

# TOPSTOPS NORTH & SOUTH CAROLINA | 2017

Based on concert and event grosses from Aug. 1, 2016 – July 31, 2017, as reported to *Venues Today*.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
<b>1. Durham (N.C.) Performing Arts Center</b>	<b>2,800</b>	<b>\$23,623,984</b>	<b>427,026</b>	<b>198</b>
2. Spectrum Center, Charlotte, N.C.	20,200	\$14,749,040	294,672	50
3. Colonial Life Arena, Columbia, S.C.	18,000	\$8,589,963	176,773	30
4. Peace Center, Greenville, S.C.	2,100	\$7,983,610	114,077	83
5. North Charleston (S.C.) Coliseum	14,000	\$4,508,543	68,107	12
6. PNC Music Pavilion, Charlotte	18,500	\$4,151,697	118,222	9
7. Bon Secours Wellness Arena, Greenville, S.C.	15,000	\$3,933,570	62,803	8
8. Greensboro (N.C.) Coliseum	23,500	\$3,773,009	71,005	7
9. PNC Arena, Raleigh	20,000	\$2,780,756	41,876	4
10. Crown Complex, Fayetteville, N.C.	10,880	\$2,213,236	120,406	62
11. Charlotte (N.C.) Metro Credit Union Amph.	5,000	\$1,959,273	66,175	15
12. Florence (S.C.) Civic Center	9,500	\$1,833,983	62,545	26
13. Red Hat Amphitheater, Raleigh, N.C.	5,990	\$1,611,223	49,153	12
14. Charleston (S.C.) Music Hall	906	\$1,501,107	32,631	53
15. Coastal Credit Union Music Park, Raleigh, N.C.	20,500	\$1,367,209	48,542	5

Compiled by Monique Potter, HotTickets@venuestoday.com

**CUISINE IMPROVES...** CONTINUED FROM PAGE 19  
 we're seeing top prices grow, but we always try and balance those with special pricing for students, seniors and audiences who buy multi-show packages like our very popular SunTrust Broadway at DPAC season ticket package," said Klaus.

This past year marked DPAC's first year with a new food and beverage provider — Spectra. "Per caps were up by about 10 percent," he said. "We love the new teamwork with our local manager, Affonso Jefferson, and with Spectra's regional team headed by Doug Drewes and Dave Anderson."

Among the new products introduced were grab-and-go sandwiches, which have been a huge hit, along with added dessert items including cake pops and cupcakes.

DPAC has an operating agreement with the city of Durham that includes a dedicated facility fee on every ticket sold for improvements and maintenance. "This summer we upgraded our seating and carpet throughout the venue as part of a \$1.8 million improvement project," said Klaus.

Spectra took over management of the **MACON (Ga.) CENTREPLEX**, Coliseum &

Auditorium last year. "We did really well this year," said David Aiello, GM. "Now that we've been here a year, the industry is starting to notice that Macon is selling tickets." Aiello said the center saved the county \$700,000 on their yearly budgeted deficit, compared to prior years.

Hot shows included Vince Gill, ZZ Top, Mike Epps, Justin Moore, Jason Aldean and Kevin Hart.

The operating budget last year was \$1.3 million. Tickets ranged from \$30-\$80.

One of Spectra's priorities when they arrived was putting together a five-year capital improvement plan. They've already updated infrastructure and have issued an RFP for new lighting and a new basketball floor. The five-year budget for improvements is \$5 million for the coliseum, and \$12 million for the auditorium.

Macon Centreplex recently won back the rights to host High School State Basketball Tournaments. "We're expecting them back at the end of the year," he said.

F&B is similarly picking up speed and done in-house. "We renovated concession stands," he said. "When we got here, there were only two fully functioning stands and

now we are up to four." New POS systems, provided by Bypass, were also installed. In the auditorium, new kitchen equipment has been ordered. "This will give us the opportunity to increase our catering operation and increase our revenue."

Specialty drinks were a hot item last year. For Kevin Hart they created "Seriously Funny," which was gin, apple pucker, sour mix and pineapple; Fantasia fans got to purchase "The Definition," which was vodka, peach and apple schnapps and lemonade; Mary J. Blige guests were served "Real Love," a combination of double crown apple and choice of mixer; and Keith Sweat & Johnny Gill supporters got to sip on a "My My Mai Tai."

Scott Johnson, deputy director, **GREENSBORO (N.C.) COLISEUM COMPLEX**, said they also had "a very good year." He believes they were "up marginally" and cites HB2 as the reason for the solid, if not spectacular, returns.

Justin Moore, Lee Brice, Twenty One Pilots, Florida Georgia Line, Winter Jam and Eric Church were standouts. Guns N' Roses played the first-ever BB&T Field concert and sold-out.

The budget is "around \$9 million to run eight venues on the complex." There were 1,100 events spread over the venues. A new \$79.5-million performing arts center is currently being built and will open in 2019. The new facility is a public/private enterprise. "The city is in for \$40 million and the other \$39.5 million is coming from the private sector," said Johnson.

Spectra is the venue concessionaire. "Per caps have been going up," he said. "Beer continues to be the big driver at concerts." New concessions include a Popeye's Chicken and Moe's Southwestern Grill continues to be a big seller. The complex uses Bypass for payments and Oui Vend for merchandise sales.

The complex is almost at 100 percent usage of wand and they've purchased 20 new magnetometers, all portable units, from Ceia, which cost \$110,000.

"We were one of the cities that was most

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