



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the Director

Happy New Year!

I hope everyone had a restful holiday and are rested up for a busy new year. Your IAVM Board will be meeting in Dallas January 14-16 for its annual mid-year meeting. I'll update you on that in February. Here are a few updates from the last full Board conference call:

- VMS Saddlebrook was way ahead of registrants for the same period in October. Much to look forward to at this new facility.
- The Board authorized the sale of our headquarters building and after a competitive offering, it was sold in November. Proceeds from the sale netted the Association \$3.25M which will be held in a special account only certain Board members can access. IAVM staff will remain in the building for 1-2 years minimum and will continue to manage the property.
- As of 10/31/18 membership was 5,819, up 7% from the previous year.

- The Executive Committee has approved a pilot program for allied group membership. Five and ten member packages should launch after testing.
- VenueConnect - Chicago, July 22-24, 2019. Tonya Farmer is our newly hired Director of Meetings.
- EMMSI has been renamed **Secure Venues** and is a streamlined framework for achieving DHS Safety Act certification. New website soon, program continues to be developed.
- Association cash investments are at 103 days of reserves.

Mark your calendars for the Super Regional Meeting April 7-9, 2019 in Daytona Beach - **Horses to Horsepower** promises to be a great meeting. Look for registration information soon.

Best Wishes to you and yours,

W. Courtney Dyer, CVE

January 9, 2019



**The Mid-South Chapter Meeting scheduled Monday, January 28th in Southaven, Mississippi will feature keynote speaker Russ Simons, Chief Listening Officer and Managing Partner at Venue Solutions Group. The meeting will also feature:**

- **A security panel including discussion about the Secret Service, FBI and local law enforcement.**
- **An operations roundtable including HVAC experts.**
- **A promoter/agent panel with promoters from Feld and SMC Entertainment, as well as agents from Nashville.**

**For more information about registration and housing, please [click here](#).**

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## Region 5 IAVM Job Postings

**Infinite Energy Center (Duluth, GA) - Guest Services Coordinator (full-time):** Infinite Energy Center is looking for a full-time Guest Services Coordinator to assist with the development of a new Guest Services Department. Coordinator will assist with the daily operations of the Guest Services and Event Security Department as well as working events. Coordinator will be heavily involved with employee hiring, training, motivation, and scheduling as well as ensuring highest levels of customer service to our guests. Must have strong verbal and written communication skills as well as a high level of comfort with multiple computer software programs.

For more details, you can see the job posting at <https://www.infiniteenergycenter.com/about-us/employment>.

**Classic Center (Athens, GA) - Ticketing Services Manager:** The Ticketing Services Manager is a full time position and is essential in the daily ticketing operations within The Classic Center. Responsibilities include communication with clients, for both internally and externally promoted events, to determine needs in a professional, detail-oriented manner. Ticketing Services Manager is acting supervisor of part time Ticketing Services Supervisor, as well as, part time Ticketing Representatives. Position interviews, schedules and hires part time staff, as well as monitors performance to provide ongoing professional development. This position will support the department to execute ticketed and non-ticketed events. Administrative duties include advanced reporting, preparation of monthly and/or event related settlement paperwork, processing invoices, managing balances and monitoring system payments.

Ticketing experience preferred. Send cover letter and resume to Christina Garmon at [christina@classiccenter.com](mailto:christina@classiccenter.com).

**Greater Richmond Convention Center (Richmond, VA) - Sales Manager (Outside Sales):** The Outside Sales Manager enhances the relationship between users of the convention center and Center staff. An Outside Sales Manager will spend approximately 60% of their time visiting existing and prospective new users of the GRCC in the local and regional marketplace.

For full job description and application information, visit the employment page at [www.richmondcenter.com](http://www.richmondcenter.com).

**Music City Center (Nashville, TN):** The Music City Center is currently looking to fill the following positions:

- Housekeeping
- Sales Assistant
- Security and Parking Officer
- Setup Staff

For job descriptions and information on how to apply, please visit [www.nashvillemusiccitycenter.com/about/job-opportunities](http://www.nashvillemusiccitycenter.com/about/job-opportunities).

**Please submit any job postings to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## Alabama

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## **Puerto Rico**

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## **Florida**

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## **Georgia**

### **ATLANTA - Cobb-Marietta Coliseum and Exhibit Hall Authority Releases 2018 Annual Report**

Cobb Galleria Centre, Cobb Energy Performing Arts Centre and ArtsBridge Foundation recently released their joint 2018 Annual Report. The Annual Report is dedicated to the late John A. Williams, founding chairman of the Cobb-Marietta Coliseum and Exhibit Hall Authority.

In 2018, Cobb Galleria Centre and Cobb Energy Centre created 1,930 jobs and generated approximately \$198 million in overall economic impact for Cobb County and the state of Georgia, based on an economic impact study performed by an independent consulting firm. Approximately \$9.6 million in sales, income, local option, hotel/motel and liquor by the drink taxes are directly attributable to events held at the Cobb Galleria Centre and Cobb Energy Centre. In 2018, the venues produced a total of 747 events with attendance of 688,000.

ArtsBridge Foundation, the arts education outreach arm of the Cobb Energy Centre, reached 30,000 students and educators in 2018 through field trips, master classes, educational experiences, the family series and the Georgia High School Musical Theatre Awards - Shuler Hensley Awards. The 2017 live television broadcast earned a 2018 Emmy Award.

"It was an outstanding year for the Cobb-Marietta Coliseum and Exhibit Hall Authority," said Michele Swann, General Manager and CEO of the Authority. "Together, the Cobb Galleria Centre and the Cobb Energy Performing Arts Centre surpassed their budgeted revenue goals and generated a combined economic impact of \$198 million on Cobb County and the state of Georgia. Economic impact is a key metric for us and an essential part of our strategic plan."

To read more, visit <https://cobbgalleria.com/about-us/annual-report/>.

### **ATLANTA - GWCCA Selects Brand for Convention Center Hotel**



The Georgia World Congress Center Authority (GWCCA) has landed on a hotel brand, selecting Hilton Hotels & Resorts as its headquarters hotel operator.

The hotel, which may have up to 1,001 rooms across 30 stories, will be a new addition to Hilton's portfolio, branded as Signia Hilton, described by the company as its "premiere meetings and events brand."

In September, the GWCCA narrowed its search to Hilton and Hyatt Hotels Corporation, eliminating Marriott International and InterContinental Hotels Group, who were shortlisted from an original list of six contenders.

"We are humbled by the overwhelming interest in the headquarters hotel project. While the final two competing brands were both fantastic, our Board felt strongly that Hilton stood out, bringing to the table a partnership that will result in a one-of-a-kind guest experience," said Frank Poe, Executive Director of GWCCA. "Our attention is now

focused on finalizing the qualified management agreement, a room block agreement, and entering the design development phase to include brand influences."

The planned hotel, which will sit on part of the former Georgia Dome site, will be owned by the GWCCA and be physically connected to Building C of the Georgia World Congress Center. Groundbreaking on the project is expected in 2019.

### **ATLANTA - Spectacular New Selfie Spot at Centennial Olympic Park**

Standing 11 feet tall, 23-and-a-half feet wide, and weighing in at 5,000 pounds, a new plate aluminum sculpture depicting the Olympic rings, known as The Spectacular, became a new fixture of Centennial Olympic Park in late December.



The Spectacular is designed to strengthen the park's Olympic heritage while providing interactive opportunities for guests to create memories - namely selfies.

Attached to a large raised pedestal, The Spectacular greets visitors near the park's east entryway at Andrew Young International Blvd. and Centennial Olympic Park Drive (across from the Waffle House), beckoning them to pull out their phones and cameras.

The inspiration for the piece, according to



Joshua Wolfe, Vice President of Business Development for Atlanta-based Henry Incorporated, which fabricated the sculpture, is the I Amsterdam letters at Schipol airport in the Netherlands. "The huge set of letters has become a city icon and a much sought-after photo opportunity," according to iamsterdam.com.

That's the hope for The Spectacular, too, but for Atlanta, not Amsterdam, of course.

The Spectacular is part of the soon-to-conclude renovations of the park, which is owned and operated by the Georgia World Congress Center Authority. Other new features include a retrooled Southern Company Amphitheater, and a new entryway on the Baker Street corner boasting a brand new water feature surrounding the relocated Androgyne Planet statue.

The Spectacular arrived at the park on a flatbed on Dec. 21, hoisted in place by a crane and affixed to the large concrete and granite foundation, but is still fenced in within an active construction zone. Project managers predict the sculpture will be ready for public photo ops in early January.

### **ATLANTA - MLS Champs Celebrated on GWCCA's Championship Campus**

Atlanta's newest champions were given the royal treatment befitting a championship campus.

Fresh off of capturing the Major League Soccer (MLS) Cup on Dec. 8 at Mercedes-Benz Stadium (MBS) in front of a record crowd of 73,019, the Atlanta United FC and thousands of rabid fans, basked in the championship glory of the city's parade and victory celebration despite the frigid and wet weather.



The parade wound its way around Centennial Olympic Park before cutting through the heart of the Georgia World Congress Center Authority (GWCCA) downtown Atlanta campus, culminating at The Home Depot Backyard, the 11-acre greenspace developed on a portion of the former Georgia Dome footprint, adjacent to MBS.

Headed up by an oversized replica of the MLS Cup towed by a Mercedes-Benz SUV, and followed by Atlanta United/Atlanta Falcons owner Arthur Blank and other executives in convertibles, with the players' open air bus and throngs of chanting, flag-toting fans bringing up the rear, the lively celebration snaked through the campus toward the ceremony space set up on The Home Depot Backyard lawn.

One by one, United players were introduced on stage, and cheered, along with coach Gerardo "Tata" Martino, and Blank, Governor Nathan Deal and Atlanta Mayor Keisha Lance Bottoms made remarks commending the team.

"It's time to let the world know we united and we conquered," said Deal. "This is a championship we can all be proud of."

It only took two years for the United to seize the MLS Cup, and it represents the city's first major professional sports championship since the Atlanta Braves won the 1995 World Series.

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## Louisiana

### **NEW ORLEANS - New "Streetcar Bar" Christened at New Orleans Ernest N. Morial Convention Center**

A new attraction of the New Orleans Ernest N. Morial Convention Center, the Streetcar Bar was officially christened Wednesday evening during a preview party for NOLA Christmas Fest, which ran December 20-31 at the Convention Center.

The Streetcar Bar is a three-quarter sized replica of the internationally recognized streetcars of New Orleans. This new installation is 33 feet long and functions as a full bar serving patrons from the windows of the Streetcar Bar.



*Pictured left to right: Steve Trotter, Regional Vice President of Centerplate in New Orleans; Michael Sawaya, President, New Orleans Ernest N. Morial Convention Center; Jack Lyon,*

### *General Manager, Centerplate*

After NOLA Christmas Fest, the Streetcar Bar has found a semi-permanent home in the lobby of Hall G for the enjoyment of guests attending meetings, conventions, and trade shows at the Convention Center. Hall G will be conveniently connected to the new Transportation Center by a covered crosswalk. The Transportation Center is part of a \$65 million plan that converts half of Convention Center Boulevard into a lushly landscaped pedestrian park from Poydras to Henderson Streets to be completed in the summer of 2020.

"This new feature visually represents one of the most iconic experiences of New Orleans and will be well-received by our 800,000 plus visitors annually who visit the Convention Center to attend a meeting, convention, trade show or event," said Michael Sawaya, President of the New Orleans Ernest N. Morial Convention Center. "We have a half a billion dollars' worth of projects planned over the course of the next five years, much directed at the customer experience," Sawaya concluded.

The list of Convention Center projects include a complete makeover of its 140 meeting rooms and all restrooms within the next 24 months. And formal negotiations are underway for a planned 1,200 room hotel attached to the Center that will anchor a 39 acre mixed-use development at the opposite end of the Center from the Hilton Riverside New Orleans.

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## **Mississippi**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## **North Carolina**

### **DURHAM - DPAC Ends 2018 Ranked Among Top-Ten Theaters in the U.S.**

2018 saw events at DPAC that attracted 508,193 guests, with a record 150 of 220 events selling every seat, the most sellouts since the center's opening in 2008. With these just announced figures, DPAC is once again ranked among the top ten theaters in America by three leading national magazines that cover live entertainment events and venues.

In their year-end published attendance and sales rankings, *Pollstar*, *Billboard* and *Venues Now* all places DPAC among the top U.S. venues of its size and type. Among US theaters, DPAC was ranked 2nd in *Venues Now*, 4th in *Pollstar*, and 6th in *Billboard*.

"With the resources of Nederlander and PFM, DPAC competes to host every major live entertainment event in America that plays venues of our size," said Bob Klaus, General Manager at DPAC. "In addition to hosting the biggest and best events, our annual ranking as one of the nation's top venues is also a reflection of the staff dedication and hard work that helps DPAC be our guests' favorite place for live entertainment."

In addition to the year-end publication rankings placing DPAC among the nation's top venues, this year marked DPAC's first nomination - and first win - for the Theater of the Year award from the International Entertainment Buyers Association. DPAC also received the 2018 NC Visitor Attraction of the Year award from the NC Travel Industry Association.

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## **South Carolina**



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## **Tennessee**

### **NASHVILLE - Music City Center Advances Diverse Businesses Within The Community**

Programs, workshops and educational events are just some of the ways the Music City Center is providing Diverse Business Enterprises opportunities to grow their businesses. Through its Diversity Business Enterprise Program, businesses are offered various networking and procurement opportunities throughout the year.

Proposal 101 Workshop launched this year, providing attendees with procurement tips and resources from local and federal entities.

"My business was not only impacted by the presenter and her professionalism but the other attendees also. I gained two opportunities just at my table. The workshop was truly an asset to the community of small businesses," said Connie Green, owner of Coverall Products.

Additional programs offered this year included a business forum in collaboration with the First Tennessee Bank and the Nashville Chamber of Commerce as well as the Food and Beverage Seminar, providing in-depth guidelines on doing business with the Music City Center food and beverage department.

The 5th annual DBE appreciation breakfast took place this month to celebrate another successful year and show appreciation for vendors and suppliers. One outstanding vendor/supplier is presented with the Vendor of Excellence award, which went to R.J. Wherry & Associates, Inc.



*Pictured left to right: Charles Starks, Colton Wherry, Jasmine Quattlebaum*

"The Music City Center is grateful for all of our DBE participants," said Charles Starks, President/CEO of Music City Center. "We value our diverse community and strive to help small, minority and women-owned businesses succeed with their goals."

In the first quarter of fiscal year 2019, MCC achieved a 38 percent DBE participation, spending \$831,759 with minority, women-owned and small businesses. Additionally, the Music City Center's contractors spent a combined \$492,000 with DBE firms. The building generated over \$59 million in direct economic impact during the months of October and November.

If interested in doing business with the Music City Center, contact Jasmine Quattlebaum, Director of Purchasing/DBE, at 615-401-1445.

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### **Virginia / Washington / Maryland**

**VIRGINIA BEACH, VA** - Construction began this past fall on the 285,000 square foot Virginia Beach Sports Center. This state-of-the-art venue will host a diverse roster of sporting events and tournaments when it opens in the fall of 2020.



The new center is located across the street from the Virginia Beach Convention Center and within an easy stroll to local shops, restaurants and attractions, including the oceanfront boardwalk and beach, making it the perfect place to play... and then play some more! The program will include space for 12 basketball or 24 volleyball courts as well as a 200 meter indoor, hydraulically banked track with seating for 5,000 track spectators. For more information, [click here](#).

**RICHMOND, VA** - Spectra staff from the Greater Richmond Convention Center partnered with Junior Achievement of Central Virginia to help teach area students about personal finance. On December 18, nine GRCC employees worked with JA instructors to mentor 55 students from Freeman High School in Henrico County on budgeting, savings, retirement planning, credit history and more.



"This is a very rewarding volunteer opportunity for our staff," said Michael Meyers, Spectra's General Manager of the Convention Center. "We get a chance to work directly with the students and guide them in planning for the financial futures."

At JA Finance Park, students are given a unique life profile after answering a series of future life-style questions. Their life profile includes an income, marital status, and kids. Using this new adult persona, students work to create a balanced monthly budget while making decisions regarding housing, transportation, insurance, savings, entertainment expenses and much more. Adult volunteers help guide the students in their choices, bringing their own real-world experiences to improve understanding.

This is the third year the GRCC has volunteered for the Junior Achievement Finance Park.

**PETERSBURG, VA** - Ever wonder what it looks like to convert a space from a commencement ceremony to a collegiate basketball game? This past December the Spectra team had to do just that, switching from the Virginia State University 2018 Winter Commencement ceremony (at 10am) to a double header VSU Trojans Men's and Women's Basketball game vs. Fayetteville State University (6pm start). Check out the video by [clicking here!](#)

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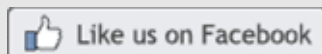
### **Allied Member News**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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