

FLORENCE CIVIC CENTER



1.) FACILITY & MARKET INFORMATION

a.) Arena Capacity (for concerts, family shows and motor sports)

Concerts/Family Shows, without ice floor

360 capacity- 9736

180 capacity- 7000

Half-House- 4230

Hockey capacity- 7526

Monster Trucks- 6428

Basketball capacity- 7686

Capacity (for meetings, banquets, trade shows, small concerts)

Exhibits: 152 – Expo Hall & Meeting Rooms

200- Arena Floor (29,000 sq ft.)

Meetings: 1925 – Expo Hall & Meeting Rooms-Theater style

975 Classroom style –Expo Hall & Meeting Rooms

800-Classroom style- Arena Floor

2000 –Arena Floor

Banquets: 900 – Expo Hall/250 Banquet/Meeting Rooms

1250-Arena Floor.

Concert: 1400 –Exhibit Hall (theater style)

b.) Facility fees and taxes

Box Office Fee at \$1.00 per sold ticket.

Facility Surcharge up to \$1.00 per sold ticket, in lieu of a parking charge

Facility Surcharge is 25% base rent for the Expo Hall/Meeting Rooms.

c.) Suites

The facility has 8 suites, with the Civic Center and Football team dividing the suites equally. The four (4) Suites retained by Football includes game tickets. The suite holder may purchase tickets to other events at the venue. The four (4) suites retained by the Civic Center includes tickets to all events.

2.) MARKETING INFORMATION:

a.) Population of your market (60 mile radius of venue).

Population in our market is 700,000

b.) Vital Statistics

- 1. Population (City of Florence) 30,248
- 2. Median Age: 36.8 years
- 3. Ethnic Profile:
 - Caucasian 52.7%
 - African American 44.8%
 - Asian 1.2%
 - Hispanic 0.8%
 - Native American 0.2%
 - Other 0.3%
- 4. Median Household Income \$35,388
- 5. Unemployment Rate 8.6% (November 2004)

c.) Television ranking of your market.

- 1. WBTW (CBS)
- 2. WPDE (ABC)
- 3. WIS-Cable (NBC)
- 4. WFXB (Fox)
- 5. WWMB (CW)



Newspapers:

NAME	CIRCULATION		
The State (Daily)	119,000 (M-Sat) 157,000 (Sun)		
Morning News (Daily)	36,000-38,000		
The Item – Sumter (Daily)	21,000		
Marion Star (Weekly)	6,500		
Lake City News and Post (Weekly)	2,400		
Hemingway Weekly Observer (Weekly)	2,200		
The Messenger – Hartsville (Bi-Weekly)	5,500		
The Dillon Herald (Bi-Weekly)	8,800		
The Darlington News & Press (Bi-Weekly)	6,200		
The News Journal-Florence (Weekly)	27,654		



Radio:

STATION	FORMAT			
Cumulus				
WYNN-FM	Urban			
WBZF-FM	Urban Gospel			
WYNN-AM				
WCMG-FM	Urban Adult Contemporary			
WMXT-FM	Classic Rock			
WFSF-FM	Contemporary Hit Music			
WHLZ-FM	New Country			
WWFN-FM	Sports Talk Radio			
Quantum				
WDAR-FM	Adult Contemporary			
WEGX-FM	Country			
WJMX-FM	Contemporary Hit Music			
WJMX-AM	News-Sports-Weather & Public Affairs			
WZTF-FM	Adult R & B			
Miller				
WSIM-FM	Soft Rock			
WICI-FM	Classic Hits			
WWKT-FM	Adult Urban R & B			
WQKI-FM	Old Skool			



e.) Street Marketing Capabilities:

The Florence Civic Center utilizes its multiple mailing lists to disseminate information to the community. We also have the capabilities to send mass emails to season ticket holders. We are also capable of listing events on the Chamber of Commerce and WBTW (scnow.com) Website event calendars. An outdoor scrolling marquee also announces upcoming events. Posting flyers and posters at local businesses also allows us to inform the public of coming events. Finally, our new web site provides the patron the opportunity to obtain facility information, directions to the building, calendar of upcoming events, policies and procedures, plus links to Hotels, CVB and the Greater Florence Chamber of Commerce

f.) In –Arena Marketing:

Our building has the ability to make announcements for future events at all the football games and occasionally at other events. We also post flyers and posters throughout the building for our patrons to see. Another added value for the promoter is our ability to get in-house deals from the local media. Our close relationship with the media allows the promoter to gain perhaps more exposure than usual before and during his/her event.

g.) Ticket system- 

h.) List the capabilities of your facility to E-mail or Direct mail advertising material for the promoter.

E-mails with the Civic Center (4900+ members).

Civic Center Newsletter- monthly (10,000 copies distributed)

Direct mail opportunities- the Christian Bookstore (7,000 members), Chamber of Commerce (2000), Economic Development (200).

i.) Billboards-



The Civic Center has a contractual agreement with Adams Outdoor to provide additional marketing exposure for the event. The five (5) boards rotate monthly.

j.) Morning News- print advertising 

The Civic Center has a contractual agreement with the local newspaper to provide free advertising in the Friday's Entertainment section for upcoming events.