



F O R T H E P E R F O R M I N G A R T S

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**THE MAHAFFEY THEATER FOR THE PERFORMING ARTS
IN ST. PETERSBURG, FL
UNDER NEW MANAGEMENT BY SMG**

(St. Petersburg, FL January 10, 2006) – The Mahaffey Theater for the Performing Arts proudly announces new management by SMG as St. Petersburg City Council approves the company for facility management of the newly renovated performing arts venue.

Director of Marketing for The Mahaffey Theater for the Performing Arts, Sabrina Anico said, “The new Mahaffey Theater will be a sophisticated venue with elegant meeting space and spectacular bay views, offering diverse artistic fare to St. Petersburg’s vibrant cultural community.” She continued, “It is an exciting time to be here.”

City of St. Petersburg Mayor Rick Baker stated, “We’re thrilled to have SMG on board and look forward to a long and successful relationship with them. We envision the Mahaffey Theater to be the cornerstone of the entertainment offerings for downtown and we’re excited to have the country’s leading venue operator, SMG, as a part of it.”

SMG’s Vice President of Business Development Brian Kabatznick added, “We look forward to a great working relationship with the City to achieve its goals at the Mahaffey and the continued success of downtown St. Petersburg.”

The facility first opened in the Spring of 1965 as part of the Bayfront Center entertainment complex. It was first renovated in 1987-1988 and at that time was re-named the Mahaffey Theater for the Performing Arts, for a St. Petersburg family who contributed significantly to the capital campaign. Since its opening it has hosted a wide variety of events, including The Florida Orchestra, Broadway performances, dance, popular music, family entertainment, and Class Acts, a program enabling school children to experience the performing arts through in-theater performances as well as in-school outreach programs.

In 2004, after conducting both market analysis and feasibility studies, it was determined that the neighboring Bayfront Center Arena was no longer viable in the marketplace. The arena was demolished in December 2004, opening up space for the current Mahaffey Theater renovation. The \$20 million project more than doubles lobby size, adding guest amenities while expanding ballroom capacity and versatility. The signature component of the renovation will be a three-story glass curtain wall and atrium that will look out onto the City’s beautiful downtown waterfront.

The Theater’s Grand Opening, to include performances, open house, and special events, is scheduled for spring 2006.

Headquartered in Philadelphia, SMG provides facility services to more than 180 venues, in 41 States, Puerto Rico, Mexico, Canada and Europe, manages over nine million square feet of exhibit space and controls more than 1.5 million entertainment seats worldwide. For additional company information, visit www.smgworld.com.

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