

For Immediate Release

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OVG360 AT THE MACON CENTREPLEX GENERATED \$3 MILLION IN ECONOMIC IMPACT FOR MACON-BIBB COUNTY DURING BANNER MONTH

Macon, Georgia – The Macon Centreplex, Middle Georgia’s premier destination for entertainment, is proud to announce an extraordinary achievement following a month of unprecedented success. In November, the Macon City Auditorium and Macon Coliseum hosted a total of 21 events, including 3 sold-out shows, and welcomed more than 45,000 people through the doors.

"We are thrilled to have had such an incredible month filled with exceptional performances and enthusiastic audiences," said OVG360’s David Aiello, General Manager of the Macon Centreplex. "The sold-out shows are a testament to the hard work of our team and the ongoing support of our patrons. We’re grateful for the continued support, and are proud to be part of building Macon and Middle Georgia’s future."

Throughout November, the Macon Centreplex played host to an array of sensational events, showcasing a diverse range of entertainment that drew crowds from near and far including the return of Christmas Made in the South, GHSA Cheerleading and Disney on Ice at the Macon Coliseum; to the electrifying performances of John Mulaney, Pierce the Veil and the Marshall Tucker Band at the Macon City Auditorium.

Visit Macon estimates that during November, events at the two venues brought an estimated economic impact of \$3 million for Macon-Bibb County and generated more than \$165,000 in local sales tax.

Gary Wheat, President of Visit Macon, said, "Visit Macon is proud of its continued partnership with OVG and its dedication to programming which draws visitors from across Georgia, the Southeast and the entire country. OVG and its venues not only contribute to the quality of life in Macon-Bibb County but significantly add to the County’s tax base and economic impact. The visitors coming to Macon for shows and events at the Centreplex often spend the night in our hotels, dine in our restaurants, spend money in retail establishments and have opportunity to visit other attractions, allowing them to have a full Macon experience."

The Macon Centreplex isn't stopping here. 2024 is already slated to be a year for the books with the opening of the brand new Macon Amphitheater in the spring and hosting Jason Aldean, Riley Green, Lynyrd Skynyrd and ZZ Top, plus many more to be announced. The Macon Coliseum and Macon City Auditorium will continue to operate with business as usual, even with the Macon Amphitheater opening.

“OVG360 has proven time and time again we made a great pick when selecting management of the Auditorium and Coliseum; their knowledge and expertise continue to bring bigger acts here and attract people to attend them from all over the state,” says Macon-Bibb County Mayor Lester Miller. “This kind of success speaks very well for the future of the Amphitheater, the type of entertainment that will be provided, and how it will be managed.”

The success of the Macon Coliseum and Macon City Auditorium in November demonstrates the commitment to providing world-class entertainment for Macon and the surrounding regions. The staff's dedication to delivering unforgettable experiences has solidified these three venues as the destination for entertainment seekers in Middle Georgia.

For more information about upcoming events and to purchase tickets for an upcoming event, visit please visit MaconCentreplex.org or follow Macon Centreplex on social media for the latest updates and announcements.

About Macon Centreplex

The Macon Centreplex is comprised of the Macon Coliseum, Macon City Auditorium & the Macon Amphitheater. The Macon Coliseum is home to tenant hockey team, the Macon Mayhem and sits 9,000 patrons. Family shows, concerts, trade shows, GHSA, among others, are frequent entertainment in the venue. The Macon City Auditorium first opened in 1925 and has hosted iconic greats like Otis Redding, The Allman Brothers, and Little Richard. The venue hosts concerts, weddings, private galas, comedy shows, among other events, in its 2,500-seat space. The Macon Amphitheater is a brand, new facility opening in spring 2024. Learn more at MaconCenterplex.org. Follow us on Facebook, Instagram, and Twitter.

About OVG360

OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 240 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate

every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

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