





FROM THE EXECUTIVE DIRECTOR

As the new Executive Director of Erie Events, I am pleased to present our 2022 Community Report. After two challenging years due to the pandemic, we are celebrating a full year of activity at all of our venues. Erie Events and our staff take tremendous pride in bringing a diverse selection of performing arts and sports to our community. Additionally, we help to provide a strong boost to our local economy by soliciting and attracting large conventions and meetings to our facilities.

Erie Events employs nearly 50 full-time associates and well over 600 part-time staff members. We operate the Erie Insurance Arena, Warner Theatre, Bayfront Convention Center and UPMC Park as well as the two hotels owned by Erie Events: Sheraton Erie Bayfront and Courtyard Bayfront by Marriott. All of our venues are supported exclusively by operating revenue and hotel occupancy tax. Erie residents provide no local tax dollars to support Erie Events or any of our facilities.

In the following pages, you will read more about the venues we manage along with some of the highlights from last year. In 2022, we hosted nearly 700,000 fans and attendees. As you will see from the front cover, one of our proudest moments of the year came on a brisk evening in January. After more than 40 years, the Warner marquee once again shines brightly over State Street. The re-lighting of the marquee was the symbolic conclusion of our much-anticipated Warner Theatre renovation and expansion. The \$36 million investment will help ensure that the Warner Theatre can be enjoyed for generations to come and allows for a much broader array of theatrical performances.

To close, I would like to thank John “Casey” Wells for 40 years of dedication to our organization. Casey retired as Executive Director of Erie Events in early 2023. Over those years, Casey played a key role in growing our organization and developing our world-class venues into state-of-the-art facilities. I, and our dedicated team, look forward to continuing and building on Casey’s legacy to provide the best-in-class venues and entertainment for Erie and Northwestern Pennsylvania.

Gus Pine

Executive Director, Erie Events

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FROM THE BOARD CHAIRPERSON

Whether you're a season subscriber to Broadway in Erie, an avid concert goer, a fan of the Erie Otters/Erie SeaWolves, a newlywed couple that exchanged vows at the Warner Theatre or a conventioneer at the Bayfront Convention Center, this message is for you. Our organization has grown, providing a great quality of life for our residents and visitors while providing critical economic impact to our community. Without your ongoing support of Erie Events, we would not be able to bring you world-class entertainment, professional sports and special events to our Erie community.

I have watched our organization grow over the years and I am proud of our many accomplishments. We will continue to offer wide-ranging entertainment opportunities in well-managed venues. There is much more potential for us and I am excited for our future! Our vision is to grow new audiences while continuing to service our loyal patrons with excellent customer experiences.

On behalf of our Board of Directors, I give a warm welcome to Gus Pine, our new Executive Director. I am confident that Gus will lead our organization into the future with his forward-thinking leadership style, vision and expertise in live events and hospitality.

Gwendolyn White
Chairperson, Erie Events Board of Directors

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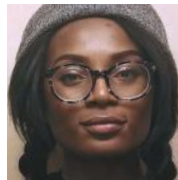
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James Nuber



Martha Nwachukwu



Roger W. Richards



Lawrence A. Sapienza

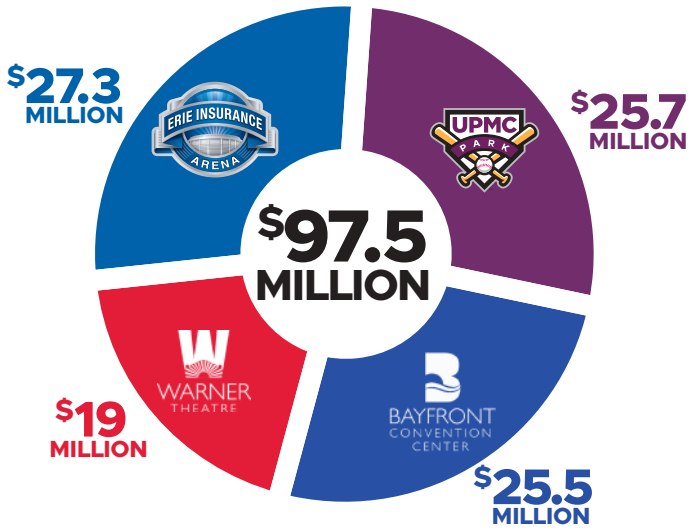
The mission of Erie Events is to provide world-class convention facilities and entertainment venues throughout the region to visitors and residents, their families and friends. Erie Events strives to present a diverse selection of performing arts and sporting events enjoyable not just to residents of our own community, but also to meeting and convention visitors, travelers and vacationers.

Erie Events employs nearly 600 part-time and over 50 full-time staff members, operating the Erie Insurance Arena, Warner Theatre, UPMC Park, and the Bayfront Convention Center. The operation of these facilities is supported exclusively by the hotel occupancy tax. The Sheraton Erie Bayfront Hotel and the Courtyard Erie Bayfront Hotel, both owned by Erie Events, each generate more hotel occupancy tax than any other hotel in Erie County. Erie Events hotels produce sufficient operating revenue to satisfy all of their financial obligations. Erie residents provide no local tax dollars to support Erie Events or its facilities.

The Erie County Convention Center Authority (Erie Events) Board of Directors is made up of 11 members who each serve four-year terms without compensation. The Mayor of the City of Erie appoints two members, the Governor of Pennsylvania appoints two members, and each member of Erie County Council appoints one member. The appointment process assures the Board represents all of Erie County.



2022 DIRECT SPENDING



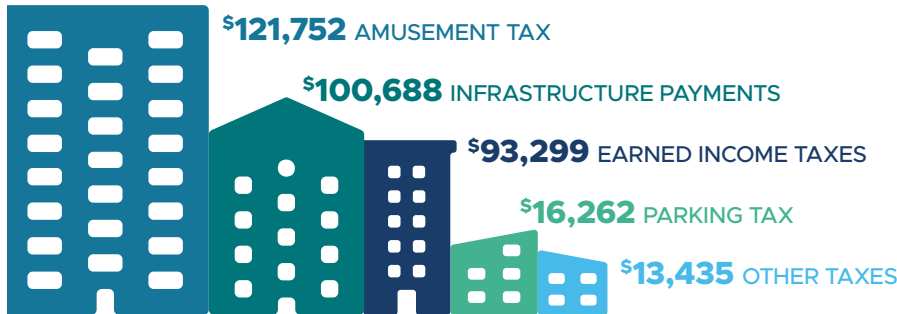
2022 EVENT ATTENDANCE

669,556



2022 PAYMENTS MADE TO THE CITY OF ERIE

\$345,436







THE NUMBERS

EVENT ATTENDANCE **210,701**

EVENT DAYS **92**

SEATING CAPACITY

CONCERTS **9,000**

HOCKEY **6,700**

ICE TIME

USER GROUPS **9**

HOURS **141**

DAYS **85**

ERIE INSURANCE ARENA

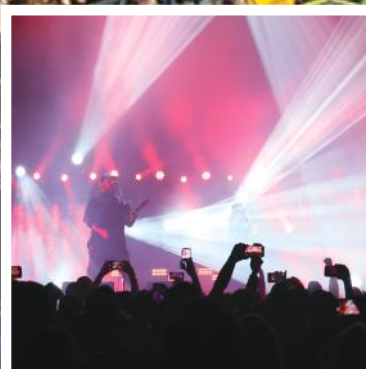
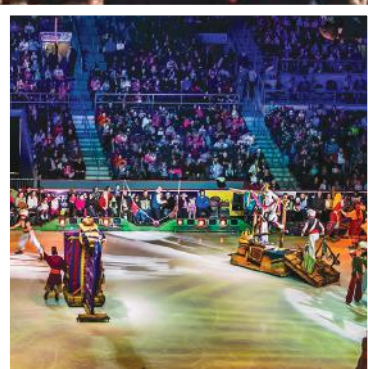
The Erie Insurance Arena continues to be the premiere sports and entertainment venue in the tri-state region. Home to the Erie Otters for the past 27 years, it hosts a wide range of events that include national touring concerts, family shows and special events. With 13 modern, fully-equipped suites that can accommodate 22 guests and a Club Level that offers the perfect view complete with food and beverage service, the arena seats 9,000 for concerts and 6,700 for hockey games.

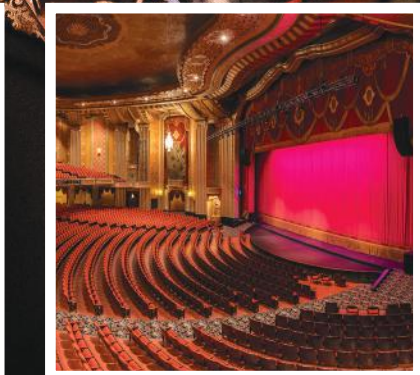
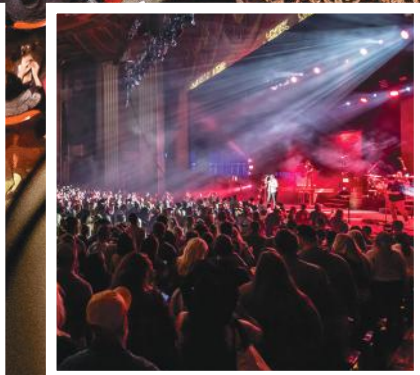
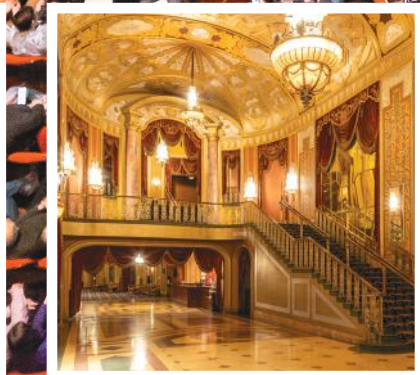
In 2022, the **Erie Otters** returned to the ice with a season highlighted by player recognitions and community initiatives. Carey Terrance was named to the 2023 CHL/NHL Top Prospects Game, Malcolm Spence was the top scoring OHL rookie and Spencer Sova and Nolan Lalonde both represented Erie in the IIHF U18 World Championships. In the community, the Otters raised \$75,000 for local charities and created several new initiatives that included the first-ever Imagination Library Night with the United Way and the first-ever Children's Grief Awareness Night with Highmark Caring Place. The Otters also donated 2,000 pairs of socks to the Erie City Mission through their annual Sock Toss.

In addition to OHL hockey, the Erie Insurance Arena hosted several major sports tournaments: **The Sarah Backstrom Memorial Girls Hockey Tournament** (4 days), **MLK Cup Hockey Tournament** (4 days), **Keystone State Wrestling Championships** (3 days) and **Champion Cheer National Cheer & Dance Championships** (2 days) .

With a combined attendance of over 30,000 people, these events generated over \$5 million dollars in economic impact to the Erie area.

Family events and concert highlights for 2022 included **Breaking Benjamin** with **Seether**, **Starset**, and **Lacey Sturm**, **WWE Saturday Night's Main Event** and 6 performances of **Disney On Ice Into The Magic**. The Arena also hosted several college and high school hockey games and graduations.







WARNER THEATRE

THE NUMBERS

| | |
|------------------------|----------------|
| EVENT ATTENDANCE | 113,821 |
| EVENT DAYS | 134 |
| SEATING CAPACITY | 2,269 |

WARNER THEATRE

Erie's crown jewel is shining brighter than ever. The Warner Theatre's \$36 million renovation, expansion and restoration project was completed in January of 2022. The Warner Theatre is now a state-of-the-art performing arts center that can accommodate larger, national touring shows and artists.

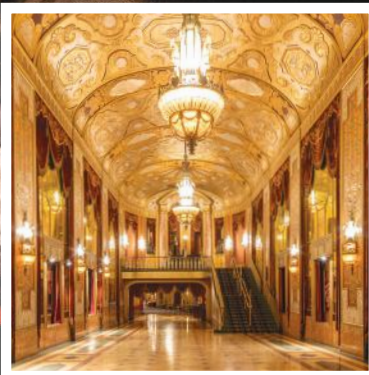
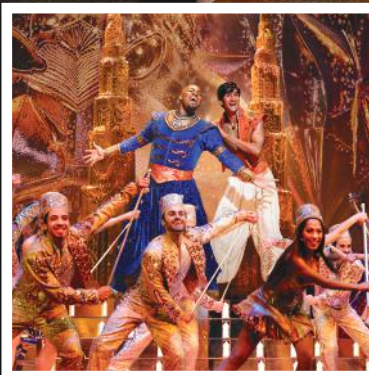
Over 14,000 square feet of new back stage support space was added that included dressing rooms, production offices, loading bays, wardrobe and laundry facilities. An elegant Rehearsal Hall, sized to replicate the Warner stage, was built to accommodate orchestra and chorus rehearsals, receptions, small performances and other events.

The **Erie Philharmonic** made a triumphant return to the Warner Theatre in 2022. With eight sold out performances in 18 shows, the orchestra performed for more than 35,000 patrons. In addition, the Philharmonic held four youth performances and introduced classical music to over 5,000 local school children.

Broadway in Erie also returned in 2022 with the largest production ever on the Warner Theatre stage, **Disney's Aladdin**. Hundreds of cast and crew members along with over 11 tractor trailers of set equipment and wardrobe filled the Theatre for five performances. This production would not have been possible without the recent renovations and expansion!

The Warner also hosted numerous local dance recitals, allowing local performers to take Erie's premier stage. Additionally, the **Lake Erie Ballet** presented three performances of Erie's favorite holiday tradition, **The Nutcracker**.

Since the Grand Re-Opening of the Warner, these notable, national touring artists have performed at the theatre: **Alice Cooper, Alton Brown, "Weird Al" Yankovic, Daughtry, Foreigner, ZZ Top, Cole Swindell, Trace Adkins, Kenny G. and Zach Williams.**







THE NUMBERS

| | |
|------------------------|----------------|
| EVENT ATTENDANCE | 192,530 |
| EVENT DAYS | 115 |
| SEATING CAPACITY | 6,000 |

UPMC PARK

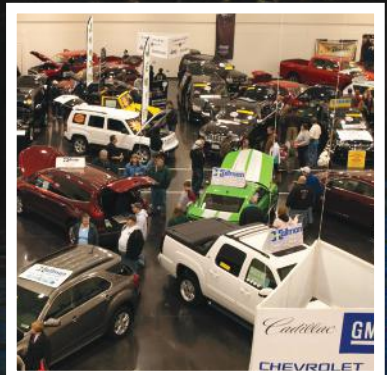
UPMC Park has been home to the Erie SeaWolves since 1995. Since that time, over five million patrons have passed through the gates to enjoy high-quality professional baseball. The ballpark features six 20-guest luxury suites, a 40-person super suite, picnic areas in right and left field, three primary concession stands and a Party Deck with 20-person boxes for a semi-private, outdoor experience.

The 2022 season was filled with accolades and accomplishments for the **Erie SeaWolves**. Winning the first playoff series in team history in front of record crowds, the SeaWolves were crowned the **2022 Eastern League Southwest Division Champs**. Two new single-season franchise records were set with strikeouts (1,373) and homeruns (175). On the player side, Pitcher Reese Olson had the most strikeouts (168) by a pitcher in a SeaWolves season and he also received the Rawlings Gold Glove Award. Quincy Nieporte and Parker Meadows were Eastern League All-Stars and Nieporte was named the Eastern League MVP. On the leadership side, President Greg Coleman was named the 2022 Erie Times-News Sportsman Of The Year through his innovation and hard work.

In addition to Double-A baseball, UPMC Park hosted the **City vs. County All Star Game**, several college and high school games, **Movies Nights at the Ballpark** and a **Play Ball Weekend**, a program that encourages young people to learn and participate in baseball. The SeaWolves 2022 promotional calendar featured the most expansive slate of events and premium giveaways in team history. Fans enjoyed **10 Zambelli fireworks nights**, **Two-Buck Thursdays**, **Spencer Torkelson collectables**, **Casey Mize Gnomes**, **Snow Wolves winter caps** and many other fan favorites. In addition, children 12 and under had the opportunity to run the bases after every home game.

The Erie SeaWolves annually contribute more than \$250,000 in goods and services to support charitable efforts in the greater Erie region. Community initiatives included: **Youth Baseball Sponsorships**, **Chace Numata Scholarship**, **Sensory Friendly Day at the Ballpark**, **Strike Out Poverty**, **C. Wolf's Healthy Challenge** and **Tickets for Veterans**.







BAYFRONT CONVENTION CENTER

THE NUMBERS

| | |
|--|----------------|
| EVENT ATTENDANCE..... | 152,504 |
| EVENT DAYS | 353 |
| CONVENTION/TRADE/ CONSUMER SHOWS | 36 |
| BUSINESS MEETINGS/ CORPORATE EVENTS | 76 |
| BANQUETS | 74 |
| OTHER EVENTS | 43 |

BAYFRONT CONVENTION CENTER

Offering breathtaking views of Erie's magnificent waterfront, the Bayfront Convention Center is Northwestern Pennsylvania's largest convention and meeting venue. The Convention Center provides world-class amenities and is the perfect location for meetings, conferences, events, trade shows and weddings. In 2022, the convention center hosted 229 events which included the following:

**Allegheny County Western PA
County Commissioners**

Marcellus Shale Coalition Insight

PA Municipal Assessors Association

National Academic Advising Association

New York State Teachers Union

International Union of Operating Engineers

PA State Education Association





BAYFRONT LANDING

Seize the Bay

Bayfront Landing has grown into a popular Erie destination for both visitors and locals alike. With the Bayfront Convention Center at its core, our Bayfront properties now boast 5 restaurants, nearly 400 hotel rooms and over 128,000 of meeting and convention space. Creating a space on Erie's bay for locals and tourists to interact is at the core of our mission for Bayfront Landing.

Future plans for the area currently include the addition of a Market House along with a partnership to develop areas of the waterfront with mixed-use properties.





SHERATON ERIE BAYFRONT HOTEL

The Sheraton Erie Bayfront Hotel continued its success in customer service and overall hospitality. The Sheraton has been atop various consumer rankings in several categories since its inception in 2008, and 2022 proved no different.

The hotel's top achievements in 2022 included:

- Platinum for Overall Guest Satisfaction, Overall Service Scores, and Overall Food and Beverage
- Gold for Overall Event Satisfaction and Associate Satisfaction
- Top 3 Recommended Hotel on Trip Advisor
- Won several top awards from White Lodging
- Won the Elsa Bruining Award for Top Customer Service Scores and Operations Leader of the Year



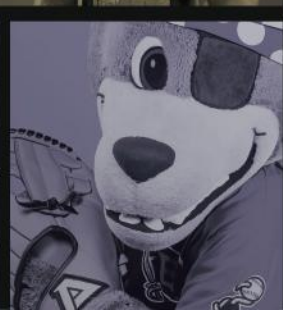
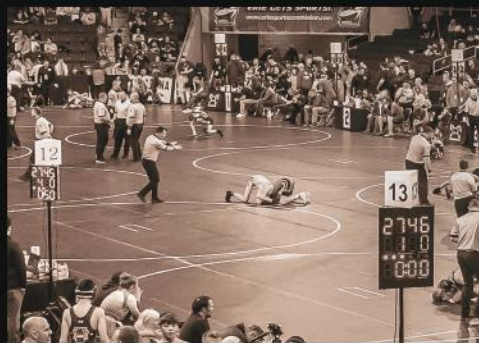
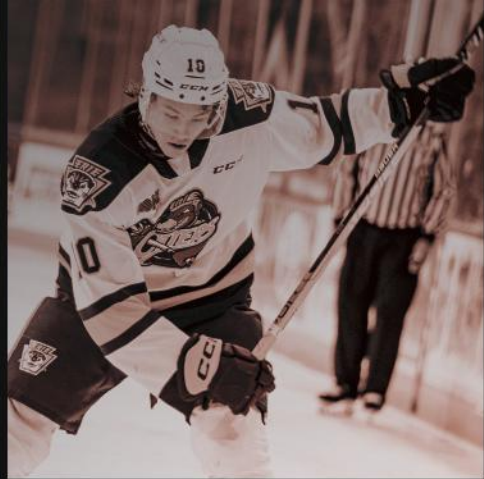
COURTYARD ERIE BAYFRONT HOTEL

The Courtyard Erie Bayfront Hotel has quickly established itself as one of the premier hotels in Erie since it opened in June 2016. Consumers have marveled at the innovative design and wonderful service at the Courtyard Erie Bayfront Hotel.

The hotel's top achievements in 2022 include:

- Platinum for Overall Food and Beverage
- Gold for Overall Guest Satisfaction and Associate Satisfaction
- Revinate Score of 4.8 for Shoreline Bar & Grille
- Top 10 Recommended Restaurant on Trip Advisor
- Traveller Review Award from Booking.com
- Best of Housekeeping Award from AAA





ERIE EVENTS

Get Up and Go!

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