



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5

## DECEMBER 2022 NEWSLETTER



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FROM IAVM REGION 5



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April 30-May 2, 2023

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## CAREER OPPORTUNITIES

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## NEWS & VENUE UPDATES

### FLORIDA

**PENSACOLA** - A new YouTube channel has been launched as a crowd management training tool. The free videos are designed to help train front line staff. Through utilizing 15 minute or less videos, venue management and crowd management companies can help train their staff on a continual basis. Crowd management training is often undertaken once a year, but to really turn crowd management best practices into muscle memory for employees there needs to be constant training and refresher training on a broad array of topics front line staff might face. That is what motivated Professor Gil Fried, from the University of West Florida, to launch the YouTube channel called the Crowd Management Doctor.

The channel can be found at: <https://www.youtube.com/channel/UCwHLQMat7qeoMuH-VQefuWA>. Prof. Fried stated “[T]he channel’s goal is to provide current events and case studies in a fun and informative manner which can be watched by an employee on their phone and on a break to keep their skills as current as possible.”

The channel has been adding new videos, including a regular update of current events. Other videos have included case studies, responding to various hazards, and then interviews with industry professionals such as fan psychologists and venue professionals. The plan is to release 10-12 videos every year and then at a certain point create a library where front line staff can watch a certain number of videos, take an exam, and receive independent third-party certification of crowd management knowledge from the University of West Florida. This training is not designed to replace any current training undertaken by venues and crowd management companies, but to serve as a supplement where staffers can hear from others and learn in a different environment.

For more information visit the YouTube page or contact Gil at [gfried@uwf.edu](mailto:gfried@uwf.edu).

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## THE MIAMI BEACH CONVENTION CENTER JOINS OAK VIEW GROUP'S SUPPLIER DIVERSITY PROGRAM

**MIAMI BEACH**- The Miami Beach Convention Center, an OVG360 managed venue, announced it has teamed with **Oak View Group**(OVG), the global venue development, advisory, and investment company for the sports and live entertainment industries, for participation in the launch of its companywide supplier diversity program. Deepening its commitment to economic inclusivity, the initiative is a part of OVG’s continued pledge to be a catalyst for lasting change and inclusion throughout its organization, partners, and the communities it serves while encouraging the growth of minority-owned businesses and women-owned businesses.

In addition to the Miami Beach Convention Center, other venues committed to participating in the pilot program, which will fully launch in January, include Climate Pledge Arena in Seattle, the world's first carbon zero certified arena and home to the NHL's Seattle Kraken; UBS Arena in Belmont Park, home to four-time Stanley Cup Champions the New York Islanders; and Moody Center, OVG's newest world-class arena in the Live Music Capital of the World, Austin Texas.

"We understand that to provide exceptional guest experiences at our venues, we need to think beyond customer service and start to deepen our commitment to underrepresented communities. Minority-owned businesses are the social, economic, and cultural fabric of our economy and we want to be a part of empowering those communities," said Tim Leiweke, chairman and CEO, Oak View Group. "Investing in these businesses is being intentional about the ways we invest in the communities. If you don't have a multicultural business strategy today, you won't be competitive or around in the next 10 years."

Providing maximum opportunity for local, small, and diverse businesses to become OVG vendors, OVG will work to identify and increase sourcing from suppliers that are at least 51% owned, operated, and managed at least 51% by a non-white minority, a disabled person, or a woman. OVG currently recognizes a wide range of diverse certifications that include minority businesses, women, veterans, LGBTQ+, disabled persons, and other local city certifications. The program aims to foster economic inclusivity by making OVG's supply chain more diverse by encouraging the use of vendors that are historically overlooked while ensuring a positive impact is made in the communities where OVG operates.

"OVG believes in the power of a diverse community and recognizes the opportunity to be intentional in the ways they support and uplift the diverse business communities they serve. Our supplier diversity program won't just benefit underrepresented businesses, it will uplift the communities where these businesses are located through job creation, increases wages, and tax revenue," said Dr. Debonair Oates-Primus, OVG's vice president of diversity, equity, inclusion. "This isn't just a business strategy, it's our commitment to making a long-lasting economic impact in underrepresented communities. Minority-owned business encounter unique barriers that challenge their growth efforts such as access to capital and networking opportunities. The pilot program aims to alleviate some of those pain points."

When vetting potential suppliers, OVG will consider multiple factors which may change from market to market. These include capacity, based on the size of the potential partner's company, and where within OVG's operations they would most likely succeed; and key differentiators such as what sets partners apart from competitors, cost savings, reduction in delivery or setup times, value-added services, product/services quality, and sustainability.

Potential supplier partners interested in applying are encouraged to [click here](#) to review the required diversity certifications and find more information about the program at the **Miami Beach Convention Center here**.

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## MIAMI BEACH CONVENTION CENTER EARNS MEETING AWARDS ACROSS THE BOARD IN 2022

**MIAMI BEACH** As 2022 comes to a close, the **Miami Beach Convention Center**(MBCC) is looking back on a successful year of large-scale national and international events, high-profile staff and leadership additions and promotions, accelerated sustainability and DE&I programs and — with all that and more — **five awards** recognizing the MBCC and its destination as an industry leader.

The MBCC is being recognized for its ongoing expansion and improvements to its outdoor spaces and extensive campus after having completed a three year, \$620-million-dollar reimagination in late 2018. The convention center stands as one of the most advanced venues of its kind in North America, with 1.4 million square feet of flexible event space, the largest ballroom in South Florida and approximately 10 acres of open green spaces encompassing Collins Canal Park and Pride Park featuring hundreds of trees and a magnificent century-old Stranger Fig Tree. The MBCC Campus includes two new event spaces soon to open: Venu, a space for elegant private events and upscale meetings, and Rum Room, a 1920s restaurant with an enticing tapas-style menu and local South Florida rums, while a new connected headquarter hotel, a Grand Hyatt is slated to open in late 2025.

To start, Northstar Meetings Group, the premier online platform for business and sports event organizers and related professionals, awarded MBCC a 2022 Silver Stella Award in the "Best Convention Center: Southeast" category. This is an honor that can only be given to the top convention centers in the



southeastern U.S. who achieve excellence across all aspects of the meeting and events sector. Representing six regions globally, this year's gold, silver and bronze winners in 16 categories were judged according to their food and beverage program, professionalism, sustainability initiatives, amenities and more.

Just last month, MBCC was named one of EXHIBITOR magazine's "2023 Centers of Excellence," joining an esteemed list of the 30 highest-rated convention centers hosting events and trade shows in North America. To be included, MBCC was evaluated in five categories — facility and functionality, location and accommodations, service and execution, expansions and upgrades and, finally, awards and industry participation — and put up against major convention centers from all corners of the U.S. and Canada. As a result of this deserved recognition, MBCC was featured in the October/November 2022 issue of EXHIBITOR magazine and added to an exclusive portal of top convention centers on the EXHIBITORXchange website.

When Smart Meetings magazine released its 2022 Smart Stars "Best Conference Center" list for venues in the U.S., MBCC made the top 16. Coined a "planner's choice award," Smart Stars recipients are chosen according to the actual experiences Smart Meetings readers, most of whom are meeting and events professionals and vendors, have had at these venues. To celebrate their success, award recipients are featured in both the June 2022 print issue of the publication and on an interactive website dedicated to delivering successful event solutions.

Meeting industry magazine *ConventionSouth* also included MBCC on its 2022 Readers Choice Awards list for Florida. Voted on by over 8,500 readers, this recognition is only given to those convention centers in the southern U.S. who are deeply committed to professionalism and world-class customer service.

Rounding out the list, the MBCC earned a coveted spot on the list of Prime Site Facilities & Destinations "2022 Awards of Excellence: Southeast." The venues included are considered leading convention and exposition centers in North America.

"We are humbled by this recognition by peers and clients in our industry, and so proud of our hardworking, dedicated team who consistently give clients and visitors exceptional service," said Freddie Peterson, General Manager of the MBCC. "Our first-class venue in a world-class destination is a product of the unwavering dedication and commitment of our MBCC teams from OVG360 Venue Management, Sodexo Live!, Smart City Networks, Everlast Productions, First Class Parking and other contract partners. Most importantly, all of this is not possible without the tremendous support from the City of Miami Beach and the Greater Miami Convention & Visitors Bureau. As always, it's all about delivering exceptional events, driving excellence in customer service and venue management while creating memorable experiences."

## GEORGIA



**ATLANTA-** Georgia World Congress Center Authority is just over a year out from opening its newest world class addition, the Signia by Hilton Atlanta. The new 40-story hotel set to open in January 2024 will change the Atlanta skyline and is envisioned as an economic catalyst attracting commercial and residential growth, creating job opportunities, and boosting convention attendance.

Owned by Georgia World Congress Center Authority and managed by Hilton Management Services, Signia by Hilton

Atlanta will overlook Mercedes-Benz Stadium and will be connected to Georgia World Congress Center. The new headquarter hotel for GWCC will feature 975 guest rooms, 75,000 square feet of event space, and will seek LEED (Leadership in Energy and Design) Certification through sustainable design and operation practices.

"Signia by Hilton Atlanta completes our vision for a connected campus and delivers a package of facilities unrivaled in any city in the United States," said Frank Poe, executive director of Georgia World Congress

Center Authority. “More importantly, it solidifies the Authority’s status as the economic catalyst for the area, spurring billions in growth along the west side of our campus.”

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**ATLANTA-** Georgia World Congress Center Authority welcomed new team member Shavannia Williams as Director of Strategic Partnerships in November of 2022. She will also lead Sustainability and Social Responsibility strategy.

Shavannia brings a wealth of great experience to the GWCCA team. She spent the last six years at AMB Sports and Entertainment in Atlanta leading fan innovation for the Atlanta Falcons (NFL), Atlanta United (MLS) and Mercedes-Benz Stadium, as well as serving on the Atlanta Falcons Youth Foundation Committee working to identify organizations that increase time kids spend in physical activity and approve grants. Prior to her time with AMBSE, Shavannia worked with a diverse array of organizations including The Congressional Black Caucus Foundation Incorporated, D.C Women’s Business Center, General Motors Monday Night Football, Sam’s Club, USA Today Charitable Foundation, United Way Worldwide-NFL Partnership and YUM! Foundation to name a few.



Shavannia’s experience and passion for events and community impact began as a student working on the 1996 Centennial Olympic Games in Atlanta. Her service extends beyond the campus of GWCC as she is a volunteer tutor and mentor, Girl Scout adult lead and WISE (Women in Sports & Events) Atlanta board member.

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**ATLANTA-** Georgia World Congress Center Authority continues to “LEED” the way in making our world more sustainable. In October, Georgia World Congress Center received LEED (Leadership in Energy and Environmental Design) Gold recertification by the U.S. Green Building Council. LEED is the most widely used green building rating system in the world and an international symbol of excellence. GWCC was originally certified as LEED Silver in 2014, making it the largest LEED certified convention center in the world. This is GWCC’s second recertification to LEED Gold status; the first

being in November 2017.

“GWCC anchors the greenest convention, sports, and entertainment destination in the world with Mercedes-Benz Stadium, State Farm Arena, College Football Hall of Fame, and several attractions within the hospitality corridor who are committed to creating a compelling guest experience on all fronts,” said Frank Poe, executive director of Georgia World Congress Center Authority. “Achieving recertification is a testament to our commitment to not only sustainable events and facilities on our championship campus, but to serving as a benchmark for transforming the industry.”

GWCC achieved LEED recertification for its commitment to implementing practical and measurable strategies and solutions in areas including sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. Green buildings allow companies to operate more sustainably and give the people inside them a healthier, more comfortable space to work.

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**COBB-MARIETTA COLISEUM & EXHIBIT HALL AUTHORITY RELEASES 2022**

## ANNUAL REPORT

**ATLANTA**— Cobb Galleria Centre, Cobb Energy Performing Arts Centre and ArtsBridge Foundation recently released their joint 2022 Annual Report, celebrating the 15th Anniversary of Cobb Energy Performing Arts Centre.

The venues produced a total of 365 events and performances with attendance of 409,000 in 2022. ArtsBridge Foundation, the arts education outreach arm of the Cobb Energy Centre, returned to in-person field trips, master classes, educational experiences, and the Georgia High School Musical Theatre Awards – Shuler Hensley Awards.

In 2022, Cobb Galleria Centre and Cobb Energy Centre created 1,510 jobs and generated approximately \$165 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 \$7.5 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.

Since opening in 2007, a wide range of artists from opera, ballet, concerts, and comedians to major awards shows have selected Cobb Energy Performing Arts Centre as their venue of choice. As metropolitan Atlanta and Cobb County became more culturally diverse over the past 15 years, so has the Centre’s programming. Over the past 15 years Cobb Energy Performing Arts Centre has hosted 3,488 performances and events welcoming 3.4 million patrons.

“The performing arts center has accomplished its ambitious goal of bringing arts and entertainment events that wouldn’t otherwise be presented to local audiences and lifting up its resident companies—the Atlanta Ballet, The Atlanta Opera and ArtsBridge Foundation,” said Michele Swann, General Manager and CEO of the Authority.

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

## LOUISIANA



### INTRODUCING A NEW ORLEANS STYLE COFFEE FESTIVAL & TRADE SHOW BREWED FOR THE GULF SOUTH

**NEW ORLEANS** City tourism leaders are celebrating the addition of a new trade and consumer show for the coffee industry to begin in 2023. The NOLA Coffee Festival is a two-day event occurring September 15-16, 2023 that will attract several thousand small business owners, professional baristas and coffee enthusiasts to the city.

Festival Co-founder Kevin Richards asserts that while coffee has been a staple in the city’s cultural landscape for over a hundred years and has wonderfully complemented the Crescent City’s unmatched cuisine, it is now time to celebrate New Orleans’ contributions to the wider coffee industry here in the South and beyond. “Few appreciate the incredible impact that New Orleans has had on the growth of coffee around the country over several generations. From the coffee brands that call New Orleans home to the coffee innovators who are based here, we felt it was important to establish this Festival and reinforce the voice of New Orleans in the growing coffee conversation”, says Richards.

Today, New Orleans is the number one coffee port in the country. Around 241,000 tons of green coffee (or approximately 28 percent of all the coffee that enters the United States) arrives annually into the Port of New Orleans. Beans are shipped here in large containers from thirty-one coffee-producing countries. In turn, this coffee is shipped out to large U.S. bulk roasters and to smaller specialty roasters around the world.

“Our city is home to thousands of jobs in the coffee industry, and yet there isn’t currently a formal industry trade show here” adds co-founder Jim Currie. “Our 40,000 square foot event changes that fact. Friday, September 15 will be dedicated to those who work in the industry. Dozens of leading industry suppliers and manufacturers from across the U.S. and around the world will be in New Orleans to teach our coffee shop owners and baristas about the latest trends and products. Then on Saturday, September



16, we will convert to a consumer coffee festival with thousands of epicurious coffee fans joining our event. We will have coffee samples from across the region, barista competitions, coffee maker demonstrations and a wide range of educational programs including speakers that will elaborate on how New Orleans invented the now famous “coffee break” among other fun facts.”

Walt Leger III, Executive Vice President and Incoming CEO of New Orleans & Company said, “Creation of the NOLA Coffee Festival reinforces why New Orleans is Built to Host, with world-class hospitality and facilities, a compact geographic footprint and unmatched creativity and culture. People may not automatically associate New Orleans with the coffee industry, or think of us as a city of innovation, so this festival gives us a perfect opportunity to share these untold stories with the world.”

The New Orleans Ernest N. Morial Convention Center was selected as the 2023 event location. Convention Center President Michael J. Sawaya explained, “The event planners selected us in part because we can accommodate their large crowds, but Kevin and Jim were especially thrilled that our convention center is very green. Last month, we achieved our first Gold certification from Leadership in Energy and Environmental Design (LEED). This official certification from the U.S. Green Building Council (USGBC) makes the NOENMCC the largest LEED-certified project in Louisiana, the largest convention center project in the U.S. certified under LEED v4.1 Operations and Maintenance and the first convention center in the world to be awarded initial certification under LEED v4.1 O+M. This is a high honor for the city and recognizes the hard work we did to meet those high certification standards. We think many conventions will now select New Orleans because of our smarter operations which better protect the environment.”

Currie and Richards plan to continue working on coffee-related projects beyond the festival. “Coffee has universal appeal and connects humans in a way that few things can. This is a global industry that has deep roots. Content around coffee is rich and has been fun to explore and we’re proud to strengthen the New Orleans connection.”

NOLA Coffee Festival, LLC is based in New Orleans and dedicated to the celebration of all things coffee in the Gulf South region. We exist to celebrate the coffee creation and distribution chain – from farmer to port to roaster to cup.

## NORTH CAROLINA



The City of Greensboro selected Basketball Products International (BPI) to supply portable basketball backstops for the Greensboro Coliseum and Novant Health Fieldhouse. The facilities are homes to UNC Greensboro of the Southern Conference and the Greensboro Swarm of the NBA G League. The Greensboro Coliseum is also host of the 2023 women's and men's ACC basketball tournaments.

## SAVE THE DATE

### UPCOMING EVENTS

**Guest X** - Atlanta, Georgia | January 30 - February 1, 2023

**Academy for Venue Safety and Security (AVSS)** - Pittsburgh, Pennsylvania | February 25 - March 3, 2023

**Super Regional Conference (Regions 1, 2, 3, & 5)** | Kansas City, MO | April 30 - May 2, 2023

**Venue Management School (VMS) & The Graduate Institute** - Tampa, Florida | June 3 - 10, 2023

**Venue Connect 2023** - Pittsburgh, Pennsylvania | July 31 - August 3, 2023



Interested in joining a Region 5 committee?  
Reach out to Carol Moore at [carol@newnancentre.com](mailto:carol@newnancentre.com)



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