

STREET & SMITH'S  
**SportsBusiness**  
**JOURNAL**

September 28, 2009

## Facilities



**BREAKING  
GROUND**  
DON MURET

**DOUBLE UP:** Comcast-Spectacor officials have consolidated four regular suites at **Wachovia Center** into two party boxes to meet market demand for larger groups in Philadelphia.

Those midlevel units in the northeast corner had 12 fixed seats with standing room for six more people. After replacing walls with sliding wood doors, Comcast-Spectacor, the parent group of the Flyers and Sixers, can package the larger units on game days for groups of 24 to 36, said **John Page**, chief operating officer.

The cost to rent those bigger premium spaces ranges from \$3,500 to \$5,500 an event, depending on the opponent, and includes food, merchandise and parking, Page said.

The investment was \$10,000, a bargain compared with the revenue Comcast-Spectacor anticipates it will generate from filling open suite inventory, a number that varies by event for the 126 total units, he said.

Arena executives determined there was demand for more group suites after they tested the concept successfully last season with three party boxes on Wachovia Center's top floor.

In addition, Wachovia Center has replaced its old rotational signs at courtside with new **ANC Sports** digital boards for Sixers games. The new signs are to debut Oct. 9 for the club's first preseason home game, Page said.