



ANNUAL REPORT 2018



SPECTRA



RYAN
CENTER



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Statement of Purpose

TO ENHANCE

the quality of life on the University campus by providing a forum for a wide variety of live events, entertainment and cultural opportunities and by supporting University intercollegiate athletics in a manner that reaches the highest standards that can be set for NCAA athletic competitions.

TO SERVE

as a hub and catalyst for the further and ongoing activity and development on the University campus and in Southern Rhode Island (South County).

TO ATTRACT

and book a broad mix of events appealing to all segments of the University and South County communities, including concerts, family shows, intercollegiate athletic and sports exhibitions, public and trade shows and community and recreational programs.

TO PROTECT

the University's capital investment by ensuring that the Facilities are operated in a manner which is orderly and efficient, and which safeguards the public trust, while providing the greatest overall financial return to the University.





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Message from the General Manager

It is my honor to present the 2017-2018 Annual Report for the 16th season of the Thomas M. Ryan Center and Bradford R. Boss Ice Arena. This year was full of entertainment, education, wins, slam dunks, (one even executed by a coach), slap shots, and celebrations. Between both venues, we welcomed more than 400,000.

We had a robust start to our 16th season at the Ryan Center. Building on the momentum of an exciting men's basketball 2016-17 season, we increased 2017-2018 ticket sales by a record 42 percent. We also sold more tickets last season than at any time in the history of Rhode Island men's basketball.

For events, we started things off with the Providence Kennel Club Dog Show, and then hosted the historic lecture of Jane Goodall on behalf of the University's Honor Colloquium. Because of unprecedented interest, with people calling for tickets from as far away as the U.S. – Canada border, Long Island, Florida and everywhere in between, Colloquium organizers chose the Ryan Center for what many in the University community called one of the most important and compelling events in URI'S history. The visit by the renowned animal behavior expert and conservationist "Sold Out" in 10 minutes.

The Ryan Center stayed busy with NXT Wrestling, the Migos concert and the first Women's and Men's Basketball Season Holder Appreciation Event, during which members of the men's Atlantic 10 championship team received their rings.

The first combined Alumni & Family weekend started for us with Bill Nye the science guy, continued with an exciting football game and wound up with An Evening with Whoopi Goldberg.

The Ryan Center also unveiled new championship trophy cases and A10 banners, and opened the new men's and women's basketball film room. The men's basketball team defeated Providence College for the first time at home since 2009, and it went on to capture its first A10 regular season title, defeating Dayton at home in dominating fashion.

We also consider it an honor to be the home of several University Commencement ceremonies and high school graduations. And what better way to end the year than to be a part of Rhode Island Special Olympics' 50th Anniversary celebration by hosting local recording artist Billy Gilman at the opening ceremonies.

The Thomas M. Ryan Center is a welcoming place for you, whether you are a guest, fan, staff member, athlete, graduate, coach or partner. I thank every one of you for making the Ryan Center a place where stories are created and memories are made.

At the Boss Ice Arena, the rink was used an average of 18 hours a day from September 2017 through March 2018, with only slightly reduced usage during the offseason. The arena is home to URI men's and women's club hockey programs. The women ended last season on a high note, being crowned the Eastern Collegiate Women's Hockey league champs. The men posted a record of 23-13-2 for the 2017-2018 season and finished 21st in the country. Other URI and local groups call the arena home, and it bustles with youth programs, adult leagues, URI intramurals, camps, clinics and public programs. Needless to say, the arena never sleeps.

I especially want to thank the URI students who make up the majority of our part-time staff. They work in event services, ticket sales, operations set up crew, marketing and as cashiers and Zamboni drivers. I am amazed at what they accomplish, and we are privileged each day to educate them in the industry, help them advance as professionals and learn from them as well.

We are also proud to say that seven of our full-time professional staff are URI grads. I would especially like to congratulate Eric Postemsky, URI class of 2008, who was promoted to assistant general manager. He has a bright future ahead of him.

Thank you again, and here is to an even bigger and better 2018-19!

Go Rhody!



Leah Becki
General Manager

Ryan Center &
Boss Ice Arena

Message from the Contract Administrator



Lisa Gates
*Chief Accountant, Division of
Administration and Finance*
University of Rhode Island

Dear Leah,

On behalf of the University of Rhode Island I would like to extend our congratulations to you and the Spectra team on another successful year of managing and operating the Ryan Center and Boss Ice Arena.

Thanks to your leadership and dedication, combined with your staff's teamwork, high performance and professionalism, both facilities have continued to deliver exceptional support to the University's intercollegiate and recreational athletic programs and to offer a wide variety of entertainment, cultural and community events that provided for exceptional entertainment experience with unparalleled service.

Additionally, the highly successful collaborations with numerous University departments and the countless employment opportunities afforded to our students have demonstrated Spectra's remarkable dedication and ability to partner with the University and be incredibly responsive to our ever-changing needs.

With Spectra as part of our team in 2019, it is indeed a bright future for the facilities.

Go Rhody!

Lisa Gates

Message from the Athletic Director

Dear Rhody Fans,

I would like to thank and congratulate the Spectra management team at the Ryan Center led by Leah Becki on another amazing year. It is hard to believe but as another year passes, the collaboration and partnership between Athletics and the Ryan Center has become even stronger. In addition to the creation of a Spectra managed Ticket Sales Department in 2016 that has produced back-to-back record years for season tickets, mini plans and group sales; this past season we enhanced our cohesiveness by elevating Matt Moeller, Director of Marketing for the Ryan Center, to the role of Associate AD of Marketing for Rhode Island Athletics. While remaining a Spectra employee, Matt now oversees the marketing efforts of both the Ryan Center and Athletics and has become more integrated in the Athletics Department as it pertains to revenue generation and branding as well as external operations. As a result of the restructure, we have collectively grown our marketing staff to five full-time professionals along with a ten-month NCAA graduate position.

Although the facility is almost 17 years old, the Ryan Center has never looked better and continues to be one of the best basketball venues on any college campus in the nation. In addition to the many technology upgrades over the past few years that they have spearheaded, I would like to thank Leah Becki and James Morris, Director of Facilities, for their parts in creating a Wall of Champions area on the South Concourse that features our new men's basketball trophies along with a brand new film room for the basketball programs.

The excitement surrounding our fan base is at never before seen heights coming off back-to-back NCAA Men's Basketball Tournament appearances as well as the first A-10 Men's Basketball Regular Season Championship in program's history. This upcoming season we are welcoming a new head coach, Dave Cox, and the enthusiasm is unbelievable as we have already exceeded last season's record breaking season ticket sales.

The future of URI Athletics remains brighter than ever and with our continued partnership with Spectra, we are able to deliver a memorable experience every time you step foot into the Ryan Center.

Go Rhody!



Thorr Bjorn
Director of Athletics

University of Rhode Island

Special thank you to URI SEC & Michael Nolfe

The success and/or failure of an arena often depends greatly on the relationships a venue develops with promoters and subsequently the number of events, as well as the quality of acts/shows that are brought to the venue by a promoter. A key ingredient for the Ryan Center's success over the past fifteen seasons has been the relationship with our on-campus promoter, the University of Rhode Island Student Entertainment Committee (SEC) and its advisor, Michael Nolfe. The SEC is an organization, which provides the URI campus and community with diverse, broad-based programming that, in addition to increasing their cultural awareness, informs, educates and entertains students. Since the Ryan Center's opening in 2002, Michael and the URI SEC have brought numerous artists, comedians and personalities to the Ryan Center each year, including the creation of our URI Family Weekend Comedy show with many of those events selling out. This past season alone, the Ryan Center hosted four URI SEC events featuring Bill Nye, Whoopi Goldberg, Migos and Khalid. Some notable acts the SEC has brought in over the past sixteen seasons include:

- Concerts (No Doubt, My Chemical Romance, Snoop Dogg, Ludacris, The Fray, Jason Mraz, KiD CuDi, Wiz Khalifa, Fetty Wap, Kip Moore, Iggy Azalea, Ke\$ha, Lil Wayne, Migos, Post Malone and Kendrick Lamar)
- Comedy (Dane Cook, Jay Leno (2 times), Will Ferrell, Steve Martin and Martin Short, Jimmy Fallon, Dana Carvey, Wayne Brady, Aziz Ansari, Kevin Hart, Seth Meyers and Jim Gaffigan)
- Special Events (Mat Franco and Leslie Odom Jr.)

The entire Spectra staff at the Ryan Center would like to personally thank Michael and the SEC for their continued support in bringing top-level entertainers to the Ryan Center and contributing to the overall success of our venue. We look forward to continuing and building upon this great relationship.





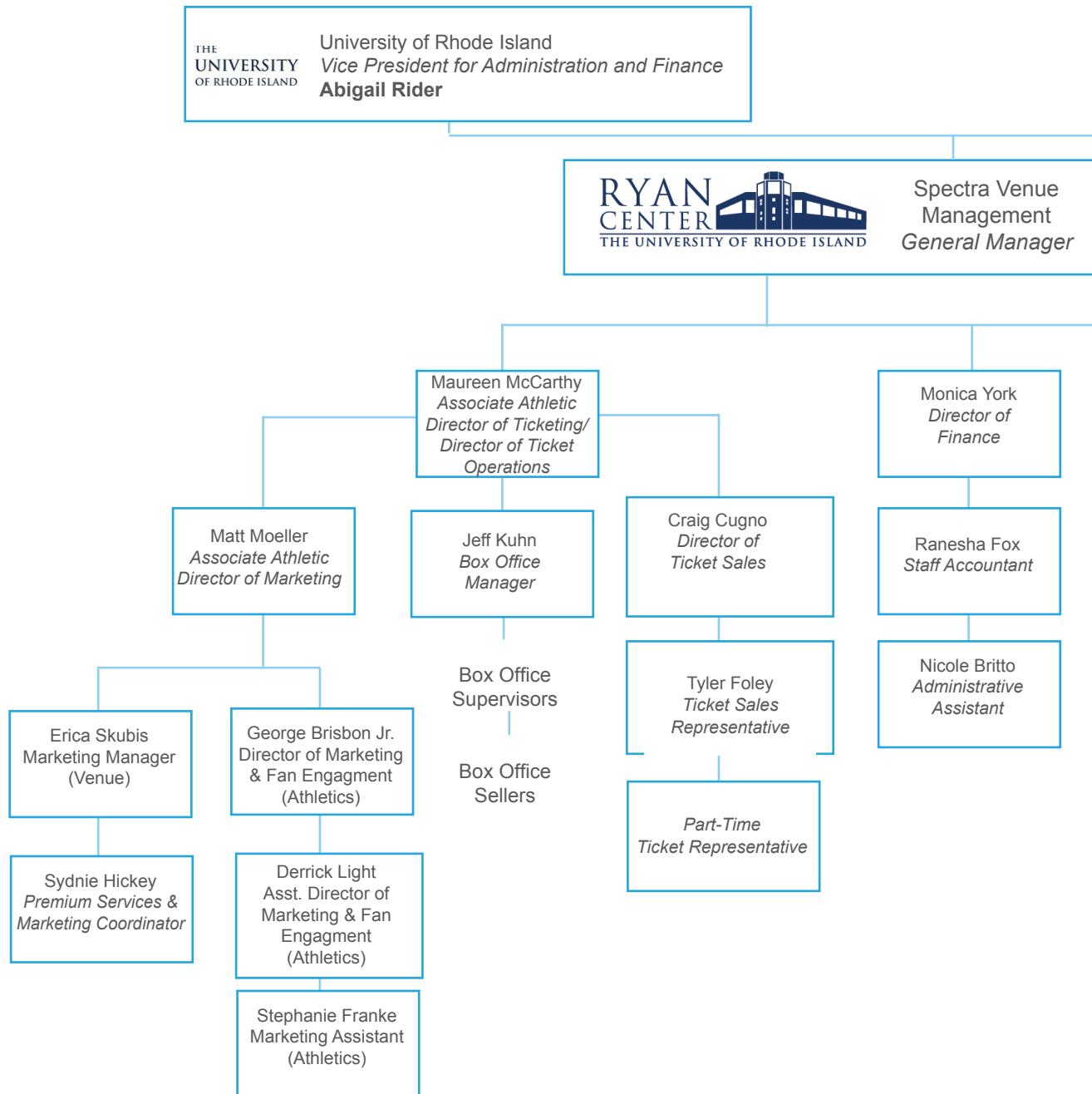
SPECTRA

Spectra's Venue Management is the industry leader across a full range of services that impact the bottom-line success of public assembly venues, including marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering, and finance and administration.

Spectra Venue Management is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within two divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Services). Learn more at SpectraExperiences.com.

RAISING THE BAR ON LIVE EVENT EXPERIENCES

Ryan Center & Boss Ice Arena Management Team



Ryan Center & Boss Ice Arena Management Team



SPECTRA

Spectra Venue Management
Regional Vice President
Chris Lawrence

Leah Becki



Eric Postemsky
Director of Event Services & Booking

James Morris
Director of Facilities

Jon Hendricks
Boss Ice Arena Director of Ice Rink

Alex Nurkin
Event Manager

David Light
Facilities Engineer

Grace Butler
Boss Ice Arena Assistant Ice Rink Manager

Event Staff Supervisors

Giana Battista
Production & Operations Manager

Beth Northup
Boss Ice Arena Office Manager

Event Staff

Tech Services Staff

Ryan McCormick
Boss Ice Arena Operations Manager

Alex Colantonio
Operations Manager

Rink Staff

Custodians

Operations Staff

A-10 Regular Season
Championship



**CONGRATS
TO OUR A-10
REGULAR SEASON
CHAMPIONS**

Spotlight: Security Partners

Providing a safe, engaging and fun environment for all fans has always been a top priority for the Ryan Center and Spectra Venue Management. With arena security getting more complicated, the importance of keeping the large volume of attendees safe at our events, our tenant teams that practice and play here, as well as our staff secure is of the utmost importance to us. We could not do this without the positive working relationships we have cultivated with our local public safety partners including, University of Rhode Island Police Department, South Kingston Police Department, University of Rhode Island EMS, and the Kingston Fire Department.

We would like to thank all our public safety partners for the work they do to keep you safe and we look forward to working together in the 2018-19 season.



University of Rhode Island Police Department:

The URI Police Department works closely with the other divisions of the Department of Public Safety as well as other academic departments and the Dean of Students Office, Student Affairs, and Housing and Residential Life. We strive to further the philosophy of community policing—we need the assistance of all the members of the URI community in solving problems and keeping our campuses safe.



South Kingston PD:

Officers of the South Kingstown Police Department conduct their professional responsibilities in a disciplined manner pledging to uphold the laws of the nation, state, town code, and rules and regulations of the South Kingstown Police Department. The Department is committed to delivering the highest level of police professionalism to the citizens of South Kingstown in a sensitive and efficient manner within the rule of law, which guarantees individual rights to all our citizens.



URI EMS

We are a 24/7/365 operation providing emergency prehospital care and transport to ill and injured persons primarily at the University of Rhode Island and also in the surrounding communities. We provide a full range of services to the Kingston and Narragansett Bay Campuses and limited services upon request to the Providence and W. Alton Jones Campuses. We are a unique service offering many different emergency and related services.



Kingston Fire Dept:

The Kingston Volunteer Fire Department is an all-volunteer, full-service fire department providing world-class fire protection, code enforcement, and emergency medical response services. These services are provided through a highly-trained, dedicated and adaptable force of volunteers known as the Kingston Volunteer Fire Company. The Kingston Volunteer Fire Department operates out of the Kingston Fire District (KFD).

Spectra's History at the Ryan Center & Boss Ice Arena

Spectra Venue Management, the industry leader in hosting and entertainment, has provided the University of Rhode Island venue management for the Thomas M. Ryan Center and Bradford R. Boss Ice Arena through their Venue Management Division (previously Global Spectrum) since both venues were constructed in 2002, as well as pre-construction consultation. In addition, since 2014 Spectra has provided ticketing, fundraising, marketing, and analytics solutions for both Ryan Center events and Rhode Island Athletics in partnership with Paciolan. Over the past sixteen years, under Spectra's leadership the Ryan Center has become Southern New England's premier multi-purpose venue while Boss Ice Arena, Southern Rhode Island's first indoor ice arena is a source of pride to all campus and community members who use the facility.

Financial

- Surpassed budgeted financial performance six consecutive years dating back to 2012 for both venues
- Generated just under \$25 million in gross ticket revenue (not including Facility Fees & Parking Fees)
- Hosted more than 1,500 events and brought over 2.5 million people through the Ryan Center doors since 2002.

Event Booking

- Established strong relationships with local and national promoters including Live Nation, AEG, Police Productions, Mass Concerts, Elite Entertainment, NV Concepts, VEE, Feld, URI SEC, ect. to attract major events including:
 - o Comedy: Will Ferrell, Steve Martin/Martin Short, Kevin Hart, Jay Leno, Jimmy Fallon, Jim Gaffigan, Jeff Dunham, Dane Cook, Larry the Cable Guy (2 Times), Whoopi Goldberg
 - o Country: Carrie Underwood, Justin Moore, Kip Moore, Hunter Hayes, Lee Brice, Chris Young/Dustin Lynch, Thomas Rhett/ Brett Eldredge, Billy Currington, Vince Gill
 - o Hip Hop: Wiz Khalifa, Kanye West, Snoop Dogg, Kendrick Lamar, Lil Uzi Vert, Post Malone, Fetty Wap, Kid Cudi, Chance the Rapper, Ludacris, Lil Wayne, Migos
 - o Electronic Dance Music (EDM): Tiesto, Avicii, Life In Color/Dayglow, Zedd, Steve Aoki, Hardwell
 - o Pop: Maroon 5, Black Eyed Peas, Iggy Azalea, The Fray, Ke\$ha, Khalid
 - o Rock: Dave Matthews, Bob Dylan, Chicago, Journey, Lynyrd Skynyrd, OAR
 - o Family Shows: The Wiggles, Boston Pops, Monster Trucks, WWE, Harlem Globetrotters, Barney, Sesame Street Live!, various Circuses, Gala of the Royal Horses, Mat Franco
 - o Sporting/Miscellaneous Events: NCAA Division I Women's Basketball East Regional (2012), Bellator Fighting Championships, Providence Bruins (at Boss), President Bill Clinton

Capital Improvements (highlights of improvements over last 5 years)

- Technology Upgrades
 - Audio/Video
 - New Video Boards and Ribbon Wrap installed by Daktronics
 - State-of-the-art Q-Sys Cores sound system installed by North American Theatrix
- Lighting
 - Arena LED (one of first in the country through Ephesus)
 - Concourse/Lobby LED lighting
 - Lighting Control System
- Chiller Unit Overhaul
- Concessions
 - Digital Menu Boards
 - Renovated/themed concession stands with new POS system
- Assisted Athletics with several projects including:
 - Renovation of men's and women's basketball offices
 - Renovation of locker room for men's basketball and football
 - Construction of new film room for men's and women's basketball programs



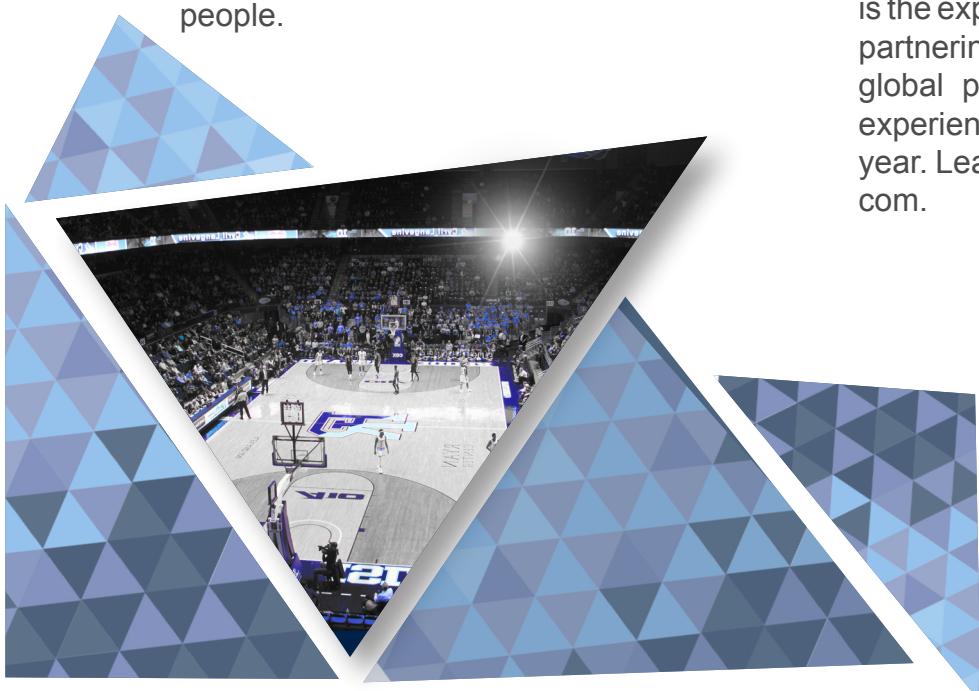
Ryan Center Information

The Thomas M. Ryan Center, located on the University of Rhode Island campus in scenic South County, is home to URI men's and women's basketball programs, URI football team's locker room, along with athletic department offices, training rooms, players' lounges and a souvenir store. The venue seats 8,000 for basketball and over 6,000 for concerts, family shows, lectures and other community events.

The Ryan Center boasts three tiers of seating in the arena to bring all 8,000 seats within 74-feet of the court, creating a frenzied atmosphere. Every seat in the Ryan Center has a chair-back, including our 1,120 club seats and features seven luxury suites that overlook both the Meade Stadium football field and the Alex and Ani basketball court at the Ryan Center. The luxury suites are exclusive and are each fully furnished, offering VIP treatment for up to twenty people.

Amenities include two full-color LED video boards and a full arena ribbon wrap that offers complete full motion video capabilities. The state-of-the-art house sound system, designed with acoustic provisions, provides a full range of high power sound to all seats in the venue, including the concourse and Alumni Room making it suitable for any event. Located on the North and South concourse are the "Rhody Pub" beer gardens that feature 65 inch LED televisions. In addition, 42 LCD High Definition televisions are also installed throughout the facility to provide a live stream during events. Featured in all lobbies, concourse levels, suites, meeting rooms and artists' dressing rooms, the televisions create a constant connection between patrons and the action on the arena floor.

The Ryan Center is owned by the University of Rhode Island and operated by Spectra Venue Management. Spectra is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Learn more at SpectraExperiences.com.



Boss Ice Arena Information



The Bradford R. Boss Ice Arena, located on the University of Rhode Island campus, is home to the nationally ranked URI men's and women's club hockey programs, as well as five Rhode Island high school hockey programs, the URI Intramural Hockey League, daily public sessions, various youth and adult hockey leagues and a year-round Learn to Skate program. Boss Ice Arena is a great place for teams to practice, families to learn how to skate, watch a game, have a party and most importantly, have lots of fun in a safe, family-friendly environment. Additionally, during the summer, Boss Ice Arena hosts a variety of hockey camps and clinics.

Built in 2002, the state-of-the-art ice rink was the very first indoor ice facility in Southern Rhode Island. With a seating capacity of 2,500, Boss Ice Arena includes two University team locker rooms, four large public locker rooms, one female auxiliary locker room and an official's locker room. In addition, Boss Ice Arena features a University team weight room, a pro shop that is owned & operated by 2nd Time Around Sports, Inc. and a hospitality room that's available for birthday parties, meetings, classes and corporate events. Open daily, Subway is also a featured aspect of the Arena, acting as the facility's concessionaire.

With the welcome addition of Edge Performance Hockey, a recent upgrade to the Boss Ice Arena has been created this past year. In previous years, the Boss Arena maintained a 650-square-foot space that was primarily used for storage area. By adding Edge Hockey Performance, this space has been transformed into a training facility for various teams, groups, and individuals. The facility program is led by Zech Klann, who developed his passion for coaching after experiencing a successful career and playing for some of the most respected hockey minds in the game today. He is a motivated leader who is well respected by his players and fellow coaches. Edge Hockey Performance specializes in functional training, power skating, nutritional counseling, individual strength programs and training for injury prevention. The Edge is for the athlete with specific goals in mind and welcomes anyone with a desire to live a healthier lifestyle. In the past, Zech has had the opportunity to work with players with a variety of skill levels, from youth to current Division I athletes. With individual attention, Zech creates a supportive environment for players of all ages and skill levels.

Boss Ice Arena is owned by the University of Rhode Island and operated by Spectra Venue Management, the industry leader across a full range of services that impact the bottom-line success of public assembly venues, including marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering, and finance and administration.

Facility Versatility

The University of Rhode Island opened the doors to the 8,000-seat, state-of-the-art multi-purpose facility, Thomas M. Ryan Center in June 2002 and fans have flocked to Kingston Rhode Island for men's and women's basketball games and several big name concerts ever since.

Along with sporting events and concerts, the 202,500 square foot, multi-purpose facility was designed to host trade shows, conventions, speaking engagements, brunches, graduations and other community events with

its array of versatile spaces. The beautifully furnished Alumni Lounge is available as a function room for parties up to 125 and is open to athletic donors with food and beverage service during basketball games. With retractable floor seating, the arena can also be subdivided to provide a half-house venue for smaller functions, such as trade and family shows. A portable stage is also available for concerts and performance events alike and the event floor itself can easily seat up to 500 for a banquet.

Commencements



Speaking Engagements



Religious Conferences



Brunches



Tech Fairs



Cheerleading Competitions



Trade Shows

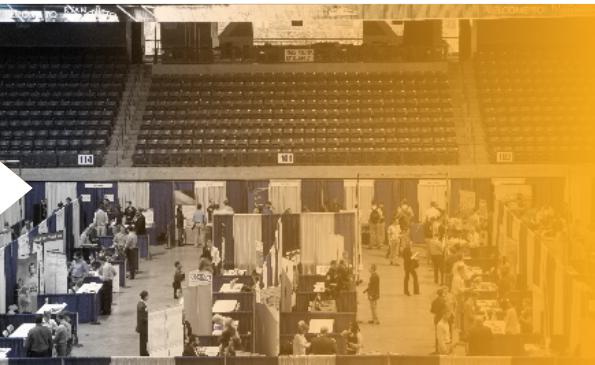


Universal Use of a University Building



URI SEC EVENTS

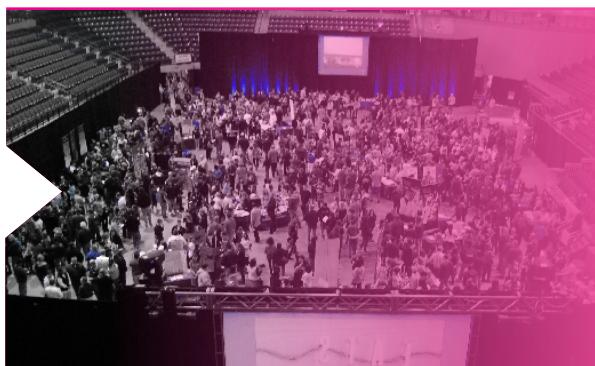
The URI Student Entertainment Committee (SEC) has partnered with Spectra since the venue's inception to bring numerous artists, comedians and personalities to the Ryan Center to entertain the students and URI community; with many of those shows selling out. This past season was no exception as the URI SEC brought an all-star lineup including hip hop artist, Migos & R&B artist Khalid. Other notable acts the URI SEC helped bring to URI's campus this past season included comedian Whoopi Goldberg, Bill Nye the Science Guy and Leslie Odom. In addition, the Ryan Center continued its cross promotional efforts with URI SEC for its shows at URI's Edwards Hall, including Woody Harrelson, who did a screening of his movie Lost In London.



URI CAREER & TECH FAIRS

Presented by URI Career Services in the Fall, the URI Career/Job Fairs offer thousands of students the opportunity to meet face-to-face with a variety of employers and their representatives.

Computer Science for Rhode Island (CS4RI) is among the most comprehensive statewide computer science initiatives in the country and welcomed over 1,700 Rhode Island youths to the Ryan Center.



URI ADMISSION EVENTS

Part of URI Welcome Day Weekends in April, over 10,000 potential first-year and transfer students, along with their friends and families, meet representatives from student services, on-campus organizations as well as deans and faculty from all colleges.



URI COMMENCEMENT

Over 4,400 students made their way into the Ryan Center this past spring and were met with resonant cheers and applause from family members and friends who came to watch their loved ones graduate during URI Commencement Weekend 2018.

Facility Improvements

BOSS ICE ARENA

Over the past year, the Boss Ice Arena has prioritized upgrading areas of the rink and the addition of new amenities to enhance the customer experience. First, the rubber flooring was replaced in a high-volume locker room used throughout the year. This upgrade replaced aged, damaged flooring, not only creating a more visually pleasing space but, most importantly adheres to our high standards for safety in the rink. In our side lobby, we opted for a complete remodel. This space used to house only trophy cases, yet we saw the potential to add value to the area. In order to improve our appearance and usage we installed two televisions that are accompanied by couches, chairs, and high-top tables for patrons to relax. This particular addition has opened up the rink to more patrons including students on campus who need a place to study and fans who need a space to eat dinner or warm up during a game. Finally, we partnered with LiveBarn to install a camera system that streams live or on-demand videos of our rink to LiveBarn subscribers. Parents and fans alike are now able to stream hockey games being played at the arena from the comfort of their own homes. Each upgrade and addition has been made with our customers in mind to improve the overall experience that the Boss Ice Arena provides.

RYAN CENTER

MBB / WBB Lock Room Upgrades

This year saw the completion of upgrades to the URI men's & women's basketball team locker rooms. Both rooms received complete overhauls, including updated furniture, fixtures and refreshed the paint and decorations. In addition to the upgrades, both rooms received new branded RI carpets as well as new televisions, which tie everything together. This space provides a place for the teams to prepare before practices and games as well as providing a focal point for the teams recruitment efforts.

Trophy Case Installation

This year, after the success of our men's basketball team, we selected an unused section of the concourse to allocate to the installation of a new trophy case. This case was a huge team effort, with different departments lending their skills and expertise to create a one-of-a-kind display honoring past successes. The Men's Basketball Team was thrilled to see their achievements honored in such a grand fashion and patrons have routinely commented on how beautiful the display is. Behind the case itself, a massive wall mural livens up the space around the case. Premium dividers keep the public at a safe viewing distance, but make the area feel even more special. In the design of the case, we built in space and adjustable shelving so that future successes could be honored in this central piece of the facility.

MBB / WBB Film Room

Major renovations took place this year, as our interview room received a dramatic face-lift. This room was essentially a multi-purpose space, but now it has a specific theme and plays a vital role in both the coaching and media relations aspects of the basketball programs. Using funds from Athletics the Ryan Center facilities team worked to plan, coordinate and execute the transformation of this room into a state-of-the-art media room used exclusively as a film/press conference room for our basketball programs. There is tiered seating with plush leather couches for those in the audience. In the front of the room there is beautiful stone facing displaying a large white board. With the push of a button the ceiling mounted projector projects game film on an automated dropdown projector screen. The speakers, amps and sound system were all upgraded as well as improvements to internet and data sources for media during press conferences.

Suite Upgrades

In FY18 we continued to improve our most premium of areas – the suite level. This year we have moved away from a generic suite setup and toward individual themes so that each room gives our guest a unique experience. This has been a great success, as patrons are really enjoying the individualized areas. One room plays on the local beach culture and adopts a beach theme, complete with nautical compass and oars. Another takes on the rustic appeal of the local farming communities and utilizes rough cut wood furniture and decorations to take patrons back to a simpler time. This project is slated to be completed over the next couple years, with current plans in the works for a library themed room playing off the fact that we are on a university campus. In addition to the updated décor in the suites, the entire floor received a fresh coat of paint as well as adding wainscoting to specific suites to enhance the décor.





SPECTRA

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Ryan Center Tenants

URI MEN'S BASKETBALL

Rhode Island won its first regular-season Atlantic 10 title in program history and then advanced to the second round of the NCAA Championship for the second consecutive season. When the Rams beat Oklahoma in the opening round, it was the 91st win over the last four seasons, the most in a four-year span in program history. Rhody set a program record for most Atlantic 10 victories in a season with 15, and it also had a 16-game winning streak, which was the second longest in program history behind only a 22-game streak that began in 1937-38 and ran into the 1938-39 season. The 15 home victories matched the most in program history, tying the mark set in 2009-10. That season, the team was 15-2, but the record included a pair of home NIT games. The Rams spent the last seven weeks of the season ranked in both the Associated Press Top 25 and the USA Today Coaches polls, the longest run in the rankings in program history. Rhode Island had a program-record 17-game winning streak in the Ryan Center that dated back to the 2016-17 season. The teams also had a streak of 21 consecutive victories over Atlantic 10 competition and a streak of 18 straight league victories, both of which are program records. Since the 2014-15 season, the Rams are 55-10 when playing in the Ryan Center.



URI WOMEN'S BASKETBALL

Sophomore Nicole Jorgensen established herself as one of the top players in the Atlantic 10, posting nine double-doubles. She set a program record at Fordham making 17 field goals, and the 35 points she scored was the third-best in a single game in Rhode Island history. Averaging 7.0 points per game her rookie season, Jorgensen ended her sophomore year doubling her contributions, leading the Rams with 14.7 points per game. She ranked in the top three of the conference for majority of the season in field goal percentage. Junior Jalissa Ross recorded several career highs this season, including points, rebounds, assists, and blocks. The seven newcomers this season provided a combined 32.2 points per game. Freshman Abby Streeter made her presence known beyond the arc as the second leading scorer making 61 3-pointers, the third-best in Rhode Island history in a single season. Freshman Marta Vargas scored an impressive 26 points to lead the Rams to victory over La Salle. With a balanced squad of both experience and newcomers, the Rams will have the depth for success in the fifth season under head coach Daynia La-Force.



URI FOOTBALL

By winning three games in 2017, Rhode Island had its most successful season since 2010. The Rams won two of their final four games down the stretch, including a 20-6 stunner over Villanova at Meade Stadium. Six players earned CAA Football All-Conference honors, led by senior running back/kick returner Harold Cooper, who earned second-team recognition as a running back and a spot on the third team as a kick returner. Sophomore wide receiver Aaron Parker was named to the second team after setting a program record by catching a touchdown pass in nine consecutive games. Redshirt junior tackle Dino Boyd, redshirt junior wide receiver Marven Beauvais, sophomore defensive tackle Brandon Ginnetti and freshman punt returner Matt Pires all were named to the third team. Cooper – who became the ninth player in program history to reach 2,000 career rushing yards – finished his career as a five-time All-CAA Football honoree and a three-time New England Football Writer's Association All-New England Team selection.



Boss Ice Arena Tenants



The primary goal at the Bradford R. Boss Arena is to provide our patrons with an all-around experience that is superior to that of any other ice rink.

Over the years at Boss Ice Arena, relationships have been built with many tenants, all of whom have utilized our facility in some capacity. The major, leading tenants are the University of Rhode Island men's and women's hockey teams. These college Division 1 club teams play opponents from across the country as well as teams in the Northeast. Along with the URI hockey teams are the numerous high schools who also call the Boss Ice Arena their home rink, i.e. North and South Kingstown, Narragansett Co-Op, South County Girls Co-op, as well as Prout. Boss Ice Arena also has an array groups that rent ice time for their individual leagues such as URI

Intramurals, John Matuszek, Schneider Electric, Marty Ludvigsen, Exeter-West Greenwich, and Men's A and B Leagues. Additionally, we have the Southern Rhode Island Youth Hockey Association (SRIYHA) and the Learn to Skate program, both focused on youth and beginner skaters.

Food & Beverage

CONCESSIONS

BOSS ICE ARENA - In 2012, Boss Ice Arena upgraded concessions at the ice rink by bringing in the largest single-brand restaurant chain globally, Subway, with an agreement with local franchisee, Paul Gencarelli, to provide food and beverage service to Boss Ice Arena patrons. Today, the Subway brand is the world's largest submarine sandwich chain with more than 42,000 locations around the world. Subway has become the leading choice for people seeking quick, nutritious meals that the whole family can enjoy.

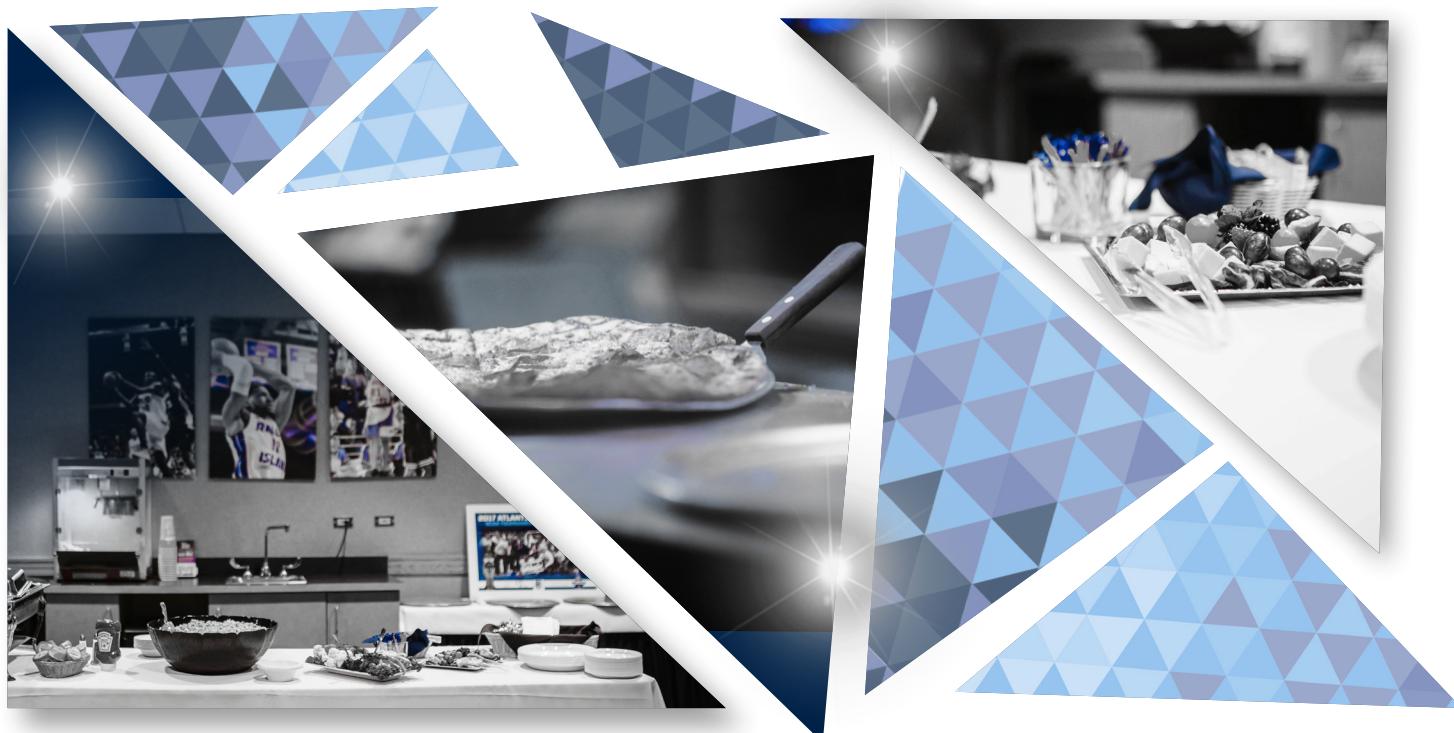
RYAN CENTER - Centerplate continues to handle all beer and wine service to the general public in Rhody Pub locations in the North and South Concourses for URI men's basketball games, as well as all concession stands for all Ryan Center events. This past year Centerplate, one of the largest hospitality companies in the world merged with Sodexo. Founded in 1966 by Pierre Bellon in Marseilles, France, Sodexo is now the worldwide leader in hospitality services. Sodexo has unique expertise, backed by nearly 425,000 employees in 80 countries across the globe.

CATERING

URI Catering is the exclusive caterer for all functions within the Ryan Center including luxury suites, birthday parties, dinners and pre-show events. The catering staff at the University of Rhode Island prides itself on the fine service it provides to guests of the venue. URI Catering services include: plated dinners, buffets, receptions, luncheons and full-service bakery..

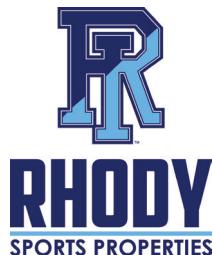


THE
UNIVERSITY
OF RHODE ISLAND
CATERING



SPECTRA

Corporate Partnerships



Rhody Sports Properties (RSP), a property of Learfield Sports, is a dedicated enterprise designed to support University of Rhode Island Athletics, the Thomas M. Ryan Center and Bradford R. Boss Ice Arena's initiative to enhance the service provided to local and regional businesses and further promote the Rhody brand affinity to the corporate community. RSP offers integrated marketing, advertising and promotional programs designed to reach Rhody fans and alumni throughout the state of Rhode Island. RSP manages all aspects of the multimedia rights including basketball radio and television broadcasts, signage and video boards, corporate suites and hospitality, retail and in-arena promotions, print advertising and advertising on GoRhody.com, TheRyanCenter.com and BossIceArena.com.

ALEX AND ANI®

cox

DUNKIN'
DONUTS®

SOUTH COUNTY HEALTH

COAST
GUARD
HOUSE

LEXUS
LEXUS OF WARWICK

- 21st Century Oncology
- Academy Bus
- Ahlborg Construction Corporation
- Animus Studios
- Aqua Blue Hotel
- Automated Business Solutions
- BankRI
- Beltone New England
- Blue Cross Blue Shield of Rhode Island
- Brunelle Chiropractic
- Centreville Bank
- Clean Rite Cleaning & Restoration
- Coast to Coast Promotional Products
- Coventry Lumber
- Dan's Place
- Dave's Marketplace
- Delta Dental of Rhode Island
- Dragon Palace
- Elite Physical Therapy
- Frederickson Farms, LLC
- Gansett Wraps
- GEICO
- George's of Galilee
- Hampton Inn South Kingstown/Newport
- Haxton's Liquors
- Horizon Beverages
- IBEW Local 99
- Katie Decubellis Memorial Foundation

- Kingston Pizza
- Life Fitness Equipment
- Local 51 - Plumbers PipeFitters Refrigeration
- Matunuck Oyster Bar
- Marriott
- Miller Lite
- Midas
- Mohegan Tribal Gaming Authority
- Moe's Southwest Grill
- Newport Harbor Hotel and Marina
- Newport Propane
- Orthopedics Rhode Island
- People's Credit Union
- Performance Physical Therapy
- Premier Auto Group
- Quonset Development Corporation
- Randall Realtors
- Rhode Island Air National Guard
- Rhode Island Airport Corporation
- Rhode Island Medical Imaging
- Rhode Island Student Loan Authority
- RICOH
- Santoro Oil
- Savings Institute Bank & Trust
- SeaScape, Inc.
- Signs & Sites
- Starkweather & Shepley
- Subway @ The Emporium

- The Holiday Inn
- The Mews Tavern
- The Rhode Island Lottery
- Thundermist Health Center
- Top Shell LLC "The Pizza Gourmet"
- Tune In
- TwoTen Oyster Bar & Grill
- Twisted Pizza
- United Healthcare
- URI Alumni Association
- US Marine Corps
- Vivid Seats
- Visit Myrtle Beach
- Westerly Community Credit Union
- White Cross Pharmacy
- WPRI
- Wright's Farm
- Zip Recruiter

Additional Partners



IATSE Local 23 has provided the Ryan Center with skilled labor necessary to undertake those functions associated with the arrival, performance and departure of concerts, speaking engagements and/or theatrical performances since 2006. Such skilled labor includes the movement and set up of lighting and sound equipment, set up of props, stages / sets, wardrobe and rigging of all show-related material and equipment.

Siemens AG is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and inter-nationality for 170 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization.

One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. Siemens has been a partner of the Ryan Center and Boss Ice Arena since 2003, handling various pieces of the equipment and building controls.

SIEMENS

The Ryan Center and Boss Ice Arena would like to thank all our Service Partners

- Cox
- 2nd Time Around Sports
- Rams Zone
- Kingston Fire District
- South Kingstown Police
- URI Police
- Rhode Island State Police
- URI EMS
- Bank of America
- SiteScapes
- The Printer Pros
- Verizon
- Tenant
- Likarr
- Waste Management
- Green Mountain Concert Services
- Bardon Water Services
- The Right Click
- Eagle Elevator
- Daktronics
- RICOH
- NEISMA
- Big Blue Solutions
- Cintas
- Milton/CAT
- Banner
- The Lock Shop
- Hussey Seating
- Payne Sparkman
- Ephesus
- Granite City Electric
- Grainger
- Corp Brothers
- Accu Grind
- Evan Corp
- Debug Pest Control
- New England Lift Truck Corporation
- C.A.M H.V.A.C & Construction Inc.
- Graphic Expressions
- Nickerson Arena Curtains
- Electrical Wholesalers
- Pier Cleaners
- Dennis Diffley & Sons
- United Staging & Rigging
- Best Plumbing Specialties, Inc
- Bron Tapes of Colorado, Inc.
- American Sport Floors
- Integrated Solutions Group (Camera Company)
- Sakonnet Electric
- Buckley Heating and Cooling
- Johnstone Supply
- Columbus Door Company
- Spalding
- ANC Sports Enterprises
- Industrial Communications
- The Tamis Corp
- AMI Graphics
- Sites & Signs

Spotlight Events

WHOOPi GOLDBERG

MIGOS

COLE SWINDELL

WWE NXT

BILL NYE THE SCIENCE GUY

KHALID

URI MEN'S BASKETBALL

URI FOOTBALL

URI WOMEN'S BASKETBALL

BLACKSTONE VALLEY CHEER

NECA CHEER

EPIC CHEER

PROVIDENCE KENNEL CLUB

RIIL BASKETBALL CHAMPIONSHIPS

SRI HOME SHOW



Summary of Events

July

- 07/16/17 Broke East Car Show
07/29-
07/30/17 Providence County Kennel Club Dog Show

August

- 08/1-
8/31/17 URI Football Team Breakout Session
08/02/17 Operation Downpour State Decontamination Exercise
08/03/17 Operation Downpour State Decontamination Exercise
08/05/17 URI Men's Basketball Open-Practice
08/16-
8/17/17 URI Athletics All-Staff Meeting

September

- 09/1-
9/30/17 URI Football Team Breakout Sessions
09/05/17 Student Athlete Orientation
09/09/17 URI Football vs Stony Brook
09/09/17 URI Men's Basketball Recruit Visit
09/14/17 Migos Concert
09/16/17 URI Athletics Staff Strategic Planning Session
09/16/17 URI Football vs Harvard
09/16/17 URI Men's Basketball Recruit Visit
09/18/17 Ryan Center & Boss Ice Arena Staff Training
09/19/17 Jane Goodall URI Honors Colloquium
09/23/17 URI Men's Basketball Season Ticket Holder Banquet
09/22/17 WWE NXT
09/23/17 URI Men's Basketball Recruit Visit
09/30/17 URI Football Team Dinner

October

- 10/04/17 URI Engineering and Technology Career Fair
10/07/17 URI Athletic Compliance Meeting
10/13/17 URI Men's Basketball Private Presentation
10/13/17 Rhody Madness
10/14/17 Blackstone Valley Cheerleading
10/17/17 URI Athletic Compliance Weekend
10/20/17 Bill Nye
10/21/17 URI Football vs Elon
10/21/17 Whoopi Goldberg URI Family Weekend
10/25/17 URI Athletic's Staff Strategic Planning Session
10/28/17 URI Men's Basketball Scrimmage vs Buffalo

November

- 11/03/17 URI Athletics Nutrition Presentation
11/04/17 URI Football vs James Madison
11/05/17 URI Women's Basketball Exhibition vs New York Institute of Technology
11/10/17 URI Women's Basketball vs UMass Lowell
11/10/17 URI Men's Basketball vs UNC Asheville
11/11/17 URI Football vs Villanova
11/13/17 URI Women's Basketball vs Minnesota
11/19/17 URI Men's Basketball vs Holy Cross
11/28/17 URI Men's Basketball vs Brown
11/30/17 URI Athletic Compliance Meeting



Summary of Events

December

- 12/02/17 URI Men's Basketball vs Providence College
- 12/11/17 URI Women's Basketball vs Fairfield
- 12/13/17 CS4RI - Computer Science for RI Exposition
- 12/16/17 URI Men's Basketball vs College of Charleston
- 12/14/17 Private Holiday Meeting
- 12/17/17 URI Woman's Basketball vs Holy Cross
- 12/19/17 URI Facilities In-Service
- 12/21/17 URI Men's Basketball vs Iona
- 12/27/17 URI Men's Basketball vs Florida Gulf Coast
- 12/28/17 URI Women's Basketball vs Southern Connecticut State
- 12/30/17 URI Men's Basketball vs George Mason
- 12/31/17 URI Woman's Basketball vs Richmond

January

- 01/03/18 URI Men's Basketball vs La Salle
- 01/06/18 EPIC Cheerleading: RI Rumble Championship
- 01/10/18 URI Women's Basketball vs VCU
- 01/13/18 URI Men's Basketball vs St. Bonaventure
- 01/14/18 URI Men's Basketball vs George Mason
- 01/17/18 URI Men's Basketball vs UMass
- 01/20/18 URI Women's Basketball vs La Salle
- 01/27/18 URI Men's Basketball vs Duquesne
- 01/28/18 URI Women's Basketball vs UMass
- 01/31/18 URI Women's Basketball vs Davidson

February

- 02/07/18 Football Signing Day
- 02/09/18 URI Men's Basketball vs Davidson
- 02/10/18 URI Women's Basketball vs St. Louis
- 02/11/18 Arena Attack: Indoor Race Series
- 02/13/18 URI Men's Basketball vs Richmond
- 02/14/18 URI Athletic Compliance Meeting
- 02/16/18 A10 Track & Field Coaches Dinner
- 02/17/18 URI Men's Track & Field Team Dinner
- 02/21/18 URI Women's Basketball vs St. Bonaventure
- 02/23/18 URI Men's Basketball vs Dayton
- 02/27/18 URI Men's Basketball vs St. Joseph

March

- 03/03/18 Cole Swindell Concert
- 03/09/18 RIIL Basketball Championship Press Conference
- 03/10/18 RIIL Basketball State Semi Finals*
- 03/11/18 RIIL Basketball Championships*
- 03/17/18 Southern RI Home Show
- 03/18/18 Southern RI Home Show
- 03/31/18 New England Cheerleading Association: All Star Cheer/Dance Championship

April

- 04/04/18 URI Athletics Training Session
- 04/06/18 URI Men's Basketball New Head Coach Press Conference
- 04/07/18 URI Welcome Day
- 04/10/18 URI Event Management Off-Site Class
- 04/11/18 Khalid Concert
- 04/14/18 URI Welcome Day
- 04/19/18 Bureau of Oceanic Energy Management: Public Scoping Meeting
- 04/21/18 URI Welcome Day
- 04/27/18 RIIL Student Leadership Workshop

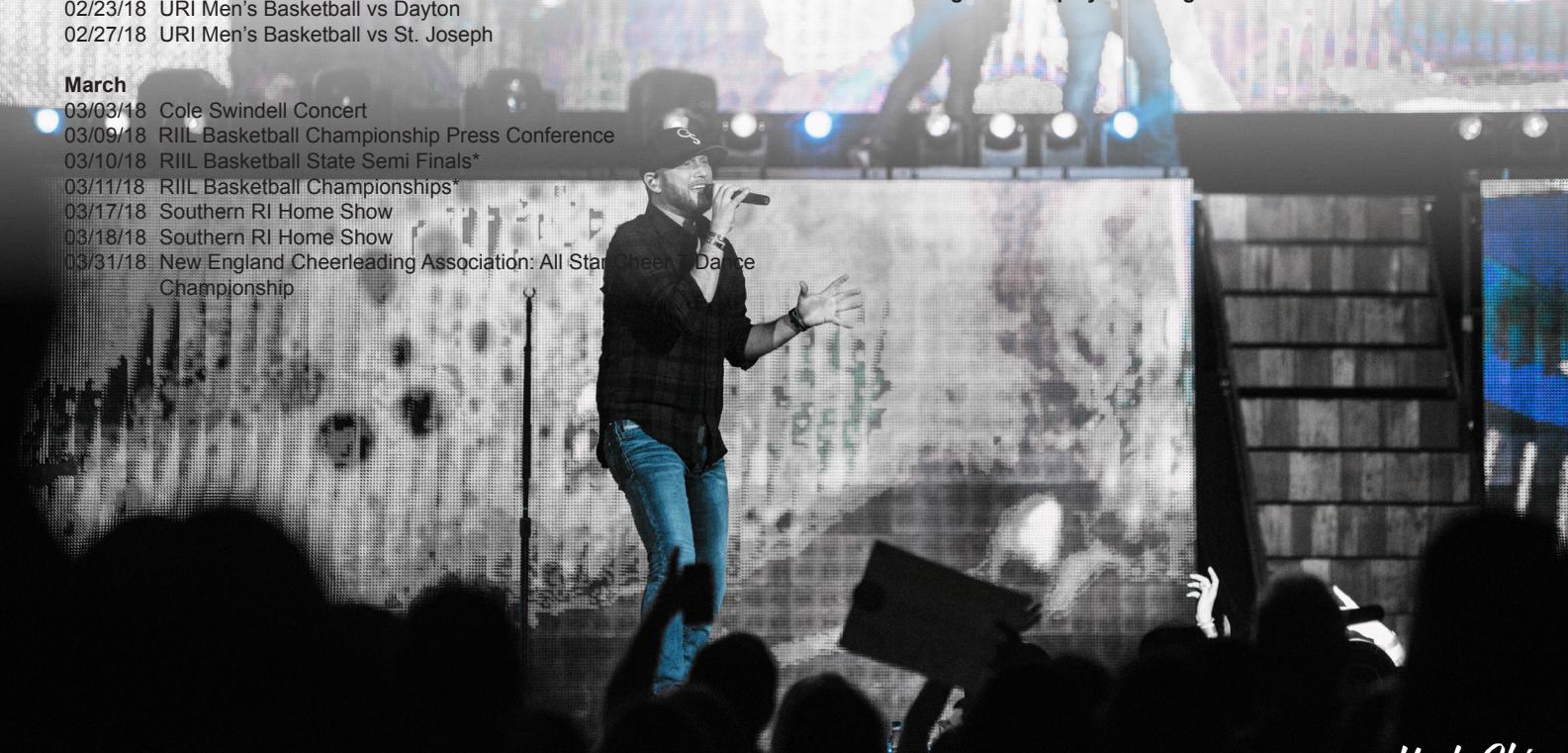
May

- 05/01/18 Ryan Center & Boss Ice Arena Staff Appreciation Night
- 05/19/18 URI Graduate School Commencement
- 05/19/18 URI College of Environment and Life Sciences Commencement Ceremony
- 05/19/18 URI College of Health Sciences Commencement Ceremony
- 05/30/18 URI Athletic Compliance Meeting

June

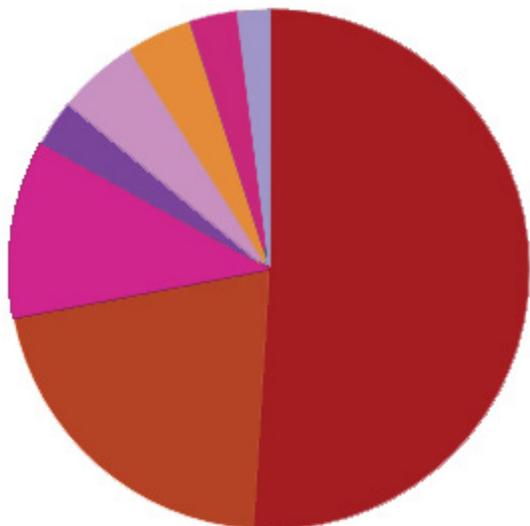
- 06/01/18 RI Special Olympics Opening Ceremony ft Billy Gilman
- 06/02/18 RI Special Olympics
- 06/03/18 RI Special Olympics
- 06/08/18 Chariho High School Graduation
- 06/09/18 Exeter-West Greenwich High School Graduation
- 06/11/18 North Kingstown High School Graduation
- 06/12/18 South Kingstown High School Graduation
- 06/14/18 Narragansett High School Graduation
- 06/15/18 Coventry High School Graduation
- 06/16/18 K9 Nose Work
- 06/17/18 K9 Nose Work
- 06/20/18 URI Athletics End-of-Year Meeting
- 06/23/18 URI Women's Basketball Elite Camp

*More than one game was played during event



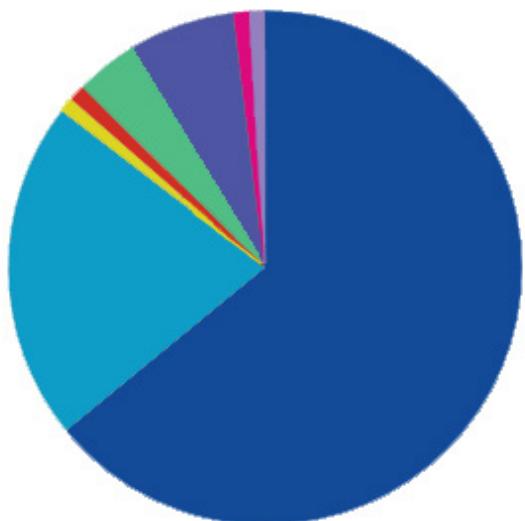
Kayla Chin

Financial Performance



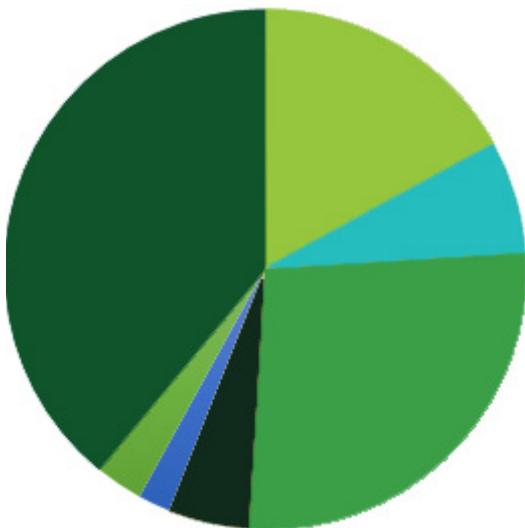
Net Income Percentage

- URI Basketball – 51%
- Concerts & Family Events – 21%
- Exhibitions & Conferences – 11%
- Graduations – 3%
- Cheer Events – 5%
- URI Football – 4%
- Other – 3%
- Brunches & Receptions – 2%



Attendance Percentage

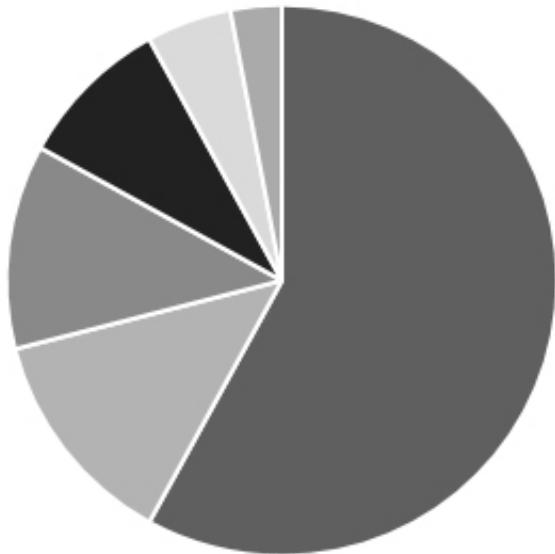
- URI Basketball – 63%
- Concerts & Family Events – 22%
- Exhibitions & Conferences – 1%
- Graduations – less than 1%
- Cheer Events – 4%
- URI Football – 7%
- Other – less than 1%
- Brunches & Receptions – less than 1%



Event Percentage

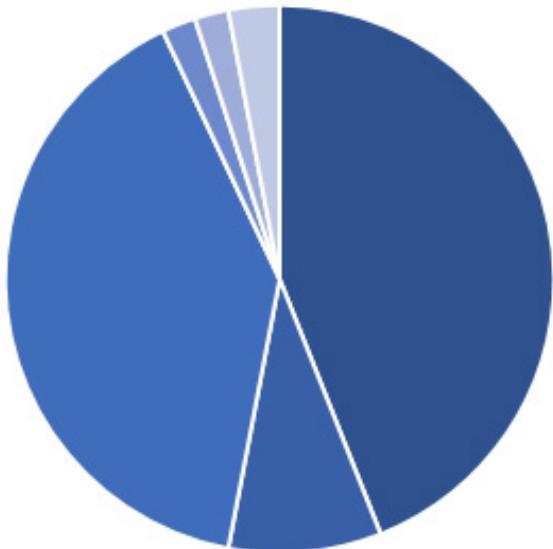
- URI Basketball – 17%
- Concerts & Family Events – 7%
- Exhibitions & Conferences – 27%
- Graduations – 5%
- Cheer Events – 2%
- URI Football – 3%
- Other – 39%
- Brunches & Receptions – 0%

Financial Performance



Gross Revenue Percentage

- Private Ice Rentals – 58%
- URI Ice Rentals – 13%
- Other – 12%
- Public Programs – 9%
- Learn to Skate – 5%
- Events – 3%



Hours of Ice Time Percentage

- Private Ice Rentals – 44%
- URI Ice Rentals – 9%
- Public Programs – 40%
- Learn to Skate – 2%
- In-House Clinics & Camp - 2%
- Events – 3%

Intro to Marketing

In July of 2017, Spectra, in collaboration with URI Athletics, created a new cross-organizational marketing department that is managed and operated by the Ryan Center. The new department, the first such collaboration for a Spectra managed venue, features five full-time marketing professionals as well as an NCAA postgraduate position, and 15-20 interns collectively for the Ryan Center and Athletics creating the largest marketing department in the Atlantic 10 conference while creating marketing efficiencies by leveraging budgets, personnel and staff strengths.

The collaboration, another example of the cohesive partnership that the Ryan Center has with URI Athletics, showcases how an athletic department and a private management company can work together to create a seamless operation in their community. This enhancement to the partnership comes on the heals of the recent promotion of Maureen McCarthy, Director of Ticket Operations for the Ryan Center, to the role of Associate AD for Ticketing for URI Athletics in 2016 and the creation of the Ticket Sales Department in 2015 that is managed by Spectra.

In addition to also handling all marketing and public relations initiatives for the Ryan Center and Boss Ice Arena, the new cross-organizational marketing department is also tasked with the overall marketing operation for URI Athletics including:

- Directing, developing, and leading all aggressive marketing, advertising and ticket sales initiatives for the University of Rhode Island Department of Intercollegiate Athletics with primary focus on men's and women's basketball and football as well as support for the marketing of the following Olympic sports programs: baseball, men's and women's soccer, softball and volleyball.
- Monitoring the multimedia rights holder's activities to ensure proper marketing and corporate sales efforts working closely with Learfield Sports staff.
- Management and oversight of the Coca Cola pouring rights deal, including marketing and branding initiatives for URI Athletics.
- Directing all in-game entertainment, scripting, promotions and branding initiatives.
- Oversight of Community Outreach programming for URI Athletics.
- Oversight and management of URI Spirit Squads including the pep band, cheerleading, dance team and mascot

The marketing staff is led by the Ryan Center's Director of Marketing, Matt Moeller, who was elevated to Associate AD for Marketing. The staff features Director of Athletics Marketing and Fan Engagement, George Brisson, Assistant Director of Athletics Marketing and Fan Engagement, Derrick Light (URI '14), in addition to Marketing Manager, Erica Skubis and Premium Services and Marketing Coordinator, Sydnie Hickey from the venue side.

2017-18 Marketing and Ticket Sales Highlights

- FB Alumni and Family Weekend Game Attendance: 2nd highest attended football game in the past 16 seasons and 3rd highest revenue game
- MBB Season Ticket Numbers: 2,214 in 2017-18; 17% increase from the 2016-17 season
- MBB Mini Plan Numbers: 1,572 in 2017-18; 56% increase from the 2016-17 season and a program record for Mini Plans
- MBB Group Numbers: 5,950 in 2017-18; 30% increase from the 2016-17 season and a program record for Group Sales
- MBB Individual Game Ticket Sales: 25,068 in 2017-18; 44% increase from the 2016-17 season

Interactive Marketing

Spectra Venue Management is far and away the industry leader in the increasingly critical area of interactive marketing, providing various tools, initiatives and best practices to integrate into marketing campaigns, while also providing the analytical support to analyze each initiative to drive future decisions.

Over the past year, our interactive marketing efforts began with placing tracking scripts on all ticketing URL's to help monitor the origination of each purchase. This has played a large role in understanding our consumers and their purchase behaviors. These efforts have produced stellar results including generating over \$600,000 in gross ticket sales for Ryan Center shows.

- Emails to Cyber Club, athletic ticket database, media newsletter databases, 3rd parties, ect.
- Scan-In email campaigns
- Targeted behavior campaigns
- Cart abandonment campaigns
- Footer ads on ticketing website
- New banner ad locations on website
- Tracking scripts on high traffic web pages
- Came-from-codes on ticketing URL's

- Light boxes (upsell opportunities) on ticketing site
- Upsell buttons on event pages
- Google ad word campaigns
- Retargeting campaigns
- Social media advertising
- Website (pop-ups, features, ticket pages, ect.)
- Media digital advertising
- Geo-fencing targeting campaigns

Some highlights from the marketing initiatives include:



View Results

OVERVIEW EDIT PROMOTION

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

Please rate the effectiveness of this promotion.

Your spend limit is lower than your budget for this promotion. Increase your limit by \$30.00.

You targeted men and women, ages 25 - 65+ who live in 3 locations, and have 16 interests.

Show full summary

This promotion ran for 3 days

Your total budget for this promotion was \$25.00.

929 People Reached (?) 227 Engagements (?) \$25.00 Total Spend (?)

Actions | People | Countries

Link Clicks: 6 Shares: 4

The Ryan Center
Stadium, Arena & Sports Venue

FRI, OCTOBER 20

Shop Now

Tickets are officially on sale for Bill Nye The Science Guy at The Ryan Center on Friday, October 20 presented by URI Student Entertainment Committee #URIAFW2017! General public tickets start at \$30 and can be purchased at the Ryan Center Box Office or online at <http://bit.ly/2jy1kd>. Looking to entertain in style at the show, contact Sydney at shickey@theryancenter.com for more information on luxury suites.

A promotional graphic for Bill Nye The Science Guy at the Ryan Center on Friday, October 20. It features a photo of Bill Nye and a large yellow silhouette of his head.

Stay Connected/ Trending



4,060
New
Followers
in 2017-18



2,313
New
Followers
in 2017-18



1,936
New
Followers
in 2017-18

The Ryan Center shared Migos's photo.
Sponsored 2 more days till Migos comes to Kingston AND more floor seats were released! Buy your tix now --> <http://bit.ly/2wOvJnf> #Migos #Quavo #Offset #Takeoff

theryancenter @theryancenter for his April 11 General public @spectraexperiences

Rhode Island Rams @GoRhodyRams • Mar 7
The first 100 @universityofri students at each @rhodyMBB game in the A-10 Tournament will receive a FREE ticket! Starting 60 minutes prior to tip-off, each Rhode Island game students can pick up their ticket at the URI will call window located by the Street entrance of Capital One Arena

FREE TICKETS TO THE FIRST 100 URI STUDENTS AT EACH RHODE ISLAND GAME IN THE A10 TOURNAMENT #GORHODY

Since creating a collaborative marketing department the Ryan Center/Boss Ice Arena/Athletics social media accounts have grown 15%

SOCIAL MEDIA FOLLOWERS

Facebook

2017-2018: 35,297

2016-2017: 31,237

Twitter

2017-2018: 17,739

2016-2017: 15,426

Instagram

2017-18: 10,253

2016-17: 8,317



SPECTRA

Database Acquisition

CONGRATULATIONS TO BESSIE CARVALHO

BIG TICKET PROMOTION 2017-18 WINNER



The Ryan Center for the second season executed this unique contest that provided one lucky winner with two tickets to every single concert at the Ryan Center including VIP Parking, two tickets to every men's and women's basketball home games as well as men's football home games from September 2017 to June 2018.

Working with the University of Rhode Island, the Ryan Center executed this promotion with the goals of growing the Ryan Center's social media assets and email database for future marketing purposes. As a result, The Ryan Center increased the reach of its social media assets and increased its Cyber Club database. In its second year we saw over 1,000 entries, over 2,000 contest page visits as well as an increase in our likes & followers on Facebook, Twitter & Instagram.

Media Partnerships

The Spectra marketing department serves as a full-service media buying agency for any events held at the Ryan Center or Boss Ice Arena and the University of Rhode Island Athletics Department. By building positive relationships with show promoters and the media in Rhode Island as well as secondary markets in Eastern Connecticut and Southern Massachusetts, Spectra is able to leverage overall buying power and knowledge of the market to secure the best rates, promotions and added value elements for each event that comes through the venues.

In addition, Spectra is able to utilize in-house venue assets including signage, website, email, social media and other digital inventory to garner an additional \$30,000 in trade advertising for Boss Ice Arena & The Ryan Center through yearly deals with The Independent in South County, Southern Rhode Island Magazine and SRI Newspapers.

Over \$300,000 in media advertising was placed in the Providence and New London markets during the 2017-18 season by the Ryan Center and Boss Ice Arena. More than \$37,000 gross cash spent, along with over \$265,000 utilized in trade advertising and promotions.

Print: More than \$25,000 in total print advertising was placed with The Providence Journal, Motif Magazine, Southern Rhode Island Magazine, SO RI Magazine and The Independent in South County.

Radio: Almost \$175,00 in radio advertising, including promotions was placed with Cumulus Providence (92 PRO FM, Lite 105 and Hot 106), Clear Channel (Coast 93.3 and B101) Cat Country, WBRU, Mixx 99.3, Hot 96.9-Boston, WCTY-New London, Clear Channel New London (Q105 and The Wolf 102.3) and Full Power Radio-New London (Jammin 107.7 and US Country 99.5).

TV: Over \$87,000 was placed in television advertising with WPRI (CBS), WNAC (Fox), WLNE (ABC), WJAR (NBC), Cox Media and CW28.

**SPECTRA
MARKETING
GENERATED
OVER \$6,000
IN MARKETING
REVENUE
THROUGH AD
PROGRAMS
AND AGENCY
COMMISSIONS
THIS PAST
SEASON**

**SPECTRA
MARKETING
PLACED OVER
\$300,000
IN MEDIA
ADVERTISING
IN THE MARKET
DURING
2017-18**

Testimonials

"Thank you for coordinating two wonderful group events with me this year. The URI Child Development Centers and South County Movement Center thoroughly enjoyed their group experiences at the basketball games we attended. I am excited to continue growing the tradition of an annual basketball outing for the URI Child Development Centers. This is a great opportunity for the Kingston and Providence CDCs to bring current and alumni families together for a fun day out. The children loved visiting with Rhody the Ram."

The South County Movement Center group was grateful for the opportunity to dance on the court at half-time.

The meet and greet with the Rlettes was also a big hit with the dancers.

Thank you for going above and beyond coordinating excellent group experiences by providing outstanding persona assistance from start to finish. Your quick and clear communication is truly appreciated. I look forward to working with you again next year!"

Jessica Macleod

Child Development Centers Group Leader

"Just had the most pleasant and overall awesome customer service experience at the Ryan Center. I could not have asked for anything else! If you need anything they will do the best to accommodate you."

Alissa Souza
Event Patron through
Facebook Review

"Thank you Ryan Center for your generous donation of tickets to Whoopi Goldberg. We were honored to be included in your parents weekend activities. My wife and I had a great time and really enjoyed the show. The Arena was beautiful, the concessions were great and the management team was very professional. Whoopi put on a first class show and my wife and I will always be grateful for your generosity. Thank you."

Event Patron through
Vet Tix donation

"I so much appreciate all your patience and flexibility and assistance as I planned and executed the event. We all had a fantastic time and the site and staff were both simply incredible. Neal did a great job taking over the reins in the afternoon yesterday; thank you to him and other staff who helped throughout the weekend with our numerous bizarre requests!"

Lisa Rodier
K-9 Nose Work

"All of us here at Special Olympics RI cannot thank you enough for all your help with our opening ceremonies on Friday Night. You were all so helpful in pulling this whole thing together. Enjoy the fruit and have a great summer"

Dennis DeJesus & Robin Derobbio
Special Olympics Rhode Island

"On behalf of BankNewport, I am writing to commend the professionalism and exceptional service we received during our reception and game on December 6. Many, many thanks for all of your attention to detail throughout the planning process with event logistics and guest arrival, and for being so responsive and accommodating! Thank you for allowing us to once again utilize the North Concourse for our reception – it's works out so well for our guests to eat, network, and enjoy the game! We were also extremely appreciative to have Assistant Coach Antonio Reynolds Dean share his enthusiastic remarks and answer questions from our guests – made them feel special! And Rhody won!! Dominic and Deb: What can I say!? For the peace of mind that you continually provide with the catering for our reception. The buffet was delicious, and your catering team was extremely professional and attentive throughout the event to ensure our guests' complete satisfaction. I consider myself so fortunate to work with such a professional enthusiastic team and I look forward to our continued partnership!"

Kathleen Charbonneau
VP/Director of Community Relations
Bank Newport



SPECTRA

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Surveys



Customer satisfaction at the Ryan Center is an extremely important part of Spectra Venue Management's operation and in FY18 the Ryan Center used Survey Monkey for its client satisfaction survey system. Following specific events an email is sent to all ticket purchasers with an explanation of the survey and a link to an event specific survey. Our customers are asked to rate their experience at the facility in a variety of areas. These areas include building cleanliness, staff knowledge, concession operations, will call experience, and overall impression of the facility. Below is some feedback from Jane Goodall:



How would you compare the Ryan Center to [other venues](#) you've been to?

94.71% Better/Similar

1.92% Worse



How helpful were Guest Services/Ushers/Security during your visit?

66.67% Extremely/Very Helpful

30.88% Helpful



How satisfied were you with the [facilities](#) at the Ryan Center?

73.56% Extremely/Very Satisfied

22.60% Satisfied



How likely would you [recommend](#) the Ryan Center to friends and family for future concerts?

97.10% Very Likely/Likely

2.90% Not Likely

Community Involvement/ Charity Initiatives



The Ryan Center and Boss Arena's Community Outreach program changes in both branding and committee members this year. Re-branded from a new corporate initiative, the Comcast Cares Committee is now known as the Great Experiences Committee with an acronym focused not just on our patrons and the experiences here at our venues, but also our staff and the greater community of Rhode Island. The committee developed a number of new initiatives and also continued a few traditional events throughout the year.

This year, in response to the multiple hurricane relief efforts that occurred in the fall, the Great Experiences Committee developed an ongoing relationship with Southern RI Volunteers. Southern RI Volunteers is a non-profit organization in Charleston, Rhode Island that focuses on enriching the lives of others by providing long-term volunteer positions in places of need all over the country. This organization has been present at nearly all major events at the Ryan Center since September. In return, they have been able to gain a significant increase in volunteers and interest in partnering organizations.

In addition to the new partnership, our Box Office set up a donation portal for all online ticket purchase to allow those purchasing tickets the option of also donation to the Red Cross through their ticket purchase. All proceeds were donated directly to Red Cross charity efforts.

On-site efforts have not slowed down since last year. The Boss Ice arena hosted multiple food and toy drives throughout the holiday season. For the 8th consecutive year, the Ryan Center and Boss Ice Arena awarded the Terry Butler Memorial Scholarship to one of our part-time staff members, Joseph Corcelli. In conjunction with the scholarship award, the Ryan Center hosted an Adidas Apparel Raffle raising funds to contribute to the Terry Butler Memorial Foundation that continues its efforts to fight cancer in honor of our late general manager.

The Great Experiences Committee continues to build on it's partnership with Habitat for Humanity, Save the Bay, Southern RI Volunteers, and many other organizations throughout the region. On top of a busy programming schedule, the staff at The Ryan Center and Boss Ice Arena remain committed to not only the events at both venues, but also the charitable efforts that enrich the surrounding communities.

Our GREAT EXPERIENCE Program

Customer service is at the foundation of who we are as an organization. We are responsible for transforming events into experiences... every day with every action. Our company customer service platform supports our credo and is a repeatable model that we can use in every interaction with our clients, customers, and employees. GREAT EXPERIENCE stands for:

- G = Greet the customer
- R = Relate with a friendly question
- E = Explore the options
- A = Address and respond to their needs
- T = Thank the customer and make them feel appreciated



Future Outlook

The positive relationship between Spectra Venue Management and the University of Rhode Island continues to foster a strong foundation. We are constantly looking to be progressive in bringing a diverse lineup of events for all audiences to the Ryan Center. The Ryan Center and Boss Ice Arena also strive to improve the operations of both venues and provide great customer service to improve fan experiences to patrons.

A few of the larger projects we are very excited about completing for the FY18 season is the upgrade to our Media Room and the addition of outdoor mini boards at both North & South Box Offices.

Following the record breaking 2017-2018 season, this upcoming event season is full of high expectations. Coming off the exciting Atlantic 10 Regular Season Championship win, we are very excited to see what new Head Coach David Cox will bring to this year's men's basketball team. The women's program led by Coach Daynia La-Force is expected to continue to build upon the women's basketball program in her fifth season.

Our 2018-2019 season is already off to a great start as country artist Brett Eldredge returned to the Ryan Center in the fall.

With the continued support of the University of Rhode Island, we look forward to seeing you at the Ryan Center and Boss Ice Arena this upcoming season. Don't miss out on an exciting 2018-2019 season full of entertaining shows, exciting basketball, hockey and new fan experiences.

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- Leah Becki
General Manager





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