



FOR IMMEDIATE RELEASE --- March 11, 2021

## **ASM Global Selected to Provide Management Services at the Dayton Convention Center**

ASM Global, the world's leading venue management and services company, announced it has been selected via a competitive bid process by the Montgomery County Convention Facilities Authority (MCCFA) to provide management services for the Dayton Convention Center, the Ohio Miami Valley Region's premiere event facility. In addition to running the day-to-day operations and management of the Center, ASM Global will be collaborating with the Dayton Convention & Visitors Bureau (CVB) and area hospitality stakeholders for marketing and promoting the Center, and providing first class culinary services, among other duties.

The addition of the Dayton Convention Center expands ASM Global's convention center footprint in Ohio to four facilities, including convention centers in Toledo, Cleveland and Columbus. Located in downtown Dayton and built in 1973, the Dayton Convention Center offers 150,000 square feet of meeting space, a 77,000 square foot exhibit hall, a full-service theatre, 3 ballrooms and 22 meeting rooms and spaces. As ASM Global's presence increases, its managed facilities and venue owners benefit from the talent, resources, marketing and sales expertise, and operations support within the company's regional network.

"We are honored to have been chosen by the Montgomery County Convention Facilities Authority to be their partner in operating the Dayton Convention Center, a premier venue that has been central to southwestern Ohio's hospitality industry for almost 50 years," said Bob Newman, CEO and Chairman of ASM Global. "In collaboration with the Authority, the Dayton CVB and other local partners, we look forward to building a strong foundation of creativity and service for the Center as we work together to develop and grow the destination for all."

"The Authority looks forward to harnessing ASM Global's significant experience, capabilities and resources as we enter a new era for the Dayton Convention Center as a centerpiece regional asset for the City of Dayton, Montgomery County, and the destination," said Pam Plageman, Executive Director of the Montgomery County Convention Facilities Authority. "The Authority and ASM Global will work quickly to finalize the management agreement so we can move forward as soon as the asset transfer is complete and we will be ready to re-open the Dayton Convention Center safely and comfortably on May 1<sup>st</sup>. Together, we can ensure the Center is poised for another five decades of attracting visitors and guests to Dayton and supporting our region's businesses and residents."

"The Dayton Convention & Visitors Bureau is extremely pleased the MCCFA has hired a venue management and services company and is confident that ASM Global will do an excellent job. We look forward to working together with the MCCFA, ASM Global and our local hospitality partners to bring more convention and event business to our community" stated Jacquelyn Powell, President & CEO of the Dayton Convention & Visitors Bureau.

Over the coming months, the ASM Global team will implement industry leading approaches to operations, marketing, sales, customer service, and resource allocation, providing the base foundation for future success. Additionally, ASM will provide support and counsel to the Montgomery County Convention Facilities Authority on its planned renovations to the Center.

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## ***ASM Global Selected Cont'd***

“The ASM Global team is excited to work with the Authority and the entire Dayton hospitality community. Our experienced professionals can’t wait to get started and look forward to the community and business partnerships we will create and develop in the region,” said Bob McClintock, Executive Vice President, Convention Centers at ASM Global. “We applaud the steps taken to date by the Authority and clearly see the opportunity and bright future for the destination.”

### **About ASM Global**

ASM Global is the world’s leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company’s elite venue network spans five continents, with a portfolio of more than 325 of the world’s most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences. ASM Global’s diverse portfolio of clients benefit from the company’s depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company’s 61,000 passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).

### **MCCFA Progress | Hospitality | Growth**

Hospitality focused, progressive and collaborative, welcoming and interactive....the Montgomery County Convention Facilities Authority (the MCCFA, the Authority) was formed in 2019 and is a unique government body that assumed ownership of the Dayton Convention Center in early 2021, with a mission to restore/revitalize the heartbeat of our hospitality community. The Authority will have the responsibility of funding improvements and services for the Dayton Convention Center that will allow the Dayton CVB to attract more national and regional events that drive revenue and economic growth back into Montgomery County and the City of Dayton. A collaborative sales approach with hotel partners, CVB and community stakeholders that will attract segments of business such as; Leisure, Group Tours, Association, Corporate, Government SMERF (Society, Military, Educational, Religious and Fraternal) and Sporting events, will cause hotel compression and pent-up demand, benefiting suburban hotels and increase visitor spending. Our goal is to increase Countywide spending in our hotels, restaurants and retail outlets, to support our local businesses. The MCCFA operates independently, by an 11-member Board of Directors. [www.montgomerycountycfa.org](http://www.montgomerycountycfa.org)

**The Dayton/Montgomery County Convention & Visitors Bureau**, an independent, non-profit organization funded by a county-wide customer hotel/motel bed tax, serves as an economic catalyst by marketing and promoting the community as THE Ohio destination and providing services for tourism events, conventions, leisure and business travel and advocacy for destination development. [www.daytoncvb.com](http://www.daytoncvb.com)

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