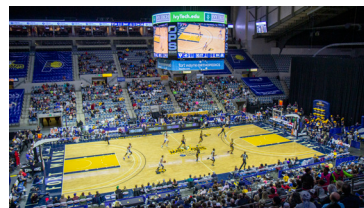
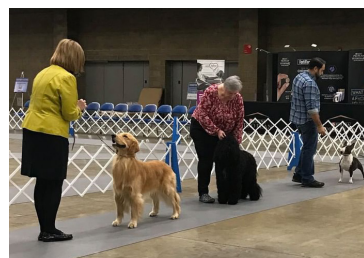




**2021**

# ANNUAL REPORT





USE DAYS

**1198**

**+38.34%**

ECONOMIC IMPACT

**\$49,822,654**

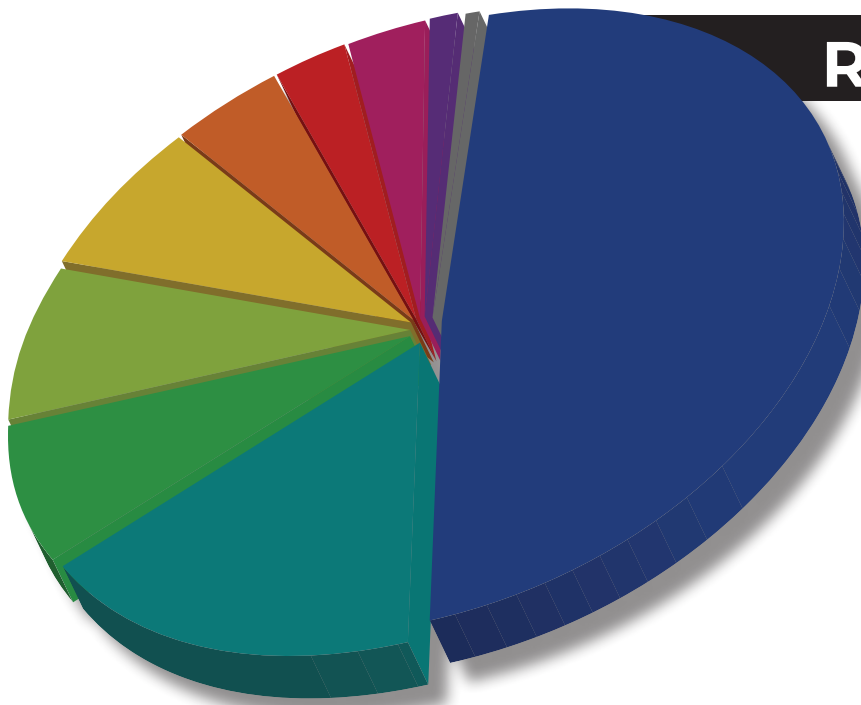
**+15.51%**

ATTENDANCE

**629,480**

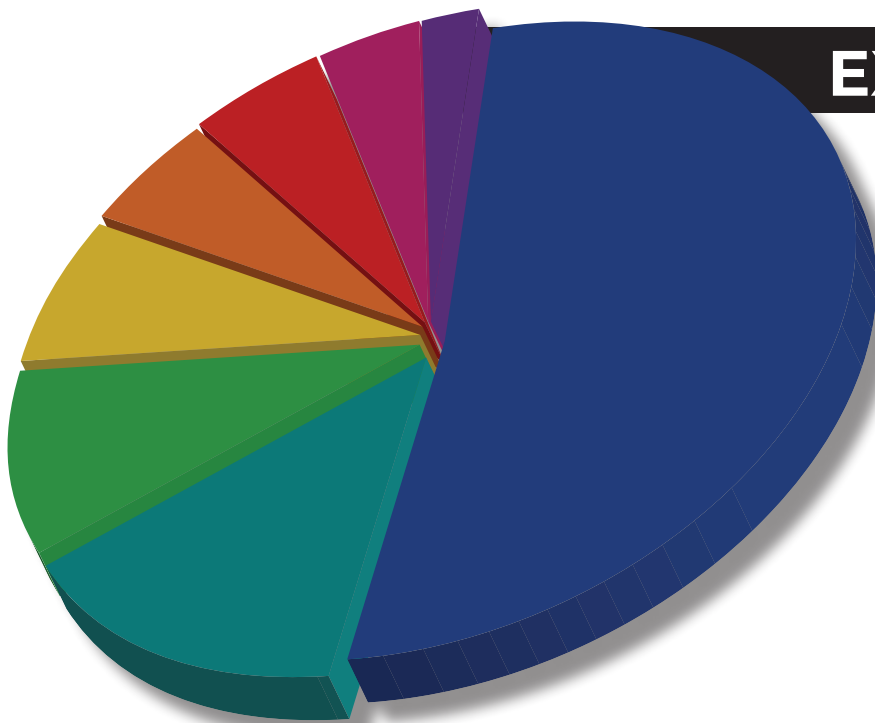
**+72.83%**

## REVENUES BY TYPE



- 49% Shuttered Venue Operators Grant
- 17% Parking
- 8% Room Rental
- 8% Premium Seating
- 7% Food & Beverage
- 3.7% Advertising
- 3% Ticket Office
- 3% Equipment Rental
- 1% Staff Reimbursement
- 0.3% Miscellaneous

## EXPENSES BY TYPE



- 52% Personnel & Benefits
- 15% Utilities
- 10% Maintenance & Supplies
- 7% Cleaning
- 5% Insurance
- 5% Professional Services
- 4% Administrative
- 2% Advertising



**Melanie Henkes**  
*Executive Vice President  
& General Manager*

On behalf of Allen County War Memorial Coliseum, it is my pleasure to submit our 2021 Annual Report. ACWMC entered its 69th year of operation during what has continued to be an unprecedented time during the COVID-19 global pandemic.

Like most venues, we navigated through 2021 with caution to ensure the health and safety of our guests, staff, and the entire community while we creatively approached events. Looking back on our path, we started the year with social distancing challenges, mask restrictions, and reduced capacities. These were all strategic decisions geared towards safely hosting events.

An additional part of this effort was seen when Allen County Department of Health utilized the facility as a public vaccination site for 6 months and administered over 41,000 vaccinations to the community.

At the same time, we welcomed back historical events such as a IHSAA Semi-State Wrestling tournament, Presidents Day Volleyball tournament, Shipshewana on the Road, and several musical artists who got back to touring such as Lauren Daigle, MercyMe, and for King and Country.

It was with additional excitement that we welcomed back the Komets, one of our three tenant teams who were able to play their 20-21 season. Due to the limitations that social distancing brought and fans proceeding with caution, this resulted in lower-than-average attendance but was viewed as 'encouraging' as fans showed their willingness to attend and enjoy the games. Despite the unprecedented time in our industry, fans and staff were reminded of our love for sports and entertainment when the Komets clinched the ECHL's Kelly Cup in a spirited win in front of 9,500 fans on July 2, 2021.

In addition to the Komets victory and the arena hosting some wonderful concerts, 2021 saw the completion of planned capital projects, including a renovation of our Century Club Room, elevator upgrades, and LED lighting replacement.

Additionally, during 2021, the Coliseum received SVOG (Shuttered Venue Operators Grant) funding. This money was to be used by fixed seating facilities, promoters and agents to help the industry hurt by COVID. The Coliseum received two payments: one in August and one in November. The funds needed to be spent one year from the date payment was received and were used to reimburse the county during the time they financially assisted the Coliseum, which was August through the end of the year. The SVOG monies totaled \$2,901,723 which produced year-end financial results showing a net income of \$404,866.

With a newfound resilience that only a pandemic can bring, we look forward to carrying this momentum into 2022 with a greater appreciation of the sports and entertainment industry and the community that it serves.

# CAPITAL IMPROVEMENTS

## Ice Cream Shop Remodel



Velvet Ice Cream is the new sponsor of the ice cream shop located in the Upper Rotunda. Coliseum staff remodeled the space with a new coat of paint on one wall, new tile near the cabinets, a new ice cream cart, and updated tables, chairs, and wall decor.

## Century Club Renovation



The Century Club was renovated to offer a modern and sleek look. Upgrades included paint, carpeting, ceiling tiles and LED lighting, an updated bar area, wall decor, several new TVs, renovated bathrooms, and glass entry doors to make the room more functional and welcoming. A Veterans Wall was installed with recessed, glass casing to recognize past Commanders of the Allen County Council of Veterans Organizations.

## Conference Center Video Boards



Projector screens located in the Conference Center Rooms B, C, and E were removed to make way for brand new 3.9 millimeter LED boards. The HD display makes presentations and video feed look crisp and clear, even in a brightly lit room. The video boards are twice the resolution of the Arena scoreboard.

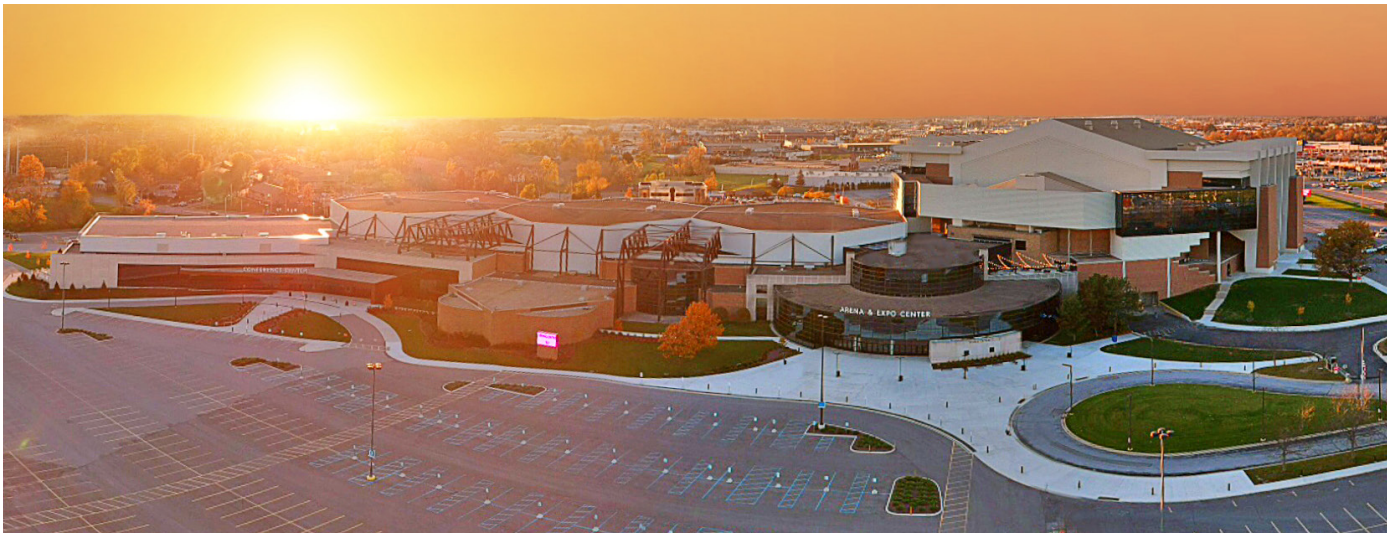
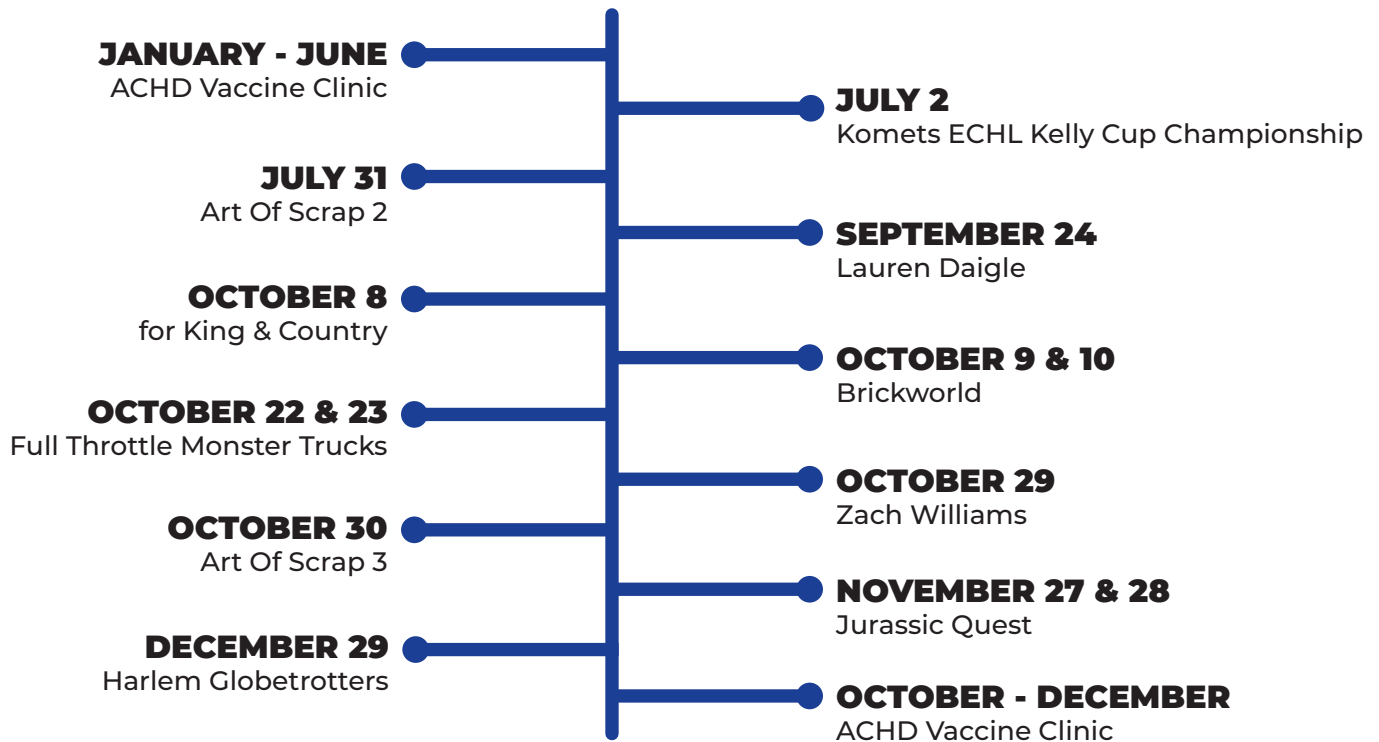
## LED Lighting Upgrades



In a continued effort to save on electricity, LED lights were installed in the Red and White Rooms, a concession stand, and the Expo Center pre-function hallway. In addition, exterior building lights were upgraded with LED wall packs, LED flood lights at Veterans Plaza, and LED lights near dock areas.



# 2021 MOST NOTABLE EVENTS



**Board of Trustees: Andrew F. Brooks • Don Gerardot • Phil GiaQuinta • Mac Parker • Dennis D. 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."

4000 Parnell Avenue • Fort Wayne, Indiana 46805 • Phone 260.482.9502 • [www.memorialcoliseum.com](http://www.memorialcoliseum.com)