



ERIE
EVENTS



2024 COMMUNITY REPORT

FROM THE EXECUTIVE DIRECTOR



I am pleased to once again present Erie Events Annual Community Report. I would like to personally thank the people of Erie County and beyond for supporting and attending the events in our venues. We pride ourselves in providing a diverse array of activities for our community, but our success is ultimately driven by the fans, attendees and concertgoers that grace our doorways. We are proud to report that 2024 was a banner year for the venues we operate. Events at Erie Insurance Arena generated a 40% improvement over the previous year, the Bayfront Convention Center once again saw record-setting activity and the Warner Theatre surpassed \$2 Million in event activity for the first time ever. The Erie Seawolves followed their historic first-ever Eastern League Championship with an unbelievable repeat season and the Erie Otters returned to playoff contention. 2024, however, ended on a sad note as we mourned the passing of Jim Waters, long-time owner of the Erie Otters. As we enter a new year, we are focused on supporting and keeping the Otters in Erie as we know Jim would insist.

We are proud of the role we play in boosting our local economy through the attraction of large conventions and creating lifetime memories for everyone whatever your passion may be. Our organization now employs nearly 70 full-time associates and 800 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 Erie Bayfront by Marriott. All our venues are supported exclusively by operating revenue and hotel occupancy tax. Erie residents enjoy our venues and provide no local tax dollars to support Erie Events or any of our facilities.

In the proceeding pages, you will read more about the venues we manage along with some of the highlights from this past year. In 2024, we hosted nearly 685,000 fans and attendees across our facilities. There are many exciting things happening at Erie Events and we hope you join us in celebrating our successes. I hope you find our report encouraging and informative and I look forward to seeing you at one of our venues in 2025.

A stylized, handwritten signature in black ink, appearing to read 'Gus Pine'.

Gus Pine

FROM THE BOARD CHAIRPERSON

As we reflect on the past year, I am both proud and excited to share with you the highlights and successes of Erie Events, and to offer a look ahead at the continued growth and impact we will aim to have on our community.



First, our venues, the Warner Theatre, Erie Insurance Arena, Bayfront Convention Center and UPMC Park have continued to serve as a vibrant hub for culture, entertainment, sports and connection in downtown Erie. With an incredible lineup of events—from national touring artists, live concerts and children’s shows to professional sports, consumer shows and conventions - we’ve witnessed firsthand how our people and our facilities foster creativity, bring people together, and create lasting memories.

In 2024, Erie Events emphasized the importance of making safety a top priority for everyone - whether they are athletes, staff, or visitors. By doing so, we created an environment where everyone can enjoy their experience. Here are a few highlights:

- **Patron Safety:** Implemented a new bag policy and installed magnetometers in all facilities to provide a safer environment and to improve speed of entry.
- **Facility Maintenance:** Added netting inside Erie Insurance Arena and extended netting inside UPMC Ballpark for enhanced fan safety. Replaced the baseball field to maintain our ballpark to MLB standards and to ensure the safety of the players.
- **Emergency Procedures:** Staff were well-trained in emergency response protocols, so every individual knows how to respond swiftly and effectively.
- **Security Measures:** Additional security has been added at each event to maintain a calm and safe atmosphere.

As we look to the future, we’re thrilled about the exciting developments on the horizon. We will aim to further improve the entertainment experience for our community by expanding our programming and exploring new ways to reach larger a bigger and more diverse audiences.

However, none of this will would be possible without the continued support of our wonderful community. We are grateful for your involvement. We look forward to welcoming you to to an upcoming events and celebrating with us our the continued success as we move forward. Thank you for being on this journey with us!of our incredible venues.

Gwendolyn White
Gwendolyn White



ERIE EVENTS

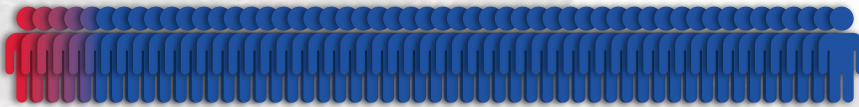
Get Up and Go!

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.

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.

EMPLOYEES

66 FULL TIME **801 PART TIME**



BOARD OF DIRECTORS



Gwendolyn White
Chairperson



Steven E. "Tim" Riley Jr.
Vice Chairperson



Joseph Hilbert
Secretary



Mike Glass
Treasurer



Kathleen A. Dahlkemper



Todd J. Dietrick



Sean Johnson



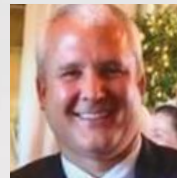
James Nuber



Roger W. Richards



Brandon Schmitt



Peter J. Zaphiris

TOTAL DIRECT SPENDING
\$100 MILLION

2024

TOTAL EVENT ATTENDANCE
681,829



WARNER THEATRE



BAYFRONT CONVENTION CENTER

DIRECT SPENDING
\$19 MILLION

EVENT ATTENDANCE
114,827

DIRECT SPENDING
\$21 MILLION

EVENT ATTENDANCE
141,125



UPMC PARK



ERIE INSURANCE ARENA

DIRECT SPENDING
\$30 MILLION

EVENT ATTENDANCE
209,331

DIRECT SPENDING
\$31 MILLION

EVENT ATTENDANCE
216,546

2024 PAYMENTS MADE TO THE CITY OF ERIE



AMUSEMENT TAX
\$201,514



REAL ESTATE TAXES
\$23,322



PARKING TAX
\$15,981



EARNED INCOME TAXES
\$131,728



INFRASTRUCTURE PAYMENTS
\$93,999

TOTAL \$466,544



EVENT
ATTENDANCE

216,546

EVENT
DAYS

97

SEATING CAPACITY
CONCERTS HOCKEY

9,000

6,700

USER GROUPS

9

ICE TIME
HOURS

466

DAYS

58

ERIE INSURANCE ARENA

The Erie Insurance Arena, a versatile multi-purpose facility, continues to be the premiere sports and entertainment venue in the tri-state region. Its central location makes it an integral part of Erie's downtown, drawing both locals and visitors to a variety of events throughout the year. The modern arena features a Club Level with 13 fully equipped suites that can accommodate 22 guests.

Last year, the Erie Insurance Arena hosted a schedule of events filled with performances from national touring artists and family friendly shows to professional sports tournaments and community gatherings. A special highlight was the return of the rock sensation **Trans-Siberian Orchestra** for two sold out performances – 9,000 fans enjoyed the elaborate show featuring stunning visual effects. Comedian **Bert Kreischer** entertained the crowd with his contagious enthusiasm and **Breaking Benjamin, Daughtry, Brantley Gilbert, Struggle Jennings** and **Sexy Red** gave concertgoers a night of musical memories.

Family shows were stronger than ever at the Arena last year, offering something for everyone: **Paw Patrol Live, Disney On Ice, Harlem Globetrotters, WWE Saturday Night's Main Event** and making their first appearance in Erie was **Motorcycle Ice Racing** and **Hot Wheels Monster Trucks Live**.

The Erie Insurance Arena has been home to the Erie Otters for the past 30 years. Last season the Otters advanced to the playoffs, ending their playoff drought and played three postseason games in front of 12,300 cheering fans.

TEAM HIGHLIGHTS

- Second-straight 30+ win season
- Second-straight playoff appearance; 18th all-time clinching a playoff spot in team history
- Top six in average attendance in Ontario Hockey League, highest among American teams at over 4,100 fans a game.
- Partnered with nearly 100 local and regional organizations
- Top Five finish in the Western Conference for second-straight year

COMMUNITY INVOLVEMENT

- Over 50 appearances from players & coaches during the 2024-25 season
- Partnered with nearly 50 non-profit organizations
- Nearly \$100,000 donated back to non-profit organizations
- Over 4,300 pairs of socks donated to Community Shelter Services
- Over 2,000 bears donated to Salvation Army as part of our annual Teddy Bear Toss
- Over 1,400 tickets donated for Military Appreciation Night

NEW PROGRAMS

- Team participated in Prevention Education through Crime Victim Center
- Partnered with Community Blood Bank to promote and incentive blood donations
- Partnered with Second Harvest Food Bank and Wegman's for inaugural Put Hunger in the Penalty Box Food Drive
- Co-Op educational program launched with Urban University of Erie City Mission
- MVP Program launched with United Way of Erie County to spotlight exceptional students



VOTED
Best
Wedding
Venue
BY
R ERIE
READER



WARNER THEATRE

EVENT
ATTENDANCE

114,827

EVENT
DAYS

154

SEATING
CAPACITY

2,269

WARNER THEATRE

In 2024, the Warner Theatre continued to serve as a central hub for cultural and community events, attracting visitors from around the tri-state area. The theater's blend of historical significance, architectural beauty, and lively programming makes it one of Erie's most cherished venues. The Warner first opened in 1931 and is listed on the National Register of Historic Places.

From live entertainment, concerts and corporate events to film screenings, weddings, dance recitals and graduations, the Warner hosted a diverse schedule of events filled with a rich lineup of musical performances. **Chicago, John Mellencamp, Dancing With The Stars** and **Theo Von** attracted record crowds with sold-out performances. Rock and roll shows were well represented with electrifying performances from **REO Speedwagon, The Guess Who, Collective Soul, Theory Of A Deadman, Godsmack, Kenny Wayne Shepherd** and **Cinderella's Tom Kiefer Band**.

Our historic theatre has been home to Broadway In Erie for the past 44 years. Continuing to feature an eclectic lineup of Broadway titles, family shows and cutting-edge performances, Broadway In Erie presented 12 performances last year to nearly 15,000 patrons. The blockbuster shows included **Hairspray, Annie, STOMP, Shrek, Dear Evan Hansen** and **Elf The Musical**.

The Erie Philharmonic, the largest tenant in the Warner Theatre, presented their annual Symphonic and Pops Series that featured 14 spectacular performances. The orchestra also hosted several open rehearsals, post-concert receptions and fundraisers at the theatre.

For the first time, the Erie County Bar Association held their annual **Law Day** celebration at the Warner Theatre. The event featured guest speaker and author Doris Kearns Goodwin and Steve Scully.

ADDITIONAL NATIONAL TOURING SHOWS

Straight No Chaser, Brit Floyd, Jim Brickman, John Crist, Jacquees, Donnie Iris And The Cruisers, Bored Teachers Comedy, The Magical Polar Experience, Theresa Caputo, Whitney Cummings, The Fab Four, Killer Queen, Judy Collins, Mojo Brookzz and Polar Express.

SPECIAL EVENTS

Pennsylvania Music Educators Association Competition, LECOM white coat ceremony, U.S. Navy Band Commodores Jazz Ensemble, Voices For Independence 30th Anniversary, Gannon University Convocation, Eerie Horror Fest, High School Sports Awards, Grace Church Services, Gannon Reads and John P. Kee & Le'Andria Johnson.





EVENT
ATTENDANCE

209,331

EVENT
DAYS

124

SEATING
CAPACITY

6,000

UPMC PARK

UPMC Park serves as the home field for the Erie SeaWolves, the Double-A affiliate of the Detroit Tigers. The ballpark opened in 1995 as Jerry Uht Park and was renamed UPMC Park in 2019 due to a naming rights partnership with the University of Pittsburgh Medical Center.

The stadium is a fan-friendly venue that offers great sightlines to watch a game in an intimate atmosphere. 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. In addition, the ballpark features the most unique gathering space in downtown Erie. Located on the top level of the left-field building, the UPMC Park Stadium Club is a 175-person space overlooking the playing field.

In the 2024 season, the Erie SeaWolves played a total of 138 games, comprising 69 home games at UPMC Park. The ballpark also hosted numerous events besides baseball games, including charity walks, corporate outings, fireworks displays, movie nights and other community events.

2024 HIGHLIGHTS

- 2024 Eastern League Champions
- Won third consecutive Southwest Division Series
- Three SeaWolves named Eastern League All-Stars
- Nine SeaWolves alumni made their MLB debuts in 2024
- 19 SeaWolves alumni were featured on the Detroit Tigers' playoff roster
- Welcomed the 6 millionth fan in franchise history
- Finished in the top 10% of 120 MiLB teams in season ticket growth
- Greg Gania, Assistant General Manager of Communications, was named the Public Relations Society of America (Northwestern PA Chapter) PR Person of the Year.

2024 IMPROVEMENTS

The field was replaced to maintain the ballpark to the highest MLB standards and to ensure the safety of the players.

The netting was extended inside the ballpark for enhanced fan safety.

COMMUNITY INVOLVEMENT

The Erie SeaWolves are proud to have a meaningful, positive impact on the quality of life in Northwest Pennsylvania. The team continues to contribute goods, services and monetary donations to support local and regional causes.

- Season-long collection of medical supplies with the Chosen, Inc. partnership at UPMC Park
- Encouraged students with C. Wolf's Reading Club presented Erie County Community College.
- Hosted a free Play Ball event for the Miracle League of Erie County
- Visited schools with C. Wolf's Healthy Challenge presented by UPMC Health Plan
- Autism Society NWPA Sensory-Friendly Day
- Major sponsor of Erie's Walk to End Alzheimer's
- Hagan Business Machines Strike Out Poverty to benefit United Way of Erie County.
- NAMI Movie Night for Mental Health
- Held UPMC Health Plan Strike Out Cancer Weekend to raise funds for the Hillman Cancer Fund of Hamot Health Foundation





BAYFRONT CONVENTION CENTER

EVENT
ATTENDANCE

133,198

EVENT
DAYS

352

CONVENTION/
TRADE/CONSUMER
SHOWS

40

BUSINESS MEETINGS/
CORPORATE
EVENTS

85

BANQUETS

59

OTHER
EVENTS

31

BAYFRONT CONVENTION CENTER

Located along the scenic shores of Lake Erie, the Bayfront Convention Center boasts a stunning location with panoramic views of the bay, making it an attractive spot for conferences, consumer shows, meetings, sporting events and weddings. Its versatility and ability to host both large and intimate gatherings, makes it the cornerstone of Erie's event and tourism landscape. With 120,000 square feet of inside event space and 8,800 square feet of outdoor space, the Bayfront Convention Center is Northwestern Pennsylvania's largest convention and meeting venue.

In 2024, the Convention Center hosted 215 events, a record-setting year.

NOTABLE EVENTS

- Pennsylvania Optometric Association
- Pennsylvania Music Educators Association
- Pennsylvania Prison Wardens Association
- Grad Lodge of Pennsylvania
- Pennsylvania Order of the Eastern Star
- Pennsylvania Chiefs of Police Association
- Institute of Scrap Recycling Industries
- National Fireworks Association
- Marcellus Shale Coalition Insight
- Pennsylvania Economic Development Association
- Pennsylvania Society of Physician Associates
- Diocese of Northwestern Pennsylvania
- New York State Teachers Union



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If you are planning a conference or event, you could not pick a better place than the Bayfront Convention Center. They are always professional and provide excellent services for all your needs. Staff will go above and beyond to handle all issues or changes. We have been having our annual trade show there for over a decade and will continue to because the staff and event center always contribute to the success of our show.

Jaime Pukylo & Patrick Farrington
Country Fair

The facility is well-maintained and boasts a priceless view of beautiful Lake Erie. Our guests loved being on the waterfront and the hotel accommodations on site. Partnering with the Bayfront Convention made planning easy and the event a smashing success - it is one of the secrets of our success. The planning coordinators are well versed and accommodating! The operations team is also accessible, professional, and highly capable of making any creative ideas that you can dream up come to life!

Janet Dennen
Curtze Food Service Distributor

The Bayfront Convention Center is a facility that is managed by a highly professional and knowledgeable staff. Having been the hosting venue for our annual Erie Kennel Club All-Breed Dog Show since January of 2009, the Bayfront has been highly instrumental in contributing to the success of our shows. The entire staff is second to none as it is highly regarded as being accessible, creative, knowledgeable, and accommodating in the decision-making process throughout the planning stages of our event. What a paw-sitive experience each year for dog lovers and the Erie community!

Jeanne Stiner
Erie Kennel Club





BAYFRONT LANDING

Seize the Bay

Bayfront Landing is a premier event destination situated along the scenic shores of Lake Erie. Spanning 128,000 square feet, it offers versatile meeting spaces, a convention center, two hotels, and multiple dining options.

KEY FEATURES

- **Event Spaces:** The Bayfront Convention Center provides flexible event space, accommodating a variety of gatherings from conferences to trade shows.
- **Accommodations:** The complex includes the Sheraton Erie Bayfront Hotel and the Courtyard Erie Bayfront Hotel, collectively offering nearly 400 rooms for guests.
- **Dining Options:** Five restaurants that include Two45 Waterfront Grille, Shoreline Bar & Grille, The Cove, Pier 6 Rooftop, and Bay House Oyster Bar.
- **Parking:** Ample parking for over 1,200 vehicles.

Whether hosting a corporate event, planning a wedding, or seeking leisure activities, Bayfront Landing offers a comprehensive experience with its modern facilities and prime location in downtown Erie.

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 include additional retail space and a Market House, along with a partnership to develop green space on the waterfront with mixed-use properties.



SHERATON ERIE BAYFRONT HOTEL

Sheraton Erie Bayfront Hotel is a modern and upscale hotel located along the scenic shores of Lake Erie. Offering stunning views of the lake and the surrounding area, it's a prime destination for both business and leisure travelers. The hotel features spacious, well-appointed rooms with contemporary amenities. Guests can enjoy a range of facilities, including an indoor pool, fitness center, and a waterfront restaurant, Two45 Waterfront Grille.



2024 HIGHLIGHTS

- All 200 rooms fully renovated as of April 5, 2024
- Post Renovation GSS – Ranked Top 10% of the brand
- Re-imaged restaurant Two45 Waterfront Grille opened April 5, 2024

2024 WORLD LUXURY AWARDS

- Gallup Award Winning Hotel for Associate Engagement, Gold BSC

2024 HOTEL AWARDS

- Marriott Clear Accountability Zone for Operational Excellence
- Awarded highest possible score with AAA for our category (3 diamond)
- Booking.com Most Booked Award

COURTYARD ERIE BAYFRONT HOTEL

Courtyard Erie Bayfront Hotel is a waterfront retreat that is located on Presque Isle Bay. The hotel features contemporary rooms with an abundance of amenities, making it a great choice for both business and leisure travelers. A beautiful outdoor pool offers views of Lake Erie, providing the perfect location to unwind. The Courtyard features two restaurants, The Bistro and Shoreline Bar & Grille.



2024 HIGHLIGHTS

- Gold GSS (Top 12%)
- Platinum F&B (Top 5%)
- Restaurant Revinate 4.8 (out of 5.0)
- Inspiring Followership Award for Platinum Associate Engagement, #2 in Company
- Awarded highest possible score with AAA for our category (3 diamond)
- Marriott Clear Accountability Zone for Operational Excellence
- Booking.com Most Booked Award




ERIE EVENTS
Get Up and Go!


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