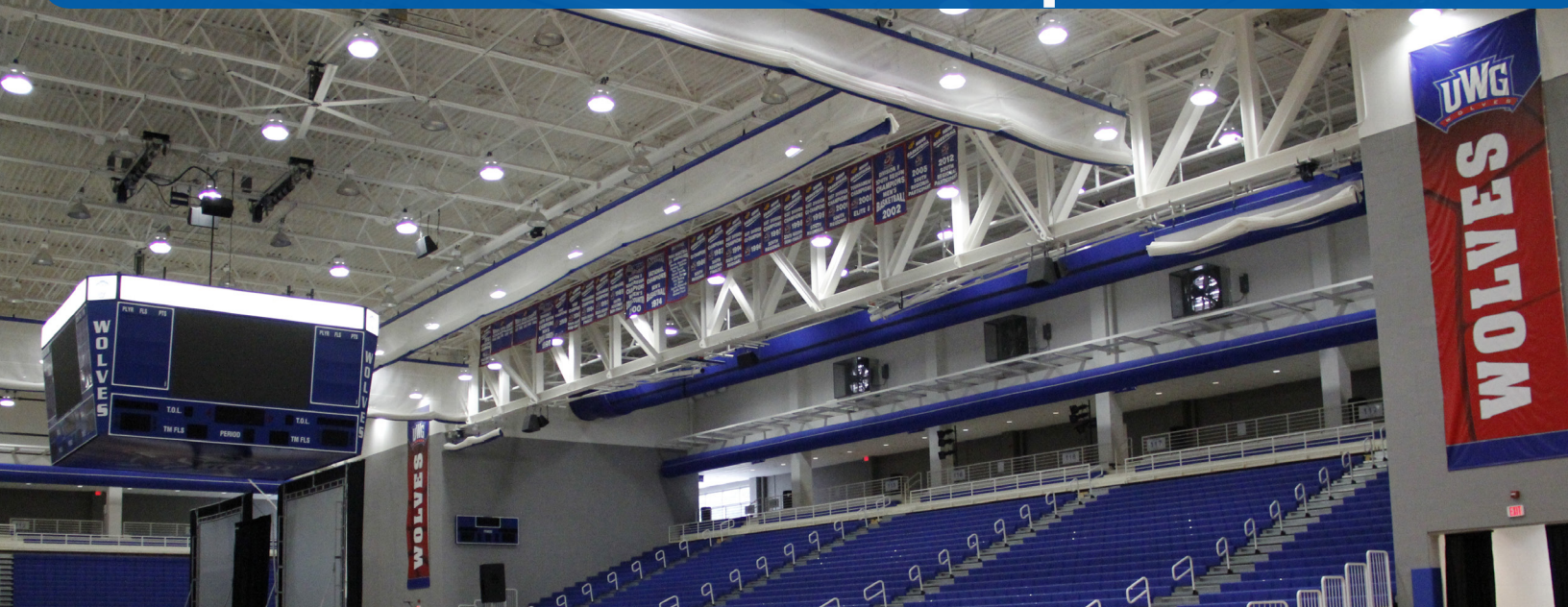
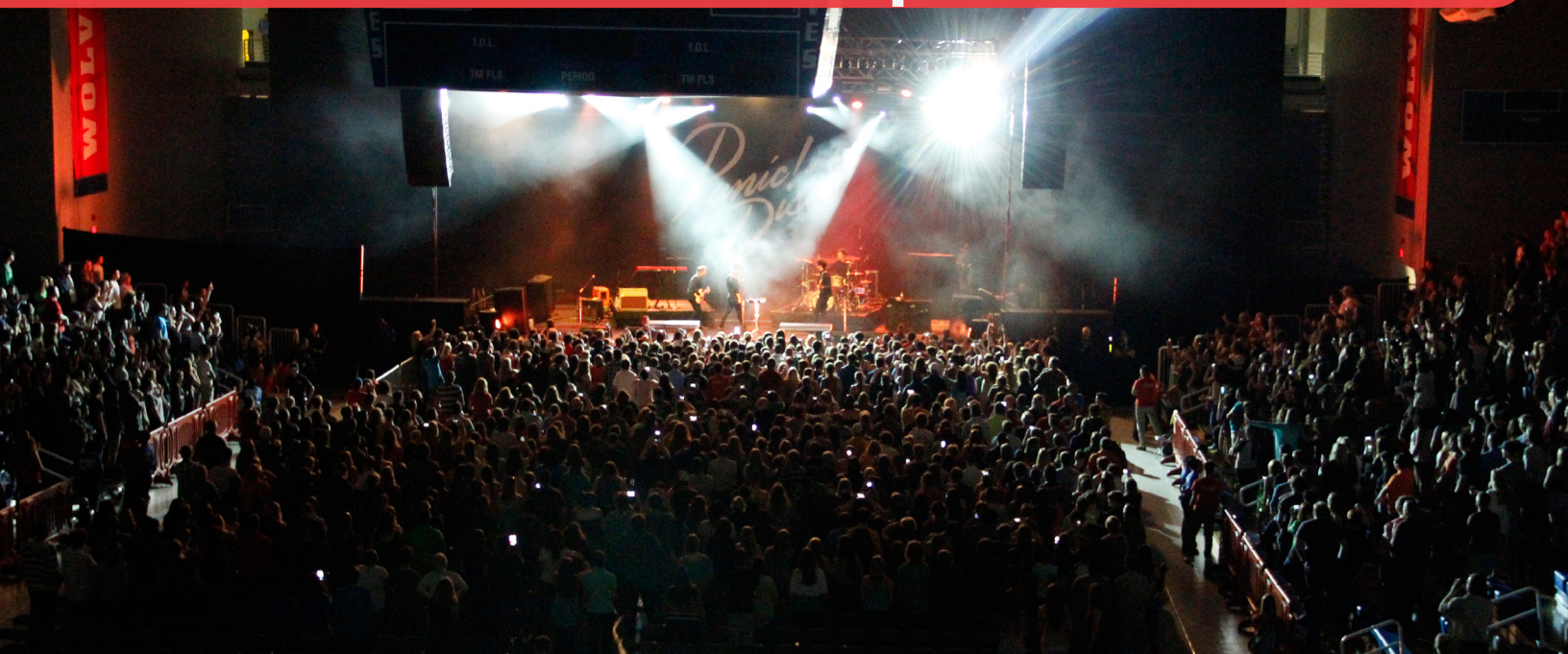




The Coliseum : Annual Report



Impact 2013-2014



Fiscal Year 2014: July 2013 - June 2014

UWG | The Coliseum

Mission:

The Coliseum is a destination multi-purpose venue connecting superior educational growth with quality events and services while creating a positive impact on the University and regional communities.

FY 14 Goals:

- 1: Enhance departmental reporting procedures and refine internal administrative processes**
- 2: Increase overall facility use while maintaining a culture of efficiency, dignity, and service**
- 3: Build the leadership and services team in The Coliseum. Implement the restructuring that is in progress and mentor employees to build a culture of trust, confidence, and progress**



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A Year in Review

Just how busy was The Coliseum over the past year? Check out some of the numbers and major events listed below for a snapshot of the entire year:

FY 2014: Number of Events: 178	Total Attendance: 106,158	Number of Large Events: 50
FY 2013: Number of Events: 130	Total Attendance: 89,992	Number of Large Events: 47
FY 2012: Number of Events: 76	Total Attendance: 83,262	Number of Large Events: 44

July

of Events: 15

Total Attendance:
7,905

2013 FCA Team Football Camp: 800 High School athletes and coaches attended the 7-on-7 football camp at UWG using The Coliseum for team meetings and worship services from July 11th - July 13th.

2013 Summer Commencement: The Coliseum hosted over 2,500 students and family members as UWG graduates walked across the stage. The Summer Commencement marked the first ceremony for new UWG President, Dr. Kyle Marrero.



On August 25th, incoming freshmen attended UWG's Convocation ceremony in which they walk across the same stage they will walk on when receiving their diplomas when graduating.

Opening Day: On August 26th, The Coliseum opened its doors for the beginning of the Fall Semester. 44 classes were held in The Coliseum with a total of 1,054 students walking through the doors every week!

August

of Events: 12

Total Attendance:
5,576

September

of Events: 15

Total Attendance:
3,239

PROBE Fair: 1,200 local high school seniors piled into The Coliseum to learn about their options after graduation. Schools from around the state and region set up tables to show off what their university has to offer.

UWG Volleyball Home Opener: The Wolves opened up home play on September 20th with a big 3-1 win over North Alabama.



JUCO Jam: Sterling Athletic Group brought local and regional NJCAA teams to face off in The Coliseum on October 6th. Teams included Georgia Highlands, Albany Technical College, South Georgia State College, and Chatahoochee Tech.

Here's to the GoodTimes Tour 2013: On October 23rd, for the first time in The Coliseum history, a sold out crowd of 5,882 enjoyed Tyler Farr, Colt Ford, and Florida Georgia Line live in Concert.

October

of Events: 15

Total Attendance:
11,599

A Year in Review Continued

November

of Events: 16

Total Attendance:
6,167

Bouncing with the Wolves: On November 16th, UWG fans had the opportunity to come to The Coliseum for a meet and greet with the UWG Basketball players as they prepared for the season.

Basketball Home Openers: On November 9th and 19th respectively, the UWG Women's and Men's Basketball teams played their home openers at The Coliseum.



2013 Fall Commencement: On December 14th, The Coliseum hosted over 3,600 students and family members as UWG graduates walked across the stage.

Carrollton High School Christmas Basketball Tournament: Carrollton High School hosted local teams, using The Coliseum as one of their venues for their 2013 Christmas Tournament. Over three games, the tournament brought around 1,000 guests to The Coliseum on December 19th.

December

of Events: 8

Total Attendance:
8,316

January

of Events: 16

Total Attendance:
12,084

UREC Officiating Clinic: University Recreation hosted their first officiating clinic in The Coliseum on January 10th and 12th. The clinic included classroom learning for new officials and a preseason intramural tournament to show their skills.

UWG vs. VSU: The UWG Wolves set a school and Gulf South Conference basketball attendance record on January 16th when 5,716 fans entered The Coliseum to watch the Wolves play the Valdosta State Blazers.



UWG Basketball: February was a big month for attendance at UWG basketball games with a total of 7,765 fans coming to watch the Wolves Men and Women throughout the month.

UWG Volleyball Tournament: UWG Volleyball hosted a tournament for young aspiring volleyball players on February 22. 400 young women attended the tournament in The Coliseum.

February

of Events: 19

Total Attendance:
8,841

A Year in Review Continued

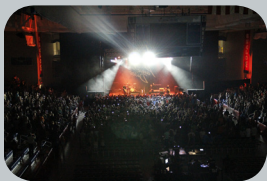
March

of Events: 19

Total Attendance:
5,161

GHSA Class AAAA State Semifinals: On March 1, eight of Georgia's top high school basketball teams played for a chance to move on to the State Finals. A crowd of almost 3,000 filled the stands throughout the day.

The UWG Sport Management Program hosted a Career Expo inviting professionals from the field to network with students in the program! Some of the professionals in attendance included executives from the Atlanta Dream and other major sports organizations.



CSI Spring Concert: 3rd Eye Blind and Panic! at the Disco rocked The Coliseum on April 3rd! The Center for Student Involvement once again brought a great show to The Coliseum!

2014 Spring Graduation: On April 26th, UWG graduates took their final walk across the stage during the 2014 Spring Commencement.

April

of Events: 19

Total Attendance:
12,474

May

of Events: 19

Total Attendance:
24,796

High School Graduations: Over the course of 5 days, The Coliseum hosted 7 high school graduations for local schools in Carroll and Douglas Counties. The bleachers were packed with family and friends celebrating the accomplishments of their graduates.

AAU Basketball: Many local teens had the opportunity to play in The Coliseum in an AAU basketball tournament hosted by local tournament expert, Teamer Sports World LLC.



UWG Orientation: Throughout June, The Coliseum hosted 5 sessions of UWG Orientation. Future students had the opportunity to see what UWG has to offer before the semester officially begins.

UWG Men's Basketball Camp: Coach Cooney and the UWG Men's Basketball team hosted an individual basketball camp in which local youth came and improved their basketball knowledge and skills.

June

of Events: 24

Total Attendance:
3,996

Here's to the Good Times Tour 2013

On October 23, for the first time in school history, fans packed into The Coliseum's sold out arena to see Tyler Farr, Colt Ford, and Florida Georgia Line perform as a part of the Here's to the Good Times Tour 2013. Tickets went on sale to students August 15th at 10:00 AM, to the public on August 16th at 10:00 AM, and were sold out by the end of the day! When all of the dust settled, 5,883 seats in The Coliseum had owners eagerly awaiting October 23.

After the official booking of the show, both Florida Georgia Line and Tyler Farr rose in the country music rankings, each with songs climbing into Billboard Country Music's Top 5! Songs such as Cruise, Get Your Shine On, Round Here, and Redneck Crazy were all Top 5 Hits and were heard live from The Coliseum Stage.

By The Numbers:

Ticketed Attendance: 5,883 Tickets

Reserved Seating: 815 Tickets

General Admission: 4,679 Tickets

Pit Tickets: 389 Tickets



Impacting the Local Community

The Coliseum strives to impact the local community by providing experiences and services which patrons would not have received had they not stepped through the doors of our facility. Many of these efforts impact local students. A few of the events in which The Coliseum has partnered with the local community include:



High School Graduations:

Local high school graduates from Douglas County and Carroll County had the opportunity to cross The Coliseum's stage as their friends and families watched from the stands!

Ceremonies:

Central High - 5/21
Temple High - 5/22
Douglas County High - 5/23
Lithia Springs High - 5/24
Chapel Hill High - 5/24
Alexander High - 5/24
Villa Rica High - 5/25

GHSA Basketball Semi-Finals:

Eight high school teams from around the state had the opportunity to play in The Coliseum as they battled for a spot in the state championship game.

Teams in Attendance
South Effingham Mustangs
Redan Raiders
Woodland Wolfpack
Columbus Blue Devils
Westover Patriots
Columbia Eagles
Jonesboro Cardinals
Alexander Cougars

CHS Christmas Tournament

Carrollton High School hosted their annual Christmas Tournament at The Coliseum. Christmas break did not stop the regional teams and their fans from filling the stands and playing great basketball!

Teams in Attendance:
Harrison Hoyas
Chapel Hill Panthers
Oxford Yellow Jackets
Clarkston Angoras
Marietta Blue Devils
Lithia Springs Lions

A New Model

Throughout Fiscal Year 14, The Coliseum experienced shifting in its organizational model in an effort to better serve guests and clients. Through the new model, 3 new full time positions were created, allowing for a more efficient and effective operation. After the positions were created the pieces were then put into place: Trent Ross as Director, Charles Cantrell as Event Manager, Jeremy Sheffield as Event Coordinator, Matthew Hobbs as Facility Manager, and Cole Stratton as Assistant Director of Administration.



Enhancing the Experience



In January, The Coliseum celebrated its 5th year in existence! Five years of basketball games, volleyball matches, concerts and countless other events will add a bit of wear to any facility. Throughout the year, The Coliseum underwent quite a few facility upgrades in order to continue offering every guest the best experience possible. Some of the notable upgrades include: adding life to The Arena and Concourses by painting the white walls UWG Grey, adding large banners in The Arena, sprucing up The Atrium with large graphics and backlit signs, tinting windows in The Arena to stop glare in The Arena, and replacing over 5,500 bleacher seats!



Engagement

With a major increase in events, The Coliseum saw a huge upswing in engagement through social outlets! Newly created social profiles on Facebook, Twitter, and Instagram grew quickly as more and more information began disseminating across the social channels. Now, all social platforms are used to engage, connect, and inform guests and patrons to enhance the overall experience at The Coliseum.



On June 1 of 2013, The Coliseum had a meager 94 Fan Page Likes. After a year full of events and engaging with the community, 2,267 unique fans engage with The Coliseum through Facebook.

[UWG The Coliseum]

In the course of a year, The Coliseum has posted over 600 tweets, 62 photos and videos, and obtained 500 followers through Twitter.



[@UWG_TheColiseum]



The Coliseum joined Instagram and after a year had 235 followers, 83 posts, and 758 media likes.

[@uwgcoliseum]

After a complete rebranding of the departmental webpage, The Coliseum used its webpage as a medium to relay information, and engage with guests. The Coliseum webpage was viewed 53,128 times; 3,508 of those coming when The Here's To The Good Time's Tour concert was announced.



[westga.edu/coliseum]

Pride of The Coliseum

In the last year, The Coliseum has had quite a few students find success after graduation and would like to congratulate and thank them for their service! Without the help of our Student Assistants and Interns, The Coliseum would not be able to operate in the same capacity. Whether they are stepping into the workforce or going off to grad school, we are confident our former students will be an outstanding representation of the department and UWG.



Stories of success



Austin Shaw began his internship at The Coliseum in the Fall of 2013 as a Sport Management Major. Immediately, Austin had a huge impact on the students working at The Coliseum. After a semester of great work, Austin was asked to extend his internship with The Coliseum for a second semester. Throughout the second semester, Austin was able to focus on his skills in Student Development. His hard work paid off as he was offered a graduate assistant position at The University of West Florida Recreation Services.



Stephen Aluko has been a member of The Coliseum since his freshman year at UWG. Throughout his time here, Stephen has moved from Operations Assistant, to Operations Lead, to Facility Operations and Administration Intern. Stephen definitely has a heart for UWG and The Coliseum and it was difficult to see him leave; however, Stephen was offered a graduate assistant position in the Kansas State University Athletics Department. Stephen's impact will be felt at The Coliseum for many years to come!



Micah Denney has also been a long time member of The Coliseum Crew. Throughout his tenure at The Coliseum, Micah has been one of the most reliable and responsible employees, making his way from Operations Assistant, to Operations Lead, to Facility Operations and Administration Intern. Micah not only worked at The Coliseum throughout college, he also found the time to participate in the Disney College Program. With his passion for Disney and wealth of knowledge and experience in event management, Micah was a clear choice for the Cast Services and Operations Support Intern at Epcot!

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