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 choices like veggie and turkey wraps are selling quite well. “We weren’t sure how they’d do, but we’re a college venue and the kids like to eat healthy so we thought we’d try them out,” he said. “They’ve been a big success.” Other new food and beverage additions have included bringing in local restaurants. “We brought in oriental food and chicken and waffles and both have been very popular additions.”

Kenyon also attributes the strong food and beverage sales to strong attendance for the men’s and women’s basketball teams, both

rants. This will make us a destination even if we don’t have an event taking place.” The overall transportation and beautification project budget is \$50 million, with the first phase starting with \$13 million.

GREENSBORO CONTINUES EXPANDING

Scott Johnson, deputy director, **GREENSBORO (N.C.) COLISEUM COMPLEX**, runs eight venues that include a 10,000-sq.-ft. amphitheater, 23,000-seat arena, a 20,000-sq.-ft. aquatic center, banquet hall, convention center, museum,

\$8 million. Tickets range from \$35-\$135. “We’re selling a lot of tickets thankfully,” said Johnson, “I think mostly due to the economy picking up and gas prices being down.”

“We’ll have to get out and work harder to replace the things we’ve lost,” said Johnson. “We’ll have to dig deeper and chase more concerts than we normally have to. We’ll have to fill the gaps until something happens with the law, but we don’t know when that will be or even if it will be. We’ll put our thumb in the dike while it’s still in place.

“Luckily, the cancellations only represent a small section of our business,” said Johnson. And unlike many of the other N.C. convention centers, Greensboro has been spared any losses to that segment of the complex due to HB2.

Food and beverage has not increased. “People are being choosier on how much they spend on food & beverage,” said Johnson. “Our prices are low compared to industry standards but as a whole they aren’t going up. Per caps are not going up.” The bright side is merchandise sales. “Our T-shirt sales are up. The price has even gone up from \$35 last year to \$45 this year, but for some reason they sell.”

New to the venues are the Bypass system, which expedites food sales using mobile technology and another app called Experience that allows a guest to upgrade their experience. “You can buy your way into a vacant suite, or into a premium club, even getting the chance to go onto the field for a fireworks show. It’s giving the fans who want to pay more for a better experience that opportunity.”

Greensboro Coliseum Complex has four new renovation projects in various states of completion. Six weeks away from opening is a new permanent structure called the Field House. “There was an old tent exhibit structure of 30,000 sq. ft. called the Pavilion on that piece of the property,” said Johnson. “We worked out a contract to be the home of the new Charlotte Hornets National Basketball Association Development League franchise that will start playing this fall.” That project cost \$5.7 million and will seat 2,200 people.

They’ve demolished their War Memorial

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TOPSTOPS		GEORGIA 2016		
Based on concert and event grosses from Aug. 1, 2015 – July 31, 2016, as reported to <i>Venues Today</i> .				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Fox Theatre, Atlanta	4,678	\$37,599,558	614,979	189
2. Philips Arena, Atlanta	20,000	\$30,924,671	524,411	63
3. Infinite Energy Arena, Duluth	13,100	\$9,584,354	138,320	24
4. Cobb Energy Perf. Arts Centre, Atlanta	2,750	\$8,142,912	141,050	86
5. Bell Auditorium, Augusta	2,690	\$2,919,634	54,696	37

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called the Gamecocks. “They’ve both been winning and that brings out the crowds which bumps up food and beverage.” A typical men’s game attracts 12,000 fans, making them 30th in the nation for attendance, and a typical women’s game attracts 14,000, which leads the nation in attendance. “The men’s games cost more,” said Kenyon. “Maybe that’s why the women’s team brings in more people.”

The athletics department at the college has just signed new 10-year media rights deal with IMG and that will provide funding for a major upgrade to the center-hung scoreboard and a full 360-degree ribbon board. “The deal just got done,” said Kenyon, who was unaware of the amount the deal would generate for the university.

The county is doing a major beautification and transportation project and part of the project will run on the street in front of the arena. “This will generate a lot of additional foot traffic for us and make the area into an entertainment district with retail and restaura-

theatre and an indoor pavilion. It is the home of the men’s Greensboro Spartans basketball team. “Our year as a whole has been very good,” said Johnson, “We had an excellent summer with Justin Bieber, Drake, AC/DC and Jill Scott, so we started out our new fiscal year in a great way.”

Johnson said the complex is still recovering from losses in the last fiscal year due to HB2 cancellations. “We lost five big shows including Bruce Springsteen, Boston and a week of Cirque du Soleil,” said Johnson. “That was a \$200,000 loss to the arena.” Johnson also mourned the recent loss of the National Collegiate Athletic Association (NCAA) first and second rounds, Atlantic Coast Conference (ACC) swimming and diving championships and the ACC women’s basketball tournament. Those events would have brought \$576,000 to the complex.

“We were right on budget, having a good year, until the HB2 losses,” explained Johnson. The operating budget for the entire complex is