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Career Report Final Paper

The professional I chose to interview was Sean Coit, Senior Vice President of Public Affairs at Comcast Spectacor. The interview took place on March 14th. I chose to interview Sean Coit because of the company he works at, Comcast Spectacor. Comcast Spectacor is the company that owns and operates the Wells Fargo Center in Philadelphia. The Wells Fargo Center hosts all sorts of events from concerts, to Philadelphia Flyers hockey games, to Philadelphia 76ers basketball games, and many more events. I personally would like to get into arena management, it sounds like a whole lot of fun to work with an arena. I think this because arenas aren't limited to one thing, there are constantly new and exciting events at arenas all the time.

Sean Coit double majored in English and Journalism at Saint Joseph's University in Philadelphia, PA. After graduating college, Mr. Coit worked on the campaign trail for multiple senators. Mr. Coit started working at Comcast Spectacor in early 2021 when they reached out to him because of his previous work as the Communications Director for a United States senator. According to Mr. Coit, he was hired as the Vice President of Communications due to the previous one leaving and he was an outside hire. Mr. Coit explained that in the middle of 2022, he was given a promotion to where he is now, as Senior Vice President of Public Affairs.

Comcast Spectacor's mission statement is "A Leader in Sports and Entertainment". Comcast Spectacor used to just be Spectacor before Comcast bought a share of Spectacor in the mid 2000's and renamed the company to Comcast Spectacor. By the late 2010's Comcast had purchased 100% of Spectacor. When asked about a recreation department, Mr. Coit informed me that Comcast Spectacor does not have a recreation department but instead has one of three branches of operation solely focused on ticketing and fan interaction at events. There is no

separate mission statement for each branch as all three strive to be “A Leader in Sports and Entertainment”. (Spectacor, 2024)

The main focus of Comcast Spectacor, as it is their main source of income, are the Philadelphia Flyers games. They draw Flyers fans en masse every season for nearly every game. They have a very dedicated fan base that is willing to travel to Philly to come watch their games. Even though there are a lot of people who travel, most of the people who come to Flyers games live within fifty miles of Philadelphia. There is no membership requirement, but they do have an exclusive club called the “Shift4 Club” (Wells Fargo Center, 2024) that is an all inclusive experience that includes center ice seats, unlimited food and drink, a private area, and a lot more. Of course, this is not a required membership to purchase tickets and watch a hockey game.

Stepping away from hockey, the Wells Fargo Center also hosts a multitude of gigantic artists on their tours. They have hosted artists such as Travis Scott, Bruce Springsteen, Metallica, and many more triple A stars. When they host music events such as these, this is where they see people coming in from over a hundred miles away to see their favorite stars. He explained that as different performers come to the Wells Fargo Center, he can see that different groups of people travel from different places. For example, they saw that people came from further away when it was a country music artist, seemingly because not many people who lived in Philadelphia liked that kind of music, or because the main demographic for that music is a more rural area. So overall, the Wells Fargo Center services every demographic for every event imaginable.

Another service that is provided by Comcast Spectacor is gaming events. The world of ESports is growing rapidly and Comcast Spectacor has latched onto the train. They host professional gamers to play different games in front of large crowds at the Wells Fargo Center. The Wells Fargo Center actually has an Esports area for spectators to play games and try out new

VR technology before and after events. Comcast Spectacor is actually underway in building an entirely new arena in the Philly area called “Fusion Arena”. This arena will be the first large scale complex to be solely designed for Esport purposes in the world. There is no estimated date for the construction to finish, but it is underway.

According to Glassdoor.com, Comcast Spectacor has over 10,000 employees. (Glassdoor, 2024) Mr. Coit could not provide an exact figure as they employ so many people. There are quite a few seasonal workers as during hockey season, they need to hire crews to maintain the ice and facilities involved with hockey. Many of the people who work in the food services of the arena are part time employees, high school and college students.

Comcast Spectacor makes most of its profit off of sponsorship deals, selling ad space, and ticket sales for events. Just from sponsorship deals alone, that almost covers the operational costs of the facilities at Wells Fargo. Some challenges that Mr. Coit identified in working in this field is unreliability. He explained that this field is extremely erratic. They may have a star artist cancel their shows due to sickness or injury and then need to play damage control with refunds. Another example is people calling off or not showing and then not having enough folks to take tickets at the door. There is always something that can change or go wrong. He also explained that this can be a positive as well, as being kept on your toes can be exciting and make every day unique and special.

Citations

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