



OUR SPECTRA GOALS



- ✓ To improve the quality of life for Central Kansas citizens through musical entertainment, exposure to the arts, supporting area sporting events, and providing quality affordable family entertainment options.
- ✓ Operate TPEC in a fiscally responsible manner for the City of Salina
 - ✓ Increase brand awareness for TPEC
 - ✓ Create extraordinary experiences for TPEC visitors



CENTER OVERVIEW



Tony's Pizza Events Center

- Over 150,000 Annual Attendance
- 6,500+ Seat Arena
- 25,000 Sq. Ft. Convention Center
- Hosts over 250 events annually
- 4th largest Multi-Purpose Venue in Kansas
- Home to the Salina Liberty Indoor Professional Football League & Home of Salina Saints Basketball



- Nicknamed "Mid-America's Meeting Place"
- City owned facility managed by Spectra by Comcast Spectacor

Community, Sports & Entertainment at its Best...



TPEC PROGRESS



Arena

- Completed a \$13.1 million dollar renovation 2013-2016

2013

- New sound and lighting systems installed

2014-2015

- Renovated the concourse, kitchen, lobby, dressing rooms, restrooms and concession stands. Built new box office.
- Complete overhaul of the HVAC. Addition of Premium Seating
- Upgraded the exterior including landscaping, building appearance, and signage.



2016-2017

- Outdoor digital marquee
- Upgrade to the arena rigging steel
- Updated landscaping on Ohio street
- Installation of Salina Sculpture Tour Winner on South Plaza
- Formed a 15 year naming rights partnership with one of Salina's heritage businesses Tony's Pizza

2018-2019

- Renovation of SRHC family first aid room

SPECTRA PROGRESS



2019 Financial Overview

- We are projecting a net income loss of \$569,539 for 2019.
- This represents 12% growth from the projected net income loss of \$652,620 in 2018.
- Forecasting a 19% growth in net event operating income for 2019
- Adjust fiscal year to align with City of Salina budget
- Key factors include return of our tenant teams the Salina Liberty and Salina Saints, growth of family content including The Harlem Globetrotters, WWE Live, a children's tour that is yet to be announced, and several new confirmed conventions.

RECENT RENOVATIONS



Convention Center Pre-Function Space



Exterior South View



Box Office/Lobby Entrance



Arena Concourse



RECENT EVENT EXAMPLES



Concerts:

- Darius Rucker
- Alan Jackson
- Celtic Thunder
- Newsboys
- Rascal Flatts
- Mannheim Steamroller

Sporting Events:

- Salina Liberty Football
- Sirens Roller Derby
- WWE Presents NXT Live
- Harlem Globetrotters
- 4A State Basketball, Wrestling, & Volleyball

Family Shows:

- Shrine Circus
- Disney Junior Live
- Blue Man Group
- Toughest Monster Trucks
- Championship Bull Riding

Special Events:

- Mid-America Farm Expo
- Local H.S. & College Graduations
- Salina On Tap Craft Beer Festival
- NCKS Sunflower Fair

Conventions:

- Kansas Immunization Conference
- Great Plain Health Alliance Convention
- KS Board of Emergency Services Meetings
- Kansas Square Dance Convention



2018 Year in Review



- ❑ High Plains Journal Conference-Sorghum U
- ❑ Great Plains UMC - The One Event
- ❑ Great Plains UMC Orders and Fellowship Conference
- ❑ Tournament of Champions - Kids Wrestling
- ❑ Annual Chamber Banquet
- ❑ Bridal & Prom Expo
- ❑ WWE LIVE - Professional Wrestling
- ❑ Ducks Unlimited Banquet
- ❑ Toughest Monster Trucks
- ❑ KSHSAA 4A State Wrestling Tournament
- ❑ Kids 6 & Under Wrestling Tournament
- ❑ KSHSAA 4A State Basketball Tournament
- ❑ Championship Bull Riding
- ❑ Mid America Farm Expo
- ❑ Shrine Circus
- ❑ I Love the 90's Tour
- ❑ Comic Con
- ❑ Central & South High School Commencements
- ❑ Kansas State Square Dance Convention
- ❑ Kansas Immunization Conference
- ❑ Kansas Wellness Symposium
- ❑ Smoky Hill River Festival Big Band Dance
- ❑ Newsboys
- ❑ Mid KS Co-op Annual Banquet
- ❑ Tri Rivers Fair
- ❑ KWU Night with the Yotes Athletic Banquet & Auction
- ❑ The Resurrection Tour
- ❑ Sunflower Fair
- ❑ Salina on Tap
- ❑ KSHSAA 4A State Volleyball Tournament
- ❑ Hairball LIVE
- ❑ Kansas Wrestling Revolution
- ❑ R&K Holiday Gun Show

2019 Event Forecast



Family shows include:

- Harlem Globetrotters
- Return of Pro Wrestling
- Toughest Monster Truck Tour
- NEW PRCA Bull Riding Event
- Return of Shrine Circus
- NEW Demolition Derby Event
- Fall Family Show NEW to our Market



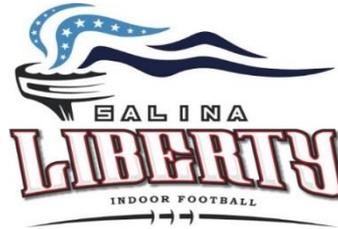
Concert projection of 7 Shows in 2019

- Classic Rock
- Country
- Adult Contemporary
- Christmas



Sporting Event projections for 2019

- Salina Liberty Football
- KSHSAA Wrestling 4A
- KSHAA State Basketball 3A & 4A
- KSHSAA State Volleyball 5A & 6A
- Salina Saints Basketball – Summer



Convention business is projected to increase 19% in 2019

- The One Event Returns (expecting over 1,500 in attendance per day)
- Nex-Tech Conference with over 300 attendees
- JAG Kansas (Job's for America's Graduates) Career Development Conference for 350 people
- KS State Pupil Transportation Association Convention
- Kansas Independent College Association
- Unmanned Aircraft Convention



SPONSORSHIP GROWTH



- Sponsorship revenues are projected to increase by 12% from 2018 to 2019 including 5% growth on contract renewals & new business.
- 2018 started with the loss of a \$17,500 US Cellular partnership. This partner has been a sponsor of the building for the last 10 years but have not been able to gain market share in our region, thus choosing not to renew in 2018.
- Spectra replaced those sponsorship funds throughout 2018 with new building partners including PKM Steel, La Quinta Inn & Suites, Salina Airport Authority, and Geisler Roofing.
- We signed a new category exclusive 5 year deal with Nex-Tech Wireless for \$17,500 per year starting 2019
- In 2018 Spectra renewed our Salina Regional Health Center partnership for another 6 years at a 20% increase showing strong community support for TPEC.
- We have also renewed/sold all loge box agreements. Starting with 7 of our 8 TPEC boxes sold for 2019.
- Spectra currently manages over \$200K in revenue per year in combined sponsorship & loge revenue at TPEC



BOOKING LANDSCAPE



- Over the past several years the addition of area casinos has proved to be a booking challenge for the Salina market.
- Another Salina venue often seeks & bids the same level of talent we can attract with our market size directly effecting the city's revenue potential
- Hartman Arena continues to be aggressively booking and leverages it's market size to it's advantage
- Live Nation continues to focus only on major markets in Kansas like Wichita and Kansas City.
- However, in 2018 we've been able to open discussions with AEG Live and hope to grow that relationship in 2019 through a higher level of content booking.
- We've also fostered relationships with some new and old promoters with the goal of increasing co-promoting opportunities in 2019 & beyond.
- In 2018 TPEC hosted 3 local events with area media clusters and look to expand these types of events
- 2018 lacked a good variety of quality content for our market size and we are optimistic 2019 will provide lower risk opportunities



SUMMARY



- ✓ Although 2018 was not our financially strongest year to date we continued to maintain strong community support demonstrated through sponsorship sales & content booking.
- ✓ We provided a variety of quality content for the City of Salina and area residents.
- ✓ We continued to optimize rebranding opportunities with our Naming Rights Sponsorship and will continue to keep that positive narrative coming year.
- ✓ 2019 is tracking to be a positive change for Tony's Pizza Events Center and we look forward to providing the level of professional facility management the city deserves and has come to expect from Spectra.

**We look forward to successful
partnership in 2019!**