

III Greensboro Coliseum Complex



III Greensboro Coliseum Complex

Situated in central North Carolina and located on 75 acres adjacent to the I-40, I-85, I-73 and I-74 highway corridors, and just three miles from downtown, the Greensboro Coliseum Complex is the premiere entertainment venue in North Carolina and a must play for events targeting the southeastern United States.

The Complex includes venues that host concerts, sports, family and entertainment events, theatrical performances, conventions and meetings as well as consumer and trade shows. Unique in its design, the Greensboro Coliseum Complex is a full-service facility equipped to meet all event requirements. An experienced Coliseum management team can provide clients with a vast array of services including: audio/video services, advertising, publicity/media relations, catering/beverage services, concessions, crowd management, decorator, equipment, ticketing, utilities and other production and labor services necessary to meet the needs of the smallest to the largest and most comprehensive events.

Over 60 million people have attended events at the Greensboro Coliseum Complex since it opened and the facility hosts more than 1,100 events per year. By selecting Greensboro, your event will join the extensive list of historic events including the Atlantic Coast Conference Men's and Women's Basketball Tournaments, Bruce Springsteen, Barack Obama, Beyonce, Taylor Swift, Garth Brooks, Paul McCartney, U.S. Figure Skating Championships and the USA Gymnastics Championships.



OUR MISSION

The Greensboro Coliseum Complex was conceived as, and continues to be, a multi-building facility to serve the citizens of Greensboro and the surrounding area. The Coliseum hosts a broad range of activities, including athletic events, cultural arts, concerts, theatre, and other entertainment, educational activities, fairs, exhibits, and public and private events of all kinds, such as conventions, convocations, trade and consumer shows. It is both a primary center of activity for the community as well as one of the many resources central to community-based events. The Complex provides opportunities for community activities and events while operating as a facility that generates economic activity in Greensboro.

AREA OVERVIEW

Region

- North Carolina's Piedmont Triad Region comprises 12 diverse counties in central North Carolina surrounding the cities of Greensboro, Winston-Salem and High Point.

Population

- The 12-county region has a total population of more than 1.67 million residents, and the region is growing at a rate of approximately .5% per year.
- The Triad is the 37th largest metro region in the nation. By comparison, Raleigh-Durham is 35th, Nashville is 36th, Austin, TX is 38th, Memphis is 43rd and Greenville-Spartanburg is 47th.
- The combined population of the Piedmont Triad, Charlotte, and Research Triangle metro areas of North Carolina is approximately 4 million residents, ranking it slightly behind the metro Atlanta population.



Employment

- With a workforce of approximately 805,000 workers, the Piedmont Triad is part of the growing economy along the I-85 corridor between Charlotte and Raleigh.
- North Carolina has the lowest union enrollment rate in the nation.
- The economy is based on a diversifying manufacturing and distribution base, with important and growing office/headquarters and medical/health care industries.
- The average unemployment rate for the Piedmont Triad Region in 2015 was 6.6%.

LOCATION

North Carolina

- Centrally located on the East Coast
- Ranked in the top 3 by Site Selection magazine for business climate for the last 5 years
- Diverse geography with mountains, coast, urban and rural landscapes

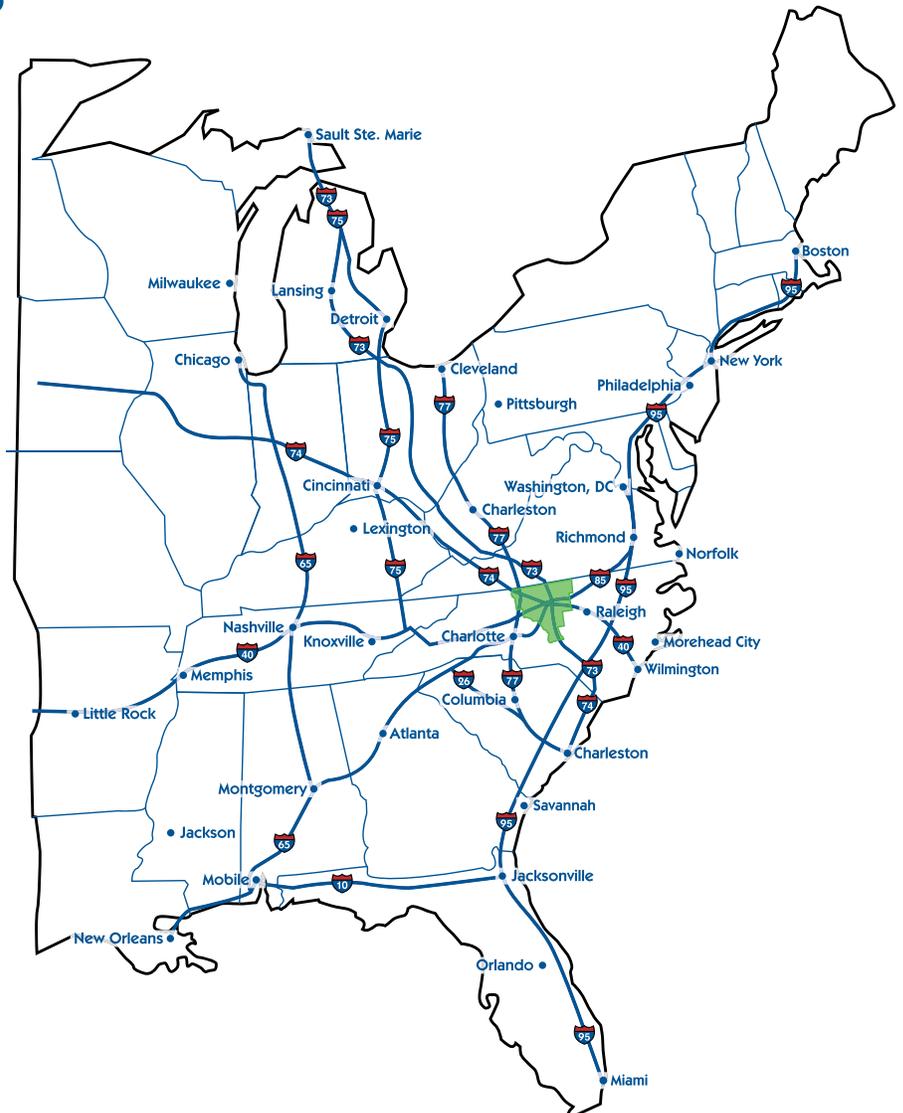
Piedmont Triad

- Located midway between New York and Miami; Washington D.C. and Atlanta
- Centrally located in North Carolina's I-85 corridor between Raleigh and Charlotte

Piedmont Triad's Largest Cities

Total Population: 1, 671,395

- Greensboro - 248,111
- Winston-Salem - 224,889
- High Point - 98,791
- Burlington - 49,343
- Thomasville - 26,563
- Asheboro - 23,845



TRANSPORTATION

Interstate System

- Interstates I-85, I-40 and I-77 traverse the region
- New Interstates I-73 and I-74 bisect the region
- Dispersed population avoids congestion of other metro areas



Piedmont Triad International Airport

- Approximately 60 daily flights
- Nonstop service to many East Coast and Midwest cities
- Carriers include Allegiant Air, American, Continental, Delta, Northwest, United and US Airways.
- PTIA is 1-1/2 hour drive to Charlotte Douglas International and Raleigh-Durham International Airports, both of which offer nonstop service to destinations in Europe and Canada

* Site of the FedEx Mid-Atlantic Hub; opened in June 2009

Rail

- Region served by CSX, Norfolk Southern and short lines
- Many industrial sites/buildings served by rail

Ports

- North Carolina offers deep water ports in Wilmington and Morehead City
- Easy access to ports of Charleston, Savannah and Norfolk

Approximate Travel Time to:	
Atlanta, GA	5 hrs, 30m
Charleston, SC	5 hrs
Charlotte, NC	1 hr, 45m
Cincinnati, OH	7 hrs, 30m
Columbia, SC	3 hrs
Detroit, MI	10 hrs, 15m
Hartford, CT	11 hrs, 30m
Jacksonville, FL	7 hrs, 30m
Louisville, KY	7 hrs, 30m
Miami, FL	12 hrs, 30m
Nashville, TN	7hrs, 15m
New York, NY	9hrs, 30m
Norfolk, VA	4hrs, 30m
Pittsburgh, PA	7hrs
Raleigh, NC	1hr, 30m
Richmond, VA	3hrs, 30m
Savannah, GA	5hrs, 30m
Washington, DC	5hrs, 30m

DEMOGRAPHIC SUMMARY

The following demographic information is based on a 12 County area including Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.

Population Demographics

	2014 Estimate	2019 Projection
Population	276,129	287,647
Households	114,750	119,838
Families	64,305	66,592
Average Household Size	2.31	2.31
Owner Occupied Housing Units	57,928	60,244
Renter Occupied Housing Units	56,822	59,594
Median Age	34.5	35.3
Median Household Income	\$40,361	\$47,321
Average Household Income	\$61,092	\$68,137

Population by Age

	2014 Estimate	%	2019 Projection	%	Percent Change 2014-2019
0 to 4	16,767	6.10%	17,639	6.10%	—
5 to 9	16,535	6.0%	16,643	5.80%	-.20%
10 to 14	16,599	6.0%	16,674	5.80%	-.20%
15 to 19	21,228	7.70%	21,676	7.50%	-.20%
20 to 24	27,321	9.90%	26,507	9.20%	-.70%
25 to 34	41,571	15.10%	43,610	15.20%	.10%
35 to 44	34,710	12.60%	35,432	12.30%	-.30%
45 to 54	34,685	12.60%	34,512	12.0%	-.60%
55 to 64	30,906	11.20%	33,127	11.50%	.30%
65 to 74	19,957	7.20%	23,963	8.30%	1.10%
75 to 84	10,593	3.80%	12,281	4.30%	.50%
85+	5,258	1.90%	5,613	2.0%	.10%

Population by Race & Ethnicity

	2014 Estimate	%	2019 Projection	%	Percent Change 2014-2019
White Alone	131,784	47.70%	130,044	45.20%	-2.50%
Black Alone	110,777	40.10%	117,435	40.80%	.70%
American Indian Alone	1,425	.50%	1,434	.50%	-
Asian Alone	12,318	4.50%	14,876	5.20%	.70%
Pacific Islander Alone	166	.10%	181	.10%	-
Some Other Race Alone	11,835	4.30%	14,482	5.0%	.70%
Two or More Races	7,825	2.80%	9,196	3.20%	.40%
Hispanic Origin (any race)	23,463	8.50%	28,594	9.90%	1.40%

Households by Income

	2014 Estimate	%	2019 Projection	%	Percent Change 2014-2019
\$0 - \$15,000	19,416	16.90%	19,337	16.10%	-.80%
\$15,000 - \$24,999	15,862	13.80%	12,218	10.20%	-3.60%
\$25,000 - \$34,999	15,006	13.10%	13,057	10.90%	-2.20%
\$35,000 - \$49,999	16,308	14.20%	17,746	14.80%	.60%
\$50,000 - \$74,999	19,407	16.90%	21,778	18.20%	1.30%
\$75,000 - \$99,999	12,043	10.50%	14,532	12.10%	1.60%
\$100,000 - \$149,999	8,454	7.40%	10,737	9.00%	1.60%
\$150,000 - \$199,999	4,104	3.60%	5,158	4.30%	.70%
\$200,000+	4,150	3.60%	5,276	4.40%	.80%
Median Household Income	\$40,361		\$47,321		\$6,960
Average Household Income	\$61,092		\$68,137		\$7,045
Per Capita Income	\$25,722		\$28,753		\$3,031

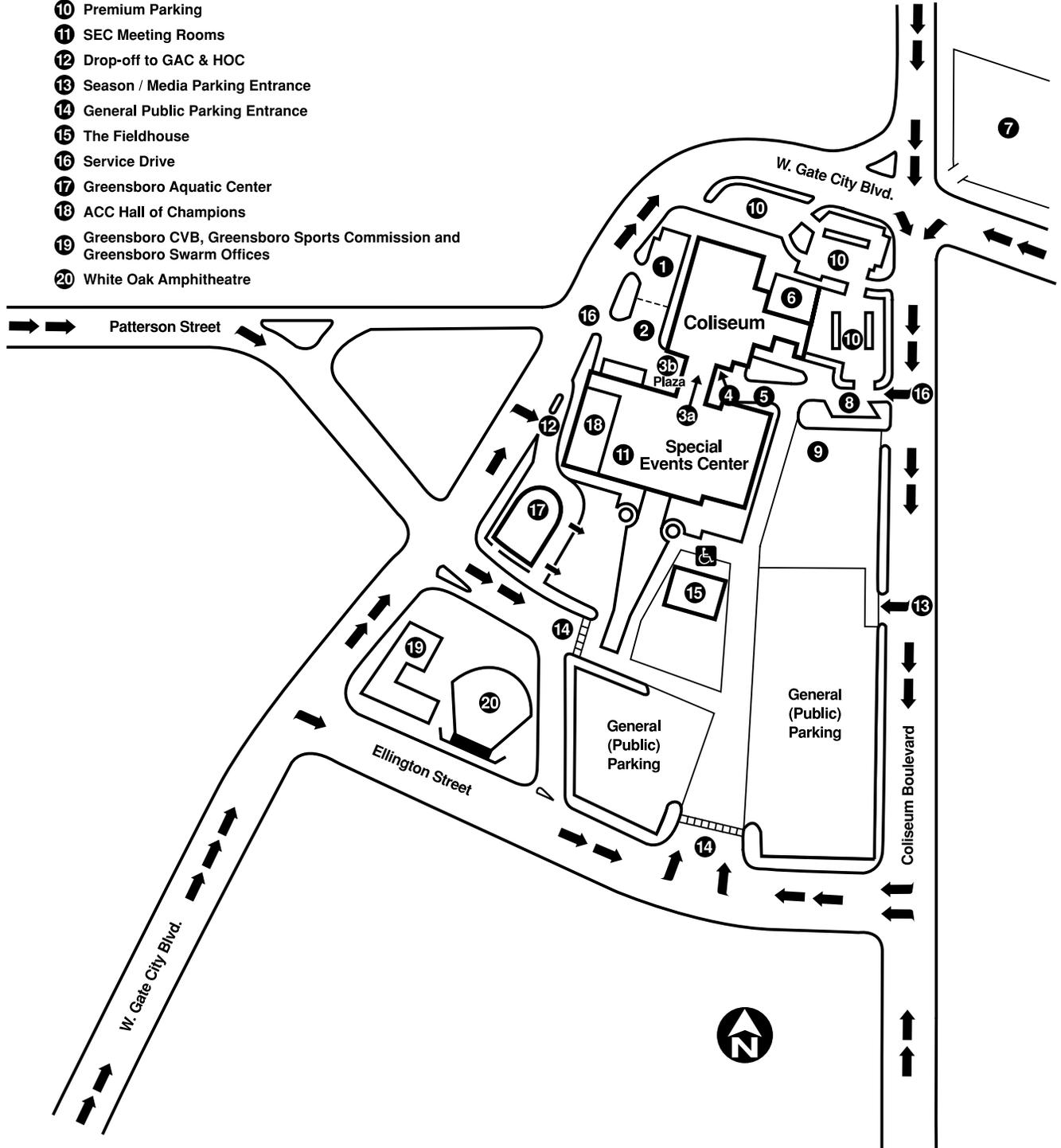
2012 Highest Level of Education Attained

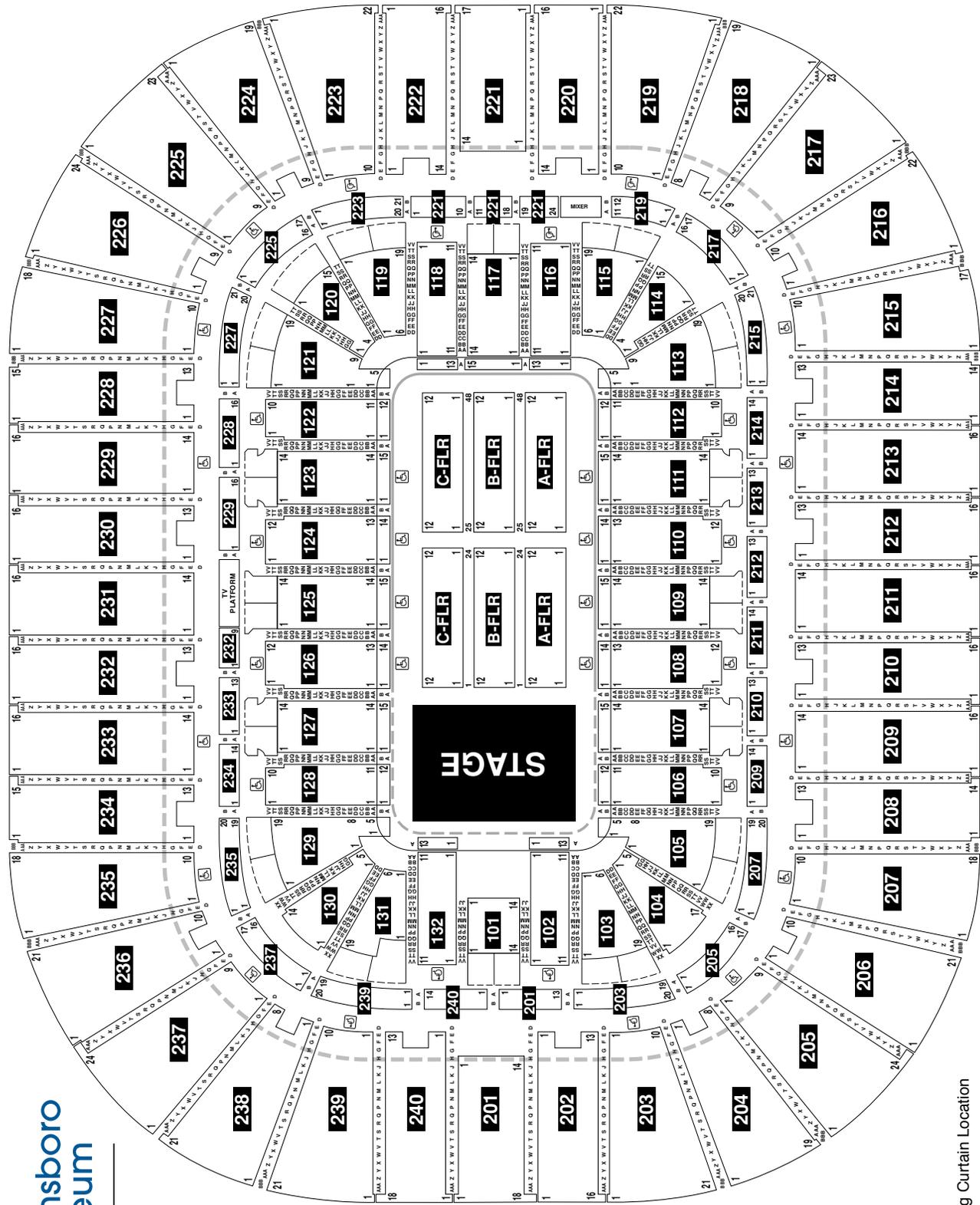
(Population Age 25+)	Greensboro, NC	North Carolina	United States
Did Not Complete High School	11.83%	14.98%	13.90%
Completed High School	24.44%	26.88%	27.74%
Some College	22.11%	22.34%	21.45%
Completed Associate Degree	6.29%	8.68%	7.76%
Completed Bachelor Degree	22.29%	17.98%	18.25%
Completed Graduate Degree	8.90%	6.43%	7.67%



Greensboro Coliseum Complex PARKING

- 1 Coliseum Suite Parking
- 2 Satellite / Bus Truck Parking
- 3a Plaza Entrance / Player-Pass Gate
- 3b Coliseum Load-in
- 4 Coliseum Operations Entrance
- 5 Backstage SEC Parking
- 6 The Terrace
- 7 W. Gate City Blvd. Parking Lot (overflow)
- 8 Team / Cheerleading / Band Parking
- 9 Season Parking
- 10 Premium Parking
- 11 SEC Meeting Rooms
- 12 Drop-off to GAC & HOC
- 13 Season / Media Parking Entrance
- 14 General Public Parking Entrance
- 15 The Fieldhouse
- 16 Service Drive
- 17 Greensboro Aquatic Center
- 18 ACC Hall of Champions
- 19 Greensboro CVB, Greensboro Sports Commission and Greensboro Swarm Offices
- 20 White Oak Amphitheatre





Dashed Line
in Upper Level = Downsizing Curtain Location

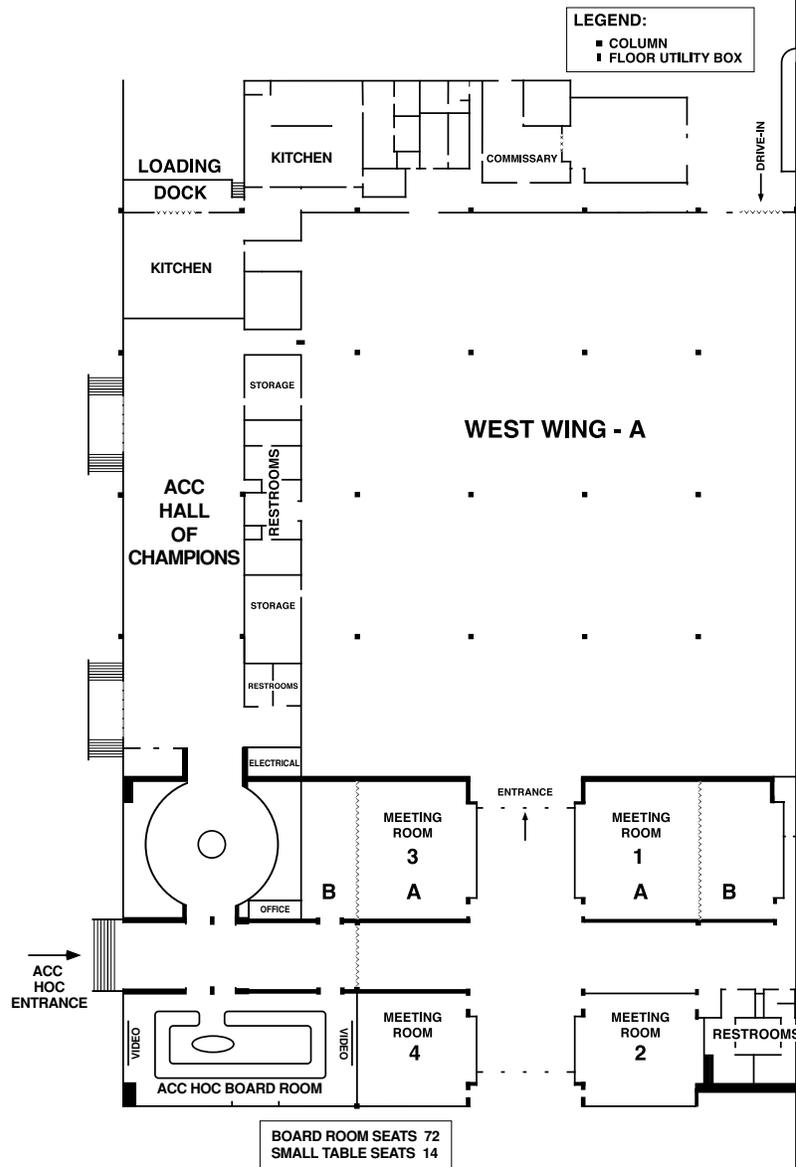




West & East Wings

West Wing A: 208 Booths - 197' x 180'
 West Wing B: 111 Booths - 240' x 90'
 East Wing: 330 Booths - 258' x 240'

Total number of booths: 649 based on 10' x 10' booth size

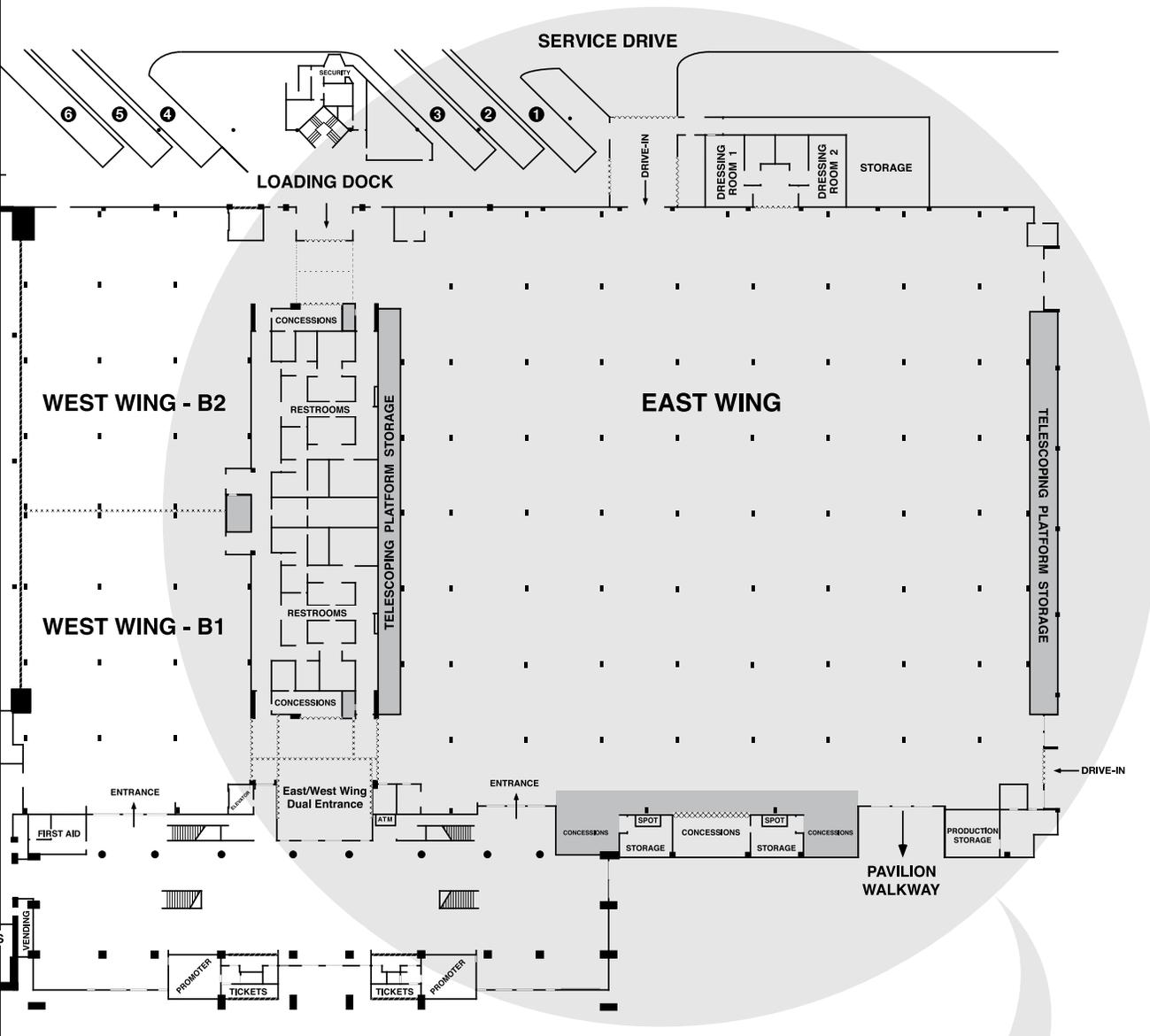


Atlantic Coast Conference Hall of Champions

The ACC Hall of Champions celebrates past, present and future conference success through the design and use of sports interactive displays, unique member school exhibits and multi-purpose program space. The exhibit space features a combination of content that honors the accomplishments of ACC student-athletes and highlights the ACC's "tradition of excellence" in both academic and athletic arenas.

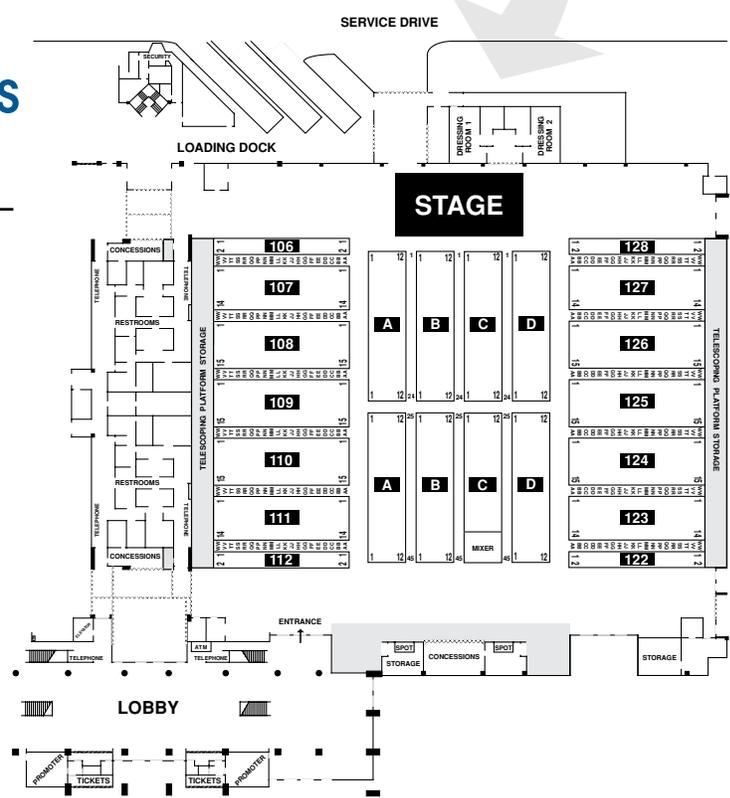


Located in the western portion of the Coliseum Complex's Special Events Center, the first phase (8,100 square feet) of the ACC Hall of Champions will contain a historical timeline exhibit of the ACC Conference being founded in Greensboro, NC in 1953 through today, a small theater to show films of past ACC Championship teams and individual athletic accomplishments and space to display memorabilia, trophies and historical event photos. The ACC Hall of Champions further cements the Greensboro community's lifelong relationship with the ACC and enhances its efforts to secure future dates for hosting various women's and men's ACC championships.



East Wing / End Stage

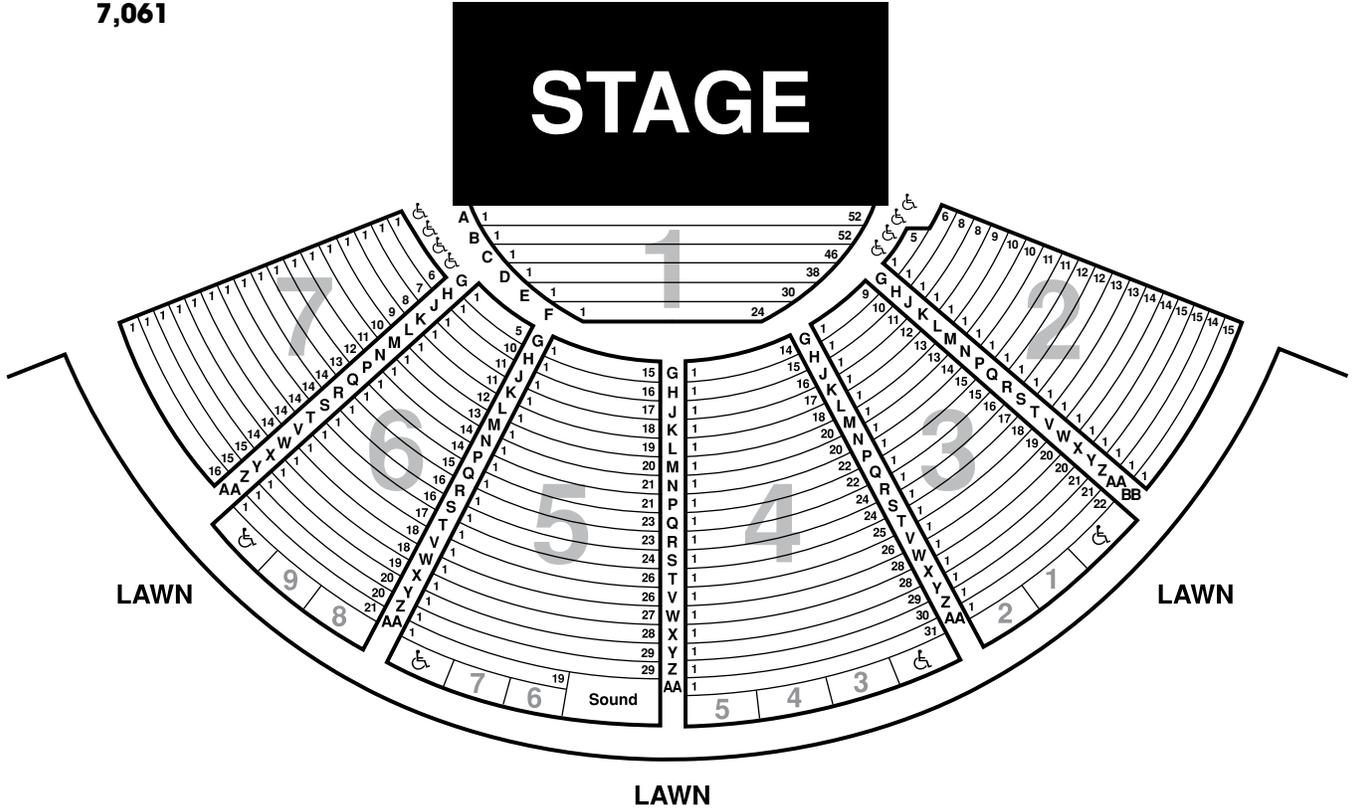
Seating Capacity: 5,100





White Oak Amphitheatre

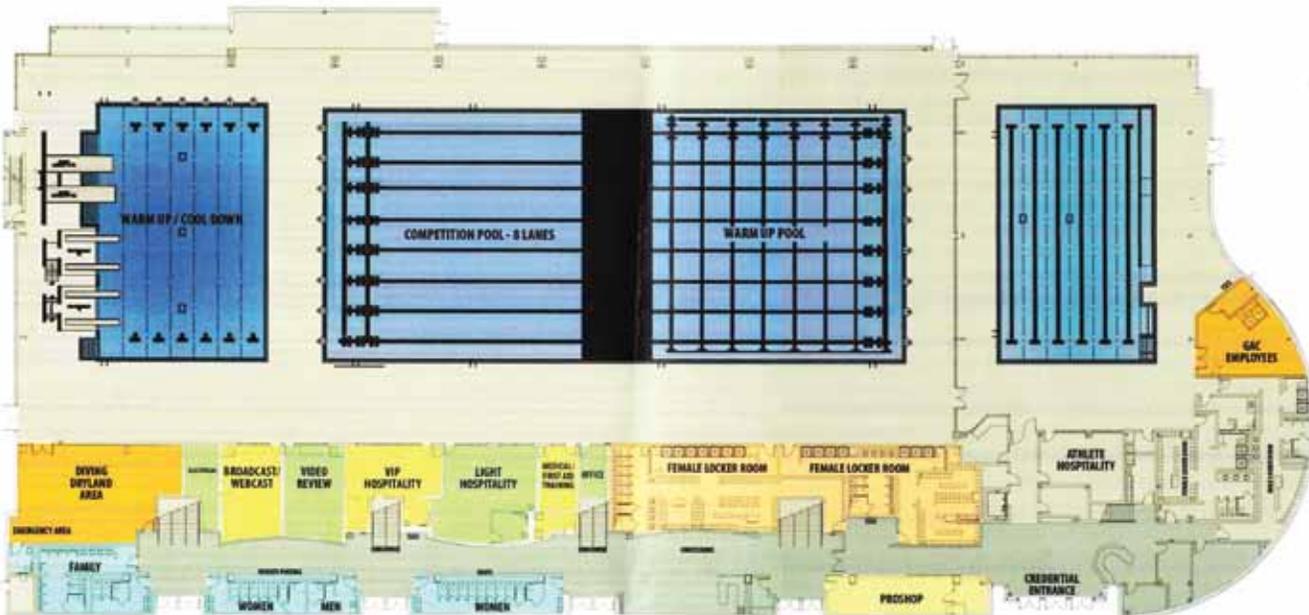
Seating Capacity:
7,061



Greensboro Aquatic Center

The new, state-of-the-art, 78,323 square-foot indoor Greensboro Aquatic Center is located adjacent to the Greensboro Coliseum and the Atlantic Coast Conference Hall of Champions and features leading edge concepts in aquatic design. The GAC fully meets NCAA and FINA standards and offers Greensboro and the surrounding region the opportunity to host High School and Collegiate events, USA Swimming meets, Masters swimming and U.S. Water Polo events, in addition to local, regional, national and international competitions. This state-of-the-art facility supports all major aquatic sports - competitive swimming and diving, water polo, and synchronized swimming - in one venue. The competitive facility also supports training classes, therapeutic needs, learn to swim programs and general lap swimming for the community.

Three (3) major bodies of water are included in this innovative aquatic complex; a 50-meter stretch competition pool with two movable bulkheads, a 25-yard warm-up/down and teaching pool, and a 25-yard diving vessel. The combined water surface area of these pools is 17,895 square feet, or approximately 1.5 million gallons of water. The facility accommodates 1,848 off-deck permanent spectator seats and another 652 temporary bleacher seats on deck for a capacity of 2,500. Wet and dry classrooms along with dressing rooms and other support space provides support for both small and large meets.



COLISEUM OPERATIONS

Advertising

The Greensboro Coliseum Complex maintains a full-service advertising agency to assist promoters, meeting planners and event producers in the marketing of public events. Coliseum staff positions consist of Advertising and Promotions Managers, Promotions Coordinators, Group Sales and Sponsorship Sales. Staff can create customized comprehensive promotional, advertising and group sales campaigns for a wide variety of events.

By utilizing the Coliseum advertising department, facility users receive the benefit of market expertise, bulk buying power with highly discounted print rates and the uniqueness of having a trained in-house staff person attending to the marketing needs of each contracted special event.

Audio Visual

The Greensboro Coliseum features preferred audio and visual services with a local contractor. All pricing will be quoted based upon specific requests by the client.

A&V Company has provided its clients quality, professional audio and video presentation services. Using the latest technology and a highly skilled staff, A&V Company provides complete turnkey solutions with rental equipment inventory. One of the largest companies of its kind in the Southeast, A&V manages the whole process from delivery and setup to production and tear down. Expert planners depend on A&V's expert rental staff for their technical expertise and large inventory of professional audio/visual products.

Box Office and Ticketing

The Greensboro Coliseum Complex has an exclusive ticketing services agreement. The Coliseum requires all ticketed events to utilize Coliseum ticketing services and Coliseum sales agents. Consumer show tickets may be sold at the door with ticket stock and sellers provided by the Coliseum. All other publicity ticketed events are required to utilize the Coliseum's computerized ticketing services, which include a daily box office where no service charges are levied. Ticket commissions, credit card fees and day of show seller rates are charged for such services.

Ticket Advertising Language for commercials: "Tickets Are Available At Ticketmaster.com, Ticketmaster Outlets, and The Greensboro Coliseum Box Office or call toll free at 1-800-745-3000."

Cleaning and Custodial Services

The Complex staff provides normal cleaning and general housekeeping in all areas throughout the facility during move-ins and event hours.

Areas are cleaned prior to and after each day of use. Upon request, rooms will be touched up by cleaning staff. Materials left overnight are discarded unless otherwise instructed.

Cleaning or custodial service for booths, carpeted areas, or aisles is the responsibility of the Decorator Service as contracted by the promoter. The decorator is also responsible for discarding packaging and storage of drayage. Upon request, the facility will clean show offices, exhibit offices, and secured areas.



Decorator Services

The Greensboro Coliseum features preferred decorating services with local contractors. All pricing will be quoted based upon specific requests by the client.

1. Hollins Exhibition Services
2. Shepard Exposition Services
3. George Fern Company
4. Blue Ribbon Show Services

Equipment Services

The Coliseum maintains a comprehensive list of equipment for in-house event use. Any and all additional equipment and services provided through the Coliseum Complex from outside vendors shall be billed at the rate in effect at the time said equipment and services are provided plus 15% service fee. Please contact your assigned Event Manager for an estimate of needed services.

Event Staffing/Crowd Management

For the public safety of all guests attending the Coliseum Complex events, qualified event staff and public safety officers are required to be on site for all event related activities. Rates for such services will be charged at the prevailing rate in affect at the time of the contracted events usage. Event estimates for facility operating and staffing expenses will be forwarded by the assigned Event Manager upon request.

The Coliseum has contracted for crowd management responsibilities through a Regional Entertainment Staff Service Company who provide licensed crowd management staff for all events.

Group Sales

The Coliseum Group Sales department is the exclusive provider of group sales services in the facility. The Coliseum services groups through direct solicitation of local businesses, schools, community groups, churches and other organizations. Group sales is a tremendous source of alternative sales and the Coliseum takes an aggressive approach to group solicitation with a full-time staff person dedicated to this effort. To discuss group sales opportunities, please ccontact the Group Sales Manager.

IASTE Stagehands

Stagehands in Local 574 currently provide all load-in/out services for local decorator and on-stage performances.

Standard rates are quoted plus taxes and administration for general stagehands. Loaders & Riggers are priced separately. Performance rates and breaks apply. Riggers are at a higher rate per hour. Please contact the assigned Event Manager for an estimate of services needed.



Spectra Food Services & Hospitality

The Greensboro Coliseum Complex has an exclusive catering service available for clients with service from a one million dollar state-of-the-art kitchen facility. Clients can select from a wide variety of standard menus or create a specialized menu for banquet functions as needed.

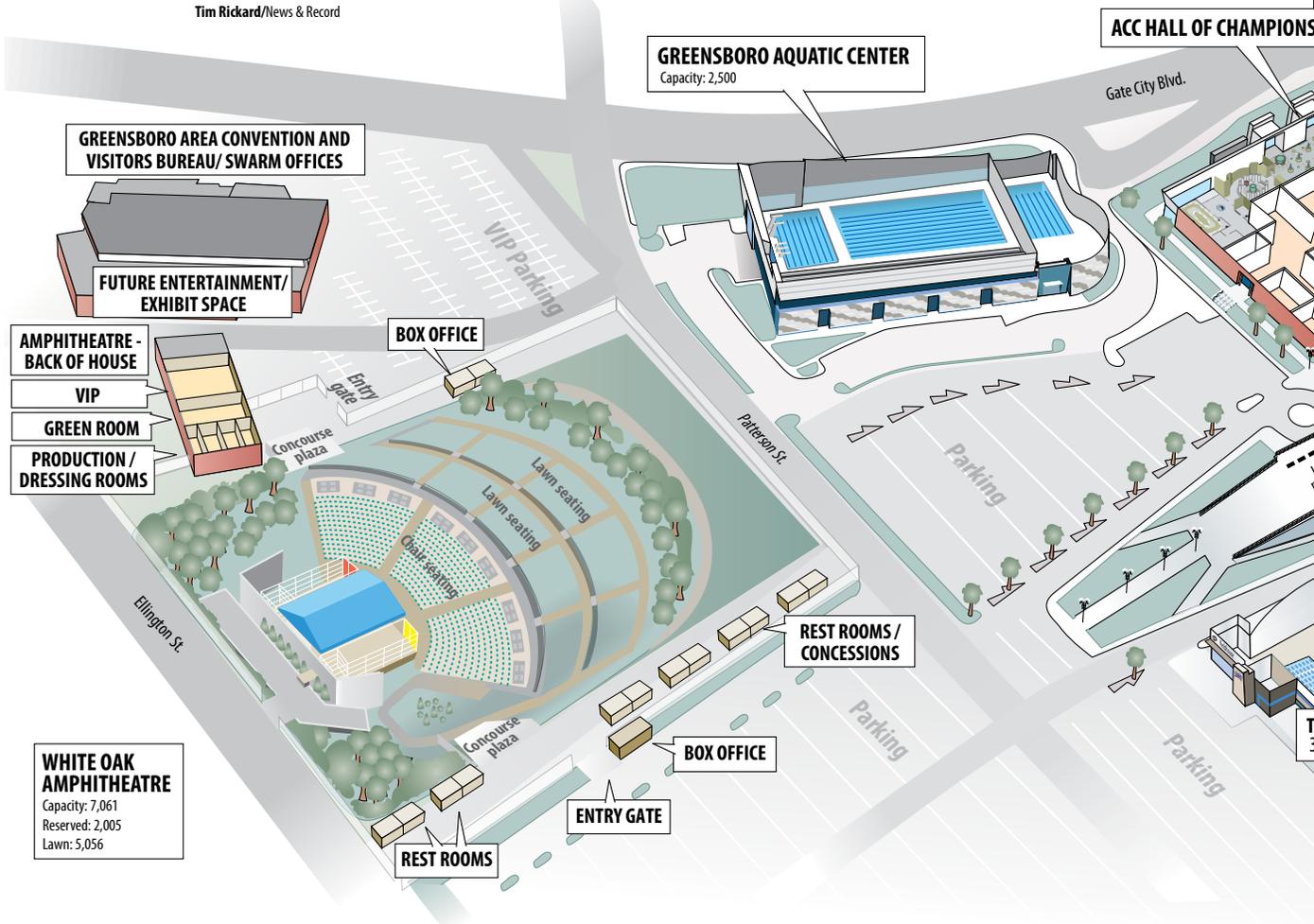
All catering prices will be quoted upon specific meals and functions as negotiated with the meeting planner. Please contact a Spectra Food Services Coordinator at 336-574-4057.

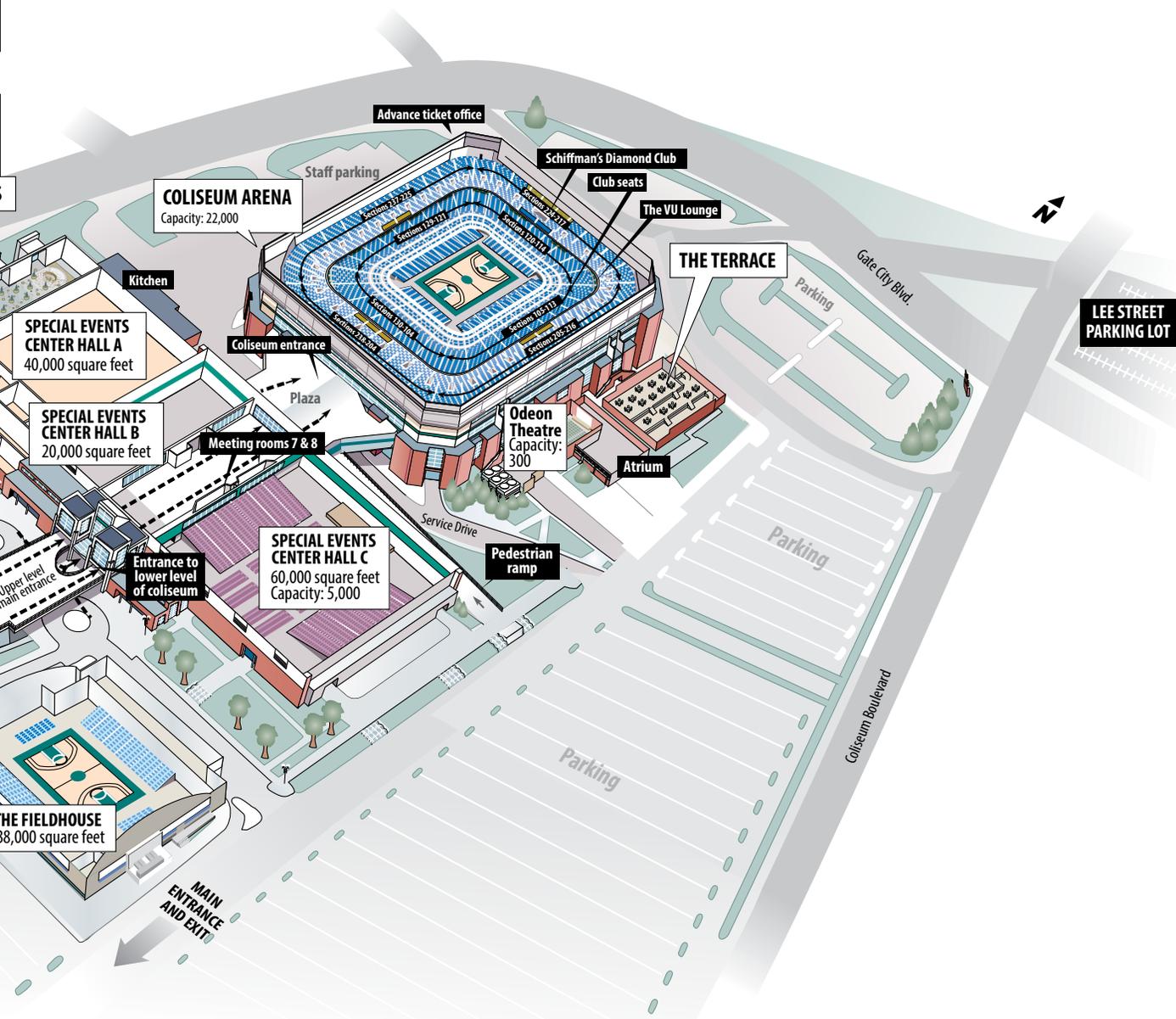
Merchandising

The Greensboro Coliseum Complex has a comprehensive merchandise sales operation managed by Ovi Vend, one of the Nation's premiere merchandisers. Ovi Vend can be reached at 813-282-4500.

Parking

The Greensboro Coliseum Complex has 6,500 paved and lighted parking spaces to service events at the facility. A full-time Parking Manager oversees lot operations for move-ins, events and post-event hours. Parking rates vary based on the type and size of the event.

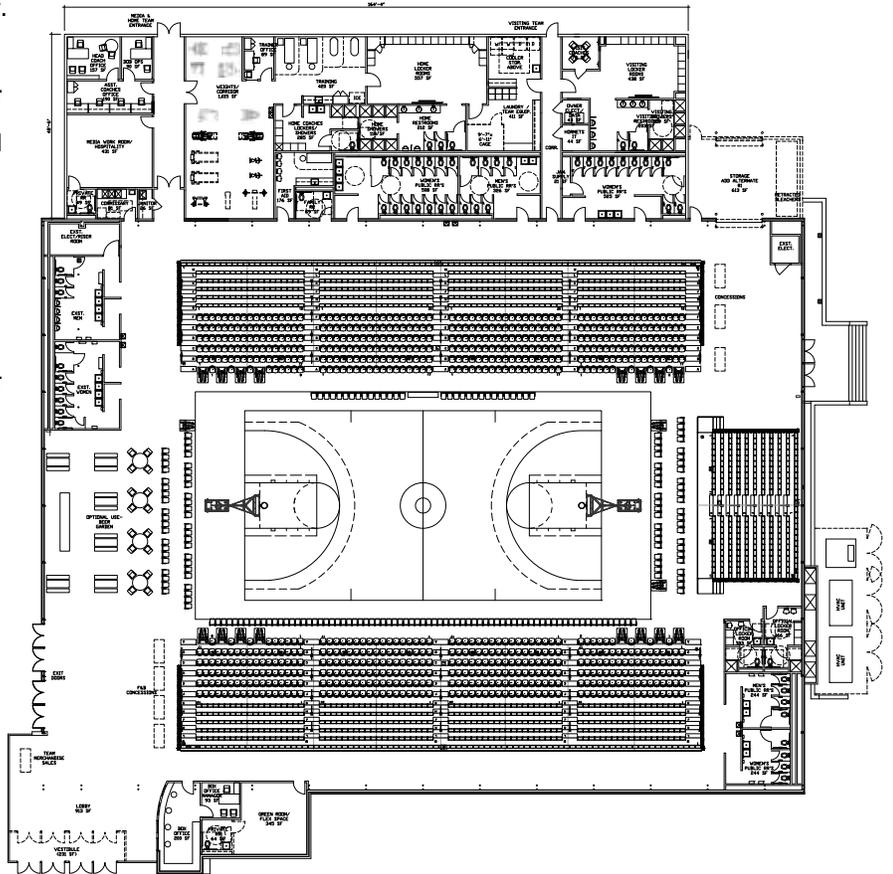




The Fieldhouse

The Pavilion at Greensboro Coliseum Complex will undergo a \$4 million make-over to create a new Fieldhouse venue to host the Charlotte Hornets new NBDL affiliate Swarm which begins play in November 2016. The facility will grow from 30,000 sf of exhibit space to 40,000 sf of space for games and team support space to include a 2,300 seat seating system (3,000 for concerts), backstage locker-rooms for two teams, referee (star) rooms, a fitness/weight room, media rooms and shall include other amenities for the Swarm's daily use. New scoreboards, sound system and basketball floor and goals are being installed to create a true home team environment.

The Swarm will play all of its twenty-four home games between November and March annually with play-offs in April. The Fieldhouse can be used for other events that fit within the seating system environment. The Fieldhouse will be a uniquely designed venue to compliment other spaces in the Coliseum Complex.



Steven Tanger Center for the Performing Arts

The Steven Tanger Center for Performing Arts is a new state-of-the-art performing arts center to open in the Summer of 2018 in downtown Greensboro, North Carolina. The \$78 million facility is designed to host local, national and major touring events. It will be centrally located in the center of downtown along Abe Brenner Place, Elm and Davie Streets adjacent to the new \$10 million LeBauer Park, the Greensboro Historical Museum, Central Library, Cultural Arts Center and Center City Park creating an a destination Arts district for the community.

The all new construction will feature a limestone and glass lobby of 8,000 sf, ample support space for backstage touring Broadway and concerts and storage for road shows and Symphony events with over 300 on-site parking spaces. The key features of the Tanger Center include 3 seating areas, Orchestra, Grand Tier and Loge creating a total of 3,000 seats making it one of the largest theatres between Atlanta and Washington, DC.

The facility will include 70 line sets, a full complement of stage draperies, a larger stage with orchestra lift to a basement, chorus, principal and star dressing rooms and other support space to host the largest possible touring performing arts events. Wider than normal seats, row spacing and excessive restrooms will be welcomed public amenities.

The house will have sound/light locks, acoustical treatments on walls, under floor HVAC and two sound systems. The touring system is a line array system designed specifically for the hall with over stage clusters, monitors and microphones to support concert, comedy and other performances. An electronic acoustical enhancement sound system will also be installed to support Symphony and lecture events with tiny microphones and speakers throughout the entire hall making every seat a premium seat for acoustical events.



III Greensboro Coliseum Complex



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Greensboro, NC 27403

336-373-7400

GreensboroColiseum.com