

Amplified Arena Events



Why Comerica Center Adopted Momentum Elite to Improve their Event Logistics

The Customer

Comerica Center, located in Frisco, Texas, is a 6000-seat arena known for hosting a wide range of events. Not just a stage for high-profile concerts and significant corporate gatherings, Comerica Center is also deeply ingrained in the local sports fabric. It proudly serves as a practice facility for the Dallas Stars hockey team, showcasing its commitment to the sport with two gleaming sheets of ice that cater to both youth and adult hockey programs. With a capacity to host up to 130 events annually, including graduations and cheerleading competitions, the arena and its expansive club space are a testament to North Texas's dynamic entertainment and sports culture.

Organization:

Comerica Center

Industry:

Stadiums and Arenas

Website:

comericacenter.com

Location:

Frisco, Texas

Number of venues:

2

Number of events annually:

130

The Challenge

Michael Landin is the General Manager of Comerica Center. He has been with the organization for over 12 years.

“We host around 130 events per year,” said Landin. “We are responsible for the logistics of college basketball, graduations, concerts, corporate events, cheerleading competitions and even events like Cirque Du Soleil. We are also the home of the Texas Legends, the Dallas Mavericks G-League Team, and we also serve as a practice facility for the Dallas Stars professional hockey team. We are quite busy, but we wouldn’t have it any other way.”



Because the arena hosts so many different types of events, it is critical for the team at Comerica Center to be organized. Comerica Center had previously used EventBooking Classic (EB Classic) for their event management system. Momentus acquired EventBooking in 2021.

“EB Classic was a great product, but we needed something more robust that could help us really take our event operations to the next level. I reached out to the Momentus team and little did I know, Momentus had multiple options for more robust solutions. We decided that Momentus Elite would be the best option for us because it is built specifically for arenas like us.”

- Michael Landin, General Manager, Comerica Center

The Solution

Momentus Elite is the industry leader in stadium and arena management software. It allows arenas like Comerica Center to access event information in real-time, improve communication with a single source of truth for availability, bookings, holds, inventory and event collaboration and can even provide insights into customers, events and financials.

“We have multiple team members across the organization using Momentus at any given time,” said Landin. “For me, Momentus is always up on my computer. Either I’m actively using it, or it’s up on a tab, and I’m referencing it. Our marketing, AV, IT, accounting and security teams all have varying access to the system, so it’s become a critical part of our day-to-day at Comerica Center.”

One particular feature of the Momentus Platform that the team at Comerica Center relies heavily on is Event Memos. Event Memos house all of the details of an upcoming event such as staffing needs like ticket takers, concessions workers, security team members, as well as technology needs, tables, chairs and other inventory. Comerica Center can send memos out to respective teams in advance to prepare for the plethora of upcoming events.

“Creating event memos from the software has been a significant benefit,” said Landin. “Since switching to Momentus, we’ve reduced our memo prep time in half, and there’s so much less user error because Momentus is prompting us to fill out fields we’ve deemed mandatory. Even if a memo hasn’t been sent out yet, our operations team can still reference memos in progress. We are really reducing manual effort by eliminating the need for additional emails and calls. It’s all living within Momentus.”

- Michael Landin, General Manager, Comerica Center

Arenas can say goodbye to using Word or Excel to track event details because Momentus creates a one-stop shop for event teams to verify information. An advanced booking calendar and powerful holds management allow Comerica Center to ensure proper scheduling.

“So much of what we do lies in the Momentus Platform,” said Landin. “If we need to look at our upcoming schedule or reschedule an event, we can access event details in just a few clicks.”

Momentus can handle everything from lead capture to contracting and business intelligence reporting on its built-in CRM with robust, space-selling tools. It enables Comerica Center staff to have real-time access to information without having to make phone calls or search shared drives and email inboxes. It can also ensure invoices are sent out, so the venue is paid promptly.

“Momentus Elite gives us much more capabilities than EB Classic,” said Landin. “In terms of invoicing, we used to have to go through our accounting department to create invoices. They’re organizing accounting materials for an NHL hockey team, so they are incredibly busy. The fact that I can go in to create an invoice and track outstanding invoices saves our team so much time.”

Not only is the solution a great fit for the arena, but the onboarding process was also seamless, especially because Comerica Center upgraded from a Momentus solution to a Momentus solution.

“The onboarding experience was extremely thorough,” said Landin. “It was a lot of information, and it was awesome to have support from the Momentus team. It only takes a few times to try tasks in Momentus to understand how to use the system. It’s so intuitive.”



The Results

“Since adopting Momentus Elite, we can say we do have a competitive advantage as a venue,” said Landin. “I have seen what other organizations are using to try to manage large events, and we are able to get our tasks done much faster, we are more organized, and therefore, we can host more events. For arenas that are putting on many types of events, the solution really makes a difference.”

Many sports venues utilize manual processes and inefficient systems, making it hard to obtain a holistic view of event operations and improve revenue growth. But with Momentus, Comerica Center can rest easy knowing the solution they utilize every day is committed to delivering high-quality software for arenas. It’s no wonder why more than half of the NFL, NBA, NHL as well as many MLB, MLS and Premier League stadiums and arenas worldwide use on the Momentus Platform.

“We rely on it every day for running our building,” said Landin. “We couldn’t do our jobs without it!”

If your stadium or arena is ready to manage events with a modern user experience with robust calendar views, powerful holds management and advanced analytics, join Comerica Center by switching to Momentus Elite.



Ready to explore an event management platform for your stadium or arena?

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