



WE SERVE!

CALENDAR

Nursery Festival March 17-19

Past Presidents Club March 21 at Brocato's

LSUA Civic Club lunch on Tues. March 28

NO MEETING 3/29

Lions State Convention is April 21-23 in Lafayette

Installation Banquet June 13 at Southern Creations

SPEAKERS

March 8 Olivia Overton, Rapides Parish Police Jury

BIRTHDAYS

Glen Armand 3/13
Markay Reeves 3/25

Door Prize

Lion Amy McGinity missed \$15.

THE LIONS TALE

Alexandria Lions Club

82 Foxfire Lane

Alexandria, Louisiana 71302

318.442.8781

www.alexions.com

March 1, 2017

Two Card Draw—Lion Pam and Lion Clint couldn't find the jokers.

Announcements:

GUMBO was a success with over \$4,000 raised! We have raise over \$17,000 in the 4 years we've held it. However, our fundraising budget is still behind projections. The Board is considering a pulled-pork sale in May.

The Nursery Festival is March 17-19. We'll set up on Thursday, March 16. Lion Susan had sign-up sheets for volunteers. We need salespeople on all shifts!

Lion David Caplan walked in the Heart Walk on March 4. He'll gladly accept donations to the Heart Association.

Speaker:

Richard Karamite of the Rapides Coliseum

The rebuilt Coliseum is essentially a new building. All the electrical, plumbing, etc is new. The new building has been open for one month and is already very popular. The maintenance crew is still completing the "punch list" of repairs and unfinished items.

Ticketmaster will provide ticketing for all events. The staff cannot sell tickets until the system is up and employees are trained. However, events are being scheduled.

The Coliseum wants to book events such as WWE, the Harlem Globetrotters, the rodeo (only one per year is allowed by the rodeo association). The challenge is to find events that Alexandria is on a natural route to follow. So we may book an event travelling from Memphis to New Orleans. Lafayette and Shreveport are our competition for events.



2016-17 Lions Board

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Editor

Viola Britt

308-2077

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Kinetix is the marketing company for the Coliseum. Cenla Media sells space and Kinetix designs the banner, etc. so that everything looks professional and consistent.

The Coliseum Authority has \$23M over 5 years. \$772,000 is for maintenance and there is \$60,000 from tourism for maintenance. \$300,000 is for advertising.

Parking and food is where arenas make their money. Right now, parking is free at the Coliseum, so there is a \$5 fee attached to all tickets for maintenance (future) and parking costs such as security.

Wifi is a necessity and was a big expense. But it increases sales by more than 33%.

The Coliseum management is looking for ideas and is currently booking 2018. They see themselves as a benefit to the community as it drives tourism and is an economic engine.