



## **City of Nanaimo Awards VICC Management Contract to Spectra**

*March 6, 2017:* The City of Nanaimo has selected Spectra by Comcast Spectacor to provide Venue Management to the Vancouver Island Conference Centre (VICC). Spectra will oversee the operation and marketing of the VICC and will also provide destination-marketing services in collaboration with tourism partners and stakeholders.

The two sides are expected to agree to terms in time for Spectra to begin managing the property on Monday, March 20. The selection was the result of a rigorous process informed by the results of the Core Services Review completed in 2016.

“Spectra is a world-class entertainment and hospitality company specializing in Venue Management systems tailored to a region’s unique needs. The company brings extensive experience and capacity, as well as a global reach which will support greater promotion of the VICC,” says Victor Mema, Chief Financial Officer, City of Nanaimo. “Spectra has demonstrated a strong vision for moving forward and positioning Nanaimo as a ‘top of mind’ conference and tourism destination.”

The City desires for Spectra to focus on objectives highlighted in the Core Services Review including reducing the City’s operating subsidy to the VICC and increasing economic benefits in the tourism sector. Spectra also presented a plan for working collaboratively with other industry partners and for providing continued employment opportunities.

Key findings highlighted in the Core Services Review was the need for a collaborative destination marketing plan for Nanaimo and a clear mandate for the VICC.

“We know that to be an economic engine the VICC needs to attract delegates who spend money on hotel rooms, meals and services in Nanaimo,” says Mema. “Going forward with a collaborative strategy that markets Nanaimo’s strengths is critical to economic development in the city. It will require ongoing dialogue with tourism partners and hotels. Spectra has the experience and the expertise to bring these groups together.”

A request for expressions of interest to provide management services for the VICC was issued in December 2016 following a core services review that examined how to improve services, save money and introduce best practices. The core review recommended a more comprehensive approach to asset management. In addition to facility management, the city asked for proposals for destination marketing, conference marketing and tourism services.

Atlicic, the VICC’s current management agency, is working diligently with the City to ensure a smooth transition of management responsibilities. The City is working with CUPE in the best interests of staff to provide service continuity, employment opportunities and improve communications with this economic sector.

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