

# 2016 Concerts



April 22: Barry Manilow



April 23: Newsboys



May 25: Disturbed & Rob Zombie



July 26: James Taylor



August 3: Dolly Parton



August 12: KISS



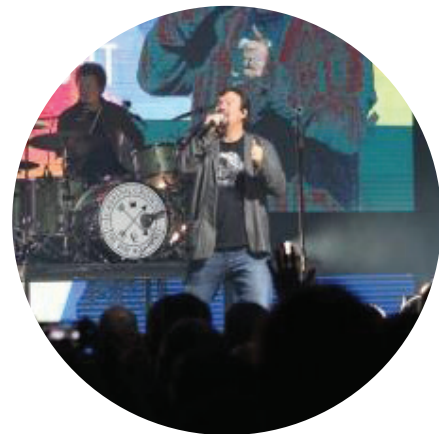
September 20: Avenged Sevenfold & VOLBEAT



October 13: Dierks Bentley



October 28: Chris Young



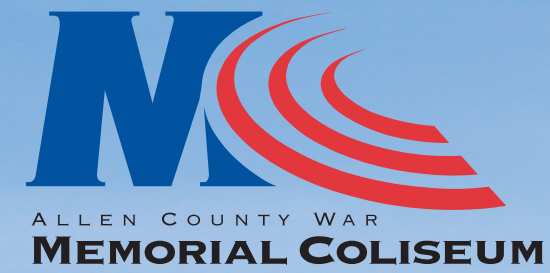
October 29: Casting Crowns



November 3: I Love The 90s



December 1: MercyMe



## Annual Report 2016

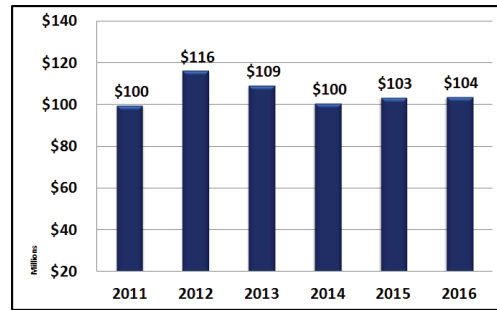


**Randy L. Brown, CFE**  
Executive Vice President & General Manager

We are pleased to present the 2016 Allen County War Memorial Coliseum Annual Report. As you review this report, we hope you share the sense of pride that our team has in the facility. The Memorial Coliseum is one of only a handful of venues in the country with self-sustaining operations. We take satisfaction in the fact that the Coliseum is not a drain on the tax payers of Allen County. We are also delighted with the recognition that our facility has received from industry colleagues. We will continue our work to maintain the Allen County War Memorial Coliseum as a state-of-the-art world class venue for the citizens of Allen County and our guests. With our planned improvements, we are sure that the best is yet to come!

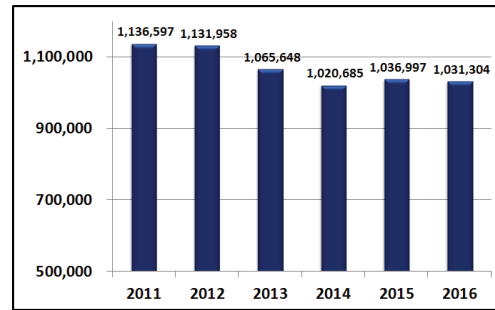


# Booked Activity Report



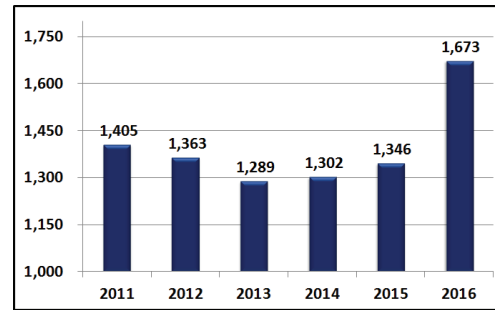
## ECONOMIC IMPACT

The total economic impact of Memorial Coliseum events for the greater Allen County community was \$103,758,309 in 2016, an increase of \$415,754.



## ATTENDANCE

Attendance in 2016 was down by 5,693 guests, as compared to 2015. However, attendance surpassed one million visitors for the 26th consecutive year.



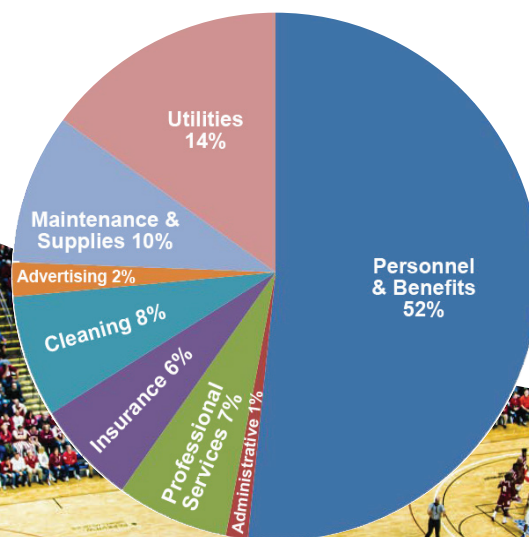
## USE DAYS

Use days in 2016 were up by 327, or an increase of 24.3% over 2015. The Memorial Coliseum finished 2016 hosting a total of 1,673 use days.

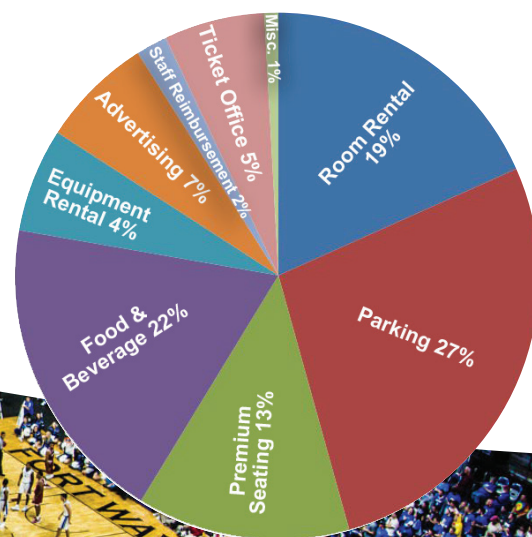
# Revenue & Expense

For the Memorial Coliseum, 2016 marked the opening of the Conference Center, which generated 384 new use days. The concert market was busier in 2016 and there were eight more concerts than in 2015. Because of this increased activity, rental income was up 10%, parking revenue was up 6%, and food and beverage income rose 21%. While the extra event space in the conference center and the increased number of concerts led to higher revenues, it also produced higher expenses to service the events. Personnel and benefits expenses were up 7% and cleaning expenses climbed by 21%. Prudent fiscal management of operations allowed the Coliseum to finish 2016 with an operating profit of \$44,044 - a 23% increase. The Memorial Coliseum consistently performs at a level where operating revenues exceed expenses. The Coliseum receives no public subsidy for operations, which is a great benefit to the community, but is uncommon in the public facility industry.

Operating Expenses by Type



Revenues by Type



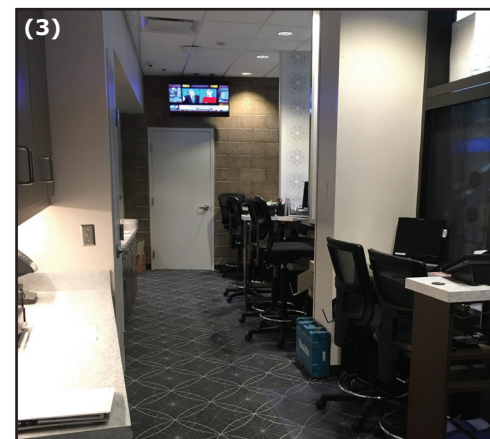
# Mission Statement

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 diverse 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."

# Capital Improvements



## ROTUNDA ENTRANCE PLAZA (1)

The sidewalks and landscaping immediately in front of the Arena & Expo Center entrance doors were removed and a new heated concrete plaza was installed. Curbing was replaced with a zero-threshold transition strip for improved guest safety. The accessible parking spaces were regraded to exceed new ADA standards.

## ARENA DRESSING ROOMS (2)

All nine Arena dressing rooms were completely overhauled with new HVAC systems, restroom and shower modernization, new LED lighting, paint and carpeting.

## TICKET OFFICE (3)

The Coliseum Ticket Office was expanded and renovated with a reconfigured layout, an employee break room, a new HVAC system, LED lighting, paint and carpeting.

## COOLING TOWER (4)

The 1988 vintage cooling towers were replaced with new high efficiency units. The new cooling towers are expected to provide 190 tons of additional cooling capacity.