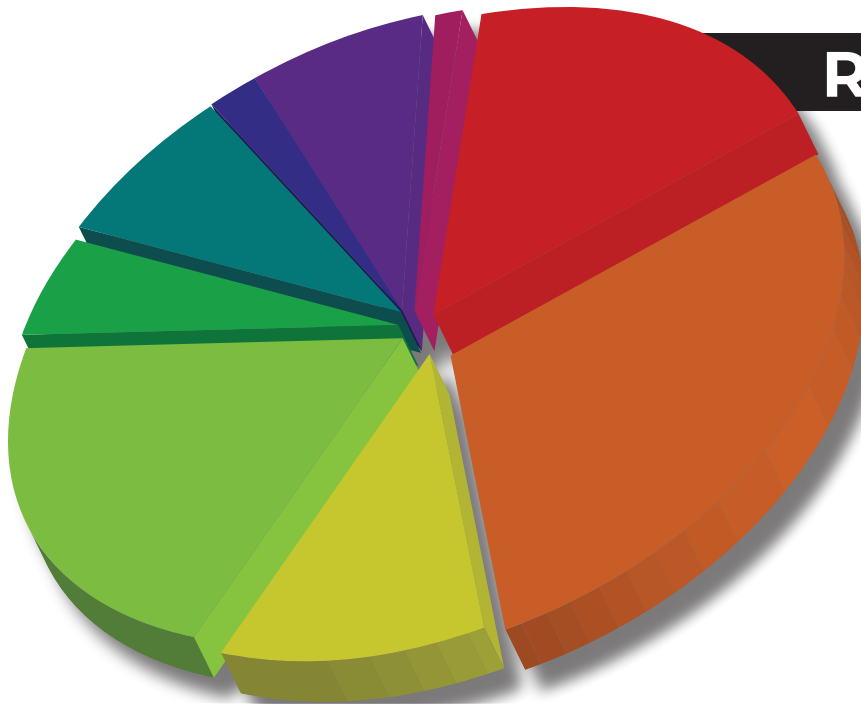
**-1.84%**

ATTENDANCE

**1,027,378**

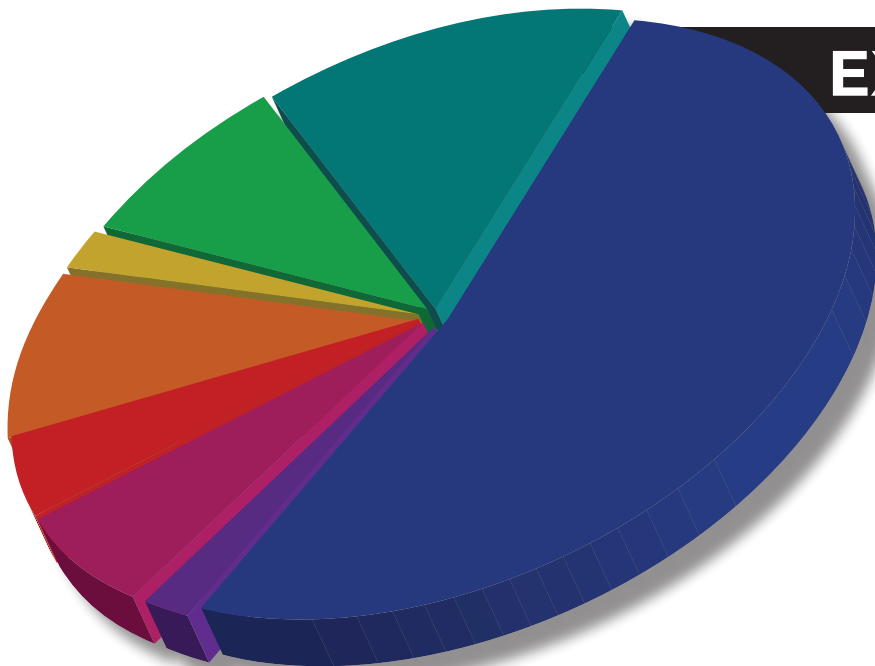
**-3.46%**

## REVENUES BY TYPE



- 17% Room Rental
- 29% Parking
- 11% Premium Seating
- 21% Food & Beverage
- 5% Equipment Rental
- 7% Advertising
- 2% Staff Reimbursement
- 7% Ticket Office
- 1% Miscellaneous

## EXPENSES BY TYPE



- 53% Personnel & Benefits
- 2% Administrative
- 7% Professional Services
- 5% Insurance
- 9% Cleaning
- 2% Advertising
- 8% Maintenance & Supplies
- 14% Utilities



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

We are pleased to present the 2019 Allen County War Memorial Coliseum Annual Report. From a concert perspective, 2019 was our best year EVER! Shows with Bob Seger, Shinedown, MercyMe, Alan Jackson and Paul McCartney were all sell outs! Ticket revenue hit a 67 year high. Pollstar magazine ranked the Memorial Coliseum's ticket sales at #146 in the world and the #85 in the United States.

On the sports front, the Komets had a successful regular season but a short playoff run and overall attendance was down. The Mad Ants and Purdue Fort Wayne Mastodons attendance was down and neither team made the playoffs. The overall downturn in our annual attendance was primarily due to the performance of our sports teams.

A very successful Division III Men's Basketball National Championship took place in March. Hosting this tournament has helped us prepare for the NCAA Division I Women's Basketball Regional Tournament in March of 2020.

Financially, 2019 was a successful year. Total income and expenses were both up, but we saw a turnaround in net revenues of over \$200,000 as compared to 2018. We finished the year in the black. We strive to operate the Memorial Coliseum as a self-supporting complex and we were again successful in accomplishing this goal.

The Coliseum has continually focused on upgrading safety and security programs and capabilities. In September we hosted Mark Herrera, Director of Education & Life Safety with the International Association of Venue Managers (IAVM) to provide Situational Awareness-Mind Set training to all team members. The Coliseum also hosted a Situational Awareness training session attended by most of the major venues and attractions in Allen County. The Memorial Coliseum continues to lead the community in best practices for safety and security while sharing information with our venues partners.

The Allen County War Memorial Coliseum Board of Trustees is committed to maintaining the Coliseum as a cutting edge, state-of-the-art venue. As a part of this commitment, we have a strategic five-year capital plan that is the roadmap to keeping our venue in the top tier of all facilities in the United States. The highly skilled and motivated staff and long-term strategic planning is key to our success in attracting events and contributing an annual economic impact of over 100 million dollars to our community.

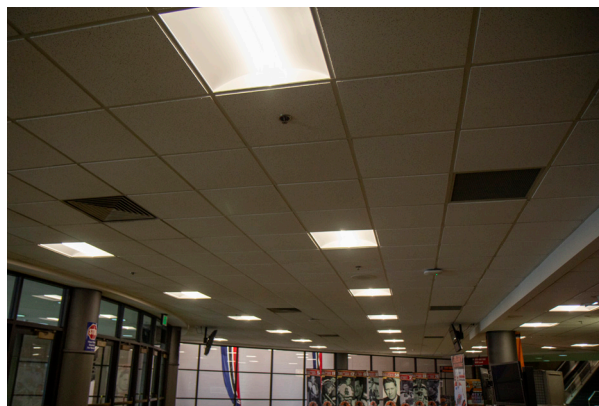
# CAPITAL IMPROVEMENTS

## Security Fence



In early winter the first phase of the installation of a security fence around the Arenas truck and bus marshalling areas as well as the employee parking area commenced. The six foot high black aluminum fence is intended to restrict access to this high security area. The second and final phase of the project is expected to be completed in 2020.

## LED Lighting Upgrades



Our multi-year plan to upgrade all light fixtures in the complex to LED's continues. In 2019 we completed the conversion of the Expo Centers public corridor as well as in the Expo III and IV lobby spaces to LED's. In addition to dramatically using less electricity, the overall light level has increased by approximately 20 percent. The overall replacement project is nearly 30 percent complete.

## New Radio Technology & Channel System



In 2019 the Memorial Coliseum completed the replacement of all hand-held radios moving to a fully digital radio spectrum enabling the addition of multiple radio channels. The Coliseum started the move to a digital radio system several years earlier when several of the system repeaters were replaced with units that could support both analogue and digital radios.

## Telescopic Seating Renovation



The Expo Centers 34 telescopic seating units were initially installed in 1988 prior to the opening of the Expo. The seating enables the Expo to serve as a second arena area seating up to 7,500. The seating units are capable of being set-up with a capacity as low as 225 people. When installed in 1988, this was the largest totally portable telescopic seating installation in the United States. The renovation included a total evaluation of all the seating units and the replacement of all worn and damaged parts of the undercarriage as well as the replacement of damaged seats.

# 2019 MOST NOTABLE EVENTS

**JANUARY 15**  
Bob Seger & The Silver Bullet Band

**MARCH 15-16**  
NCAA DIII MBB Championship

**APRIL 27**  
MercyMe

**JUNE 3**  
Paul McCartney

**AUGUST 11**  
Rob Zombie & Marilyn Manson

**OCTOBER 23**  
Luke Bryan

**NOVEMBER 21**  
Chris Young

**MARCH 7**  
Shinedown  
**MARCH 7**  
Casting Crowns

**APRIL 26**  
Alan Jackson

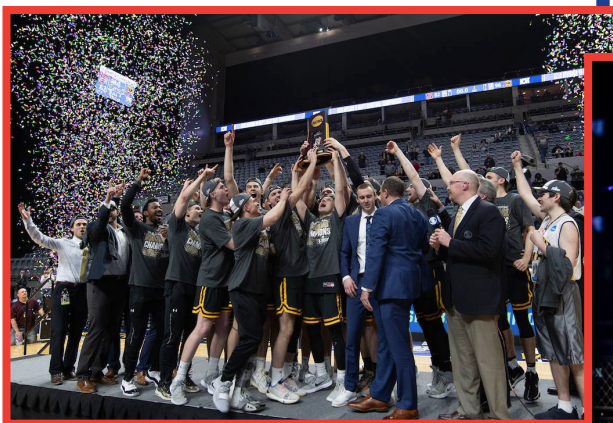
**MAY 2**  
Old Dominion

**AUGUST 5**  
Willie Nelson & Alison Krauss

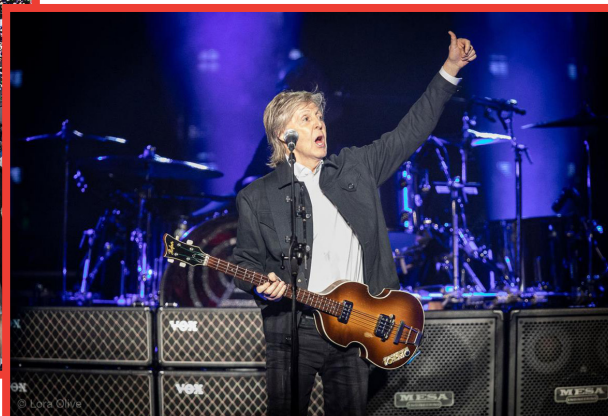
**OCTOBER 7**  
Disturbed

**NOVEMBER 14**  
A Day To Remember

**DECEMBER 12**  
Five Finger Death Punch



NCAA DIII MBB Championship on March 15-16



Paul McCartney "Freshen Up" Tour on June 3

**Board of Trustees: Don Gerardot • Phil GiaQuinta • Mac Parker • Laura Rhoades • Dennis 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."