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Durham Performing Arts Center Breaks Ground



The City of Durham has officially broken ground on its new Performing Arts Center. The 2800-seat state-of-the-art facility will set a new standard for performing arts in the region. Over 100 city, county, business, and arts executives gathered to witness the exciting beginning of this long-awaited project. SPI is serving as the City's naming rights sponsorship marketing agency and has already succeeded in securing over \$7 million in naming rights for the venue.

SPI Completes Naming Rights Valuation Report for City of Winston-Salem



SPI recently completed a major Naming Rights Valuation Report for the City of Winston-Salem in regards to the Winston-Salem Entertainment-Sports Complex, which includes the 15,000-seat Lawrence Joel Veterans Memorial Coliseum, the 17,000-seat Bowman Gray Stadium, the 6,000-seat Ernie Shore Field, the 4,000-seat Coliseum Annex, and the Dixie Classic Fairgrounds. The findings of the report were presented to the Winston-Salem Facilities committee on January 17th.

Jocelyn Reeves Joins SPI



Sports & Properties is happy to announce the hiring of Jocelyn Reeves as Administrative Assistant. Jocelyn previously worked for Dyn Corp. Inc. in Reston, Virginia and Brooks, Pierce, McClendon, Humphries, and Leonard here in Raleigh. Jocelyn is from Orlando originally, now resides in Raleigh, and recently attended the graduations of her daughter Jonda from Great Lakes Naval Training Center in Chicago and her son, Jonathan from Lackland Air Force Base in San Antonio. Jocelyn had been working for SPI on a temp basis, and SPI now welcomes Jocelyn as a full-time member of the SPI team.

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