

INTRUST BANK ARENA

2014 ANNUAL REPORT

ACE IN THE HOLE BAND

 **INTRUST** *Bank Arena*®



2014 EVENTS

- 1/3 Thunder vs. Arizona
- 1/4 Thunder vs. Arizona
- 1/10-1/11 Monster Jam
- 1/14 ASHRAE Lunch Meeting & Facility Tour
- 1/17 Thunder vs. Quad City
- 1/19 Thunder vs. Missouri
- 1/24 Disney Live!
- 1/25 Rock & Worship Roadshow
- 1/26 Harlem Globetrotters
- 1/28 Thunder vs. Denver
- 1/30 INTRUST Bank Wealth Management Meeting
- 1/31 Thunder vs. Allen
- 2/1 WWE Live
- 2/3 Rotary Club of Wichita U.S. Citizenship Naturalization Ceremony
- 2/6 Wichita Metro Chamber of Commerce Chairman's Luncheon
- 2/7 Thunder vs. Missouri
- 2/8 Jeff Dunham
- 2/9 Thunder vs. Missouri
- 2/11 Wichita Figure Skating Club Practice
- 2/14 Lady Antebellum
- 2/20 Wichita Figure Skating Club Practice
- 2/21 Thunder vs. Allen
- 2/22 Arc of Sedgwick County SOC Walk
- 2/22 Thunder vs. Quad City
- 2/23 Wichita Figure Skating Club Practice
- 2/25 Thunder vs. Arizona
- 2/27 Wichita Figure Skating Club Practice
- 2/28 Thunder vs. Tulsa
- 3/1 Winter Jam
- 3/2 Thunder vs. Arizona
- 3/3 Wichita Figure Skating Club Practice
- 3/5 Wichita Figure Skating Club Practice
- 3/6 Founding Partners Luncheon
- 3/7 Gala of the Royal Horses
- 3/8 Gabriel Iglesias
- 3/9 Thunder vs. Rapid City
- 3/12 Wichita Figure Skating Club Practice
- 3/14 Thunder vs. Tulsa
- 3/15 Thunder vs. Tulsa
- 3/17 Wichita Figure Skating Club Practice
- 3/18 Wine & Food Society of Wichita
- 3/19 Wichita Figure Skating Club Practice
- 3/22 Thunder vs. Tulsa
- 3/23 Thunder vs. Allen
- 3/24 Wichita Figure Skating Club Practice
- 3/25 INTRUST Bank Employee Recognition Breakfast
- 3/28-3/30 Sesame Street Live
- 4/4 George Strait
- 4/12 PBR Velocity Tour
- 5/3-5/13 Styx/Foreigner Tour Rehearsals
- 5/10 Friends University Commencement
- 5/14 Styx & Foreigner
- 5/16-5/18 3rd Annual Wichita Ribfest
- 5/17 Brantley Gilbert
- 6/10 Orpheum Theatre Celebrity & Chef Cook off
- 6/17 KSCPA Conference
- 6/20 James Taylor
- 6/22 SMG Part-Time Staff Employee Appreciation Picnic
- 7/12 Motley Crue: The Final Tour
- 7/19 YMCA Gala
- 8/7-8/10 Ringling Bros. and Barnum & Bailey Circus
- 9/4 Get Hired! Job Fair
- 9/13 Wichita Thunder Season Ticket Holder Open House
- 10/17 Oklahoma City Thunder vs. Toronto Raptors
- 10/20 Five Finger Death Punch & Volbeat
- 10/21 WWE Smackdown
- 10/24 Kansas City Royals World Series Watch Party
- 10/25 Thunder vs. Allen
- 10/28 Computer Aided Technology Conference
- 10/29 Thunder vs. Tulsa
- 10/30 Wichita Urban Professionals Lunch Meeting
- 11/1 Thunder vs. Missouri
- 11/5 INTRUST Bank Merchant Services Seminar
- 11/7 Thunder vs. Rapid City
- 11/9 Thunder vs. Missouri
- 11/11 Kansas Association of Counties Banquet
- 11/12 Sullivan Higdon & Sink All Agency Meeting
- 11/15 Thunder vs. Allen
- 11/16 Thunder vs. Missouri
- 11/18 AFWA Luncheon
- 11/21 BKD Webinar Training
- 11/22 Thunder vs. Missouri
- 11/26 Thunder vs. Quad City
- 11/29 Thunder vs. Allen
- 11/30 Thunder vs. Tulsa
- 12/2 Wichita East Rotary Holiday Party
- 12/4 Eric Church
- 12/5 Trans-Siberian Orchestra
- 12/6 Wichita State University vs. Saint Louis men's basketball
- 12/12 Sedgwick County Brownbag Lunch
- 12/12 Thunder vs. Quad City
- 12/13 Thunder vs. Rapid City
- 12/20 Wichita Force Indoor Football Tryouts
- 12/21 Thunder vs. Rapid City
- 12/27 Thunder vs. Allen
- 12/30 Thunder vs. Missouri

EXECUTIVE SUMMARY



A.J. Boleski,
General Manager

The 2014 calendar year was highlighted by farewell tours, an NCAA announcement, and the renewal of the SMG Management Contract with Sedgwick County.

Our SMG Wichita team is committed to its mission of creating memories through world class entertainment, one guest at a time. We understand that our guests have many choices for entertainment and we are focused on being the entertainment destination of choice.

In 2014, *Venues Today* ranked INTRUST Bank Arena #7 worldwide for arenas with a seating capacity of 10,001 to 15,000 seats.

We hosted 14 of the top 100 worldwide tours according to *Pollstar* magazine, including Ringling Bros. and Barnum & Bailey Circus, WWE, Trans-Siberian Orchestra, Motley Crue: The Final Tour, Winter Jam, George Strait: Cowboy Rides Away Tour, Eric Church, James Taylor, Jeff Dunham, Lady Antebellum, Gabriel Iglesias, Brantley Gilbert and Styx & Foreigner.

Our facility welcomed 298,825 guests, while hosting 100 events and 116 performances. We hosted 13 concerts, along with six sporting events, five family shows, and 34 Wichita Thunder hockey games. The building's net operating income was \$122,853. Through the five years of our management agreement, Sedgwick County has earned \$1.625 million. Since opening in 2010, INTRUST Bank Arena has welcomed 1,978,887 guests, hosted 423 total events, and earned a total net operating income of \$3,932,186.

The Wichita Thunder announced that it and the 7-member CHL would be joining the ECHL and its 28-member, coast-to-coast league effective with the start of the 2014-15 season. Additionally, the Wichita Force of the CIF announced that it would make INTRUST Bank Arena its home for indoor football beginning in February 2015.

Lastly, INTRUST Bank Arena was recognized by the International Association of Venue Managers (IAVM) as a finalist for the 2014 Venue Excellence Award for all arenas worldwide. Additionally, IEBA, the International Entertainment Buyers Association, recognized INTRUST Bank Arena as a finalist for its Venue of the Year Award. The Ryman Auditorium won the award and other nominees included the BOK Center, Sprint Center, Staples Center and Fox Theater.

We want to extend a sincere thank you to all of our partners, supporters, and guests who attended events and directly contributed to the many successes of INTRUST Bank Arena.

WHAT OUR CLIENTS SAY

“Every day, I am reminded that the community’s investment in INTRUST Bank Arena was worth every penny. The variety of acts in 2014, from sporting events, family shows, and country and rock music concerts are about bringing people into our community and our downtown. And, the employees of SMG work hard to assure that each time someone steps through the doors, it is a special fan experience, how cool is that?”

- Bill Buchanan, Sedgwick County Manager

“INTRUST Bank Arena and its staff are top notch and can stand toe to toe with the best arenas in the country. This venue is just what the Wichita market needed and based on ticket sales, it’s clear that the patrons agree. When routing tours, I always look forward to working with the arena and seeing the continued great results.”

- Darin Lashinsky, National Shows 2

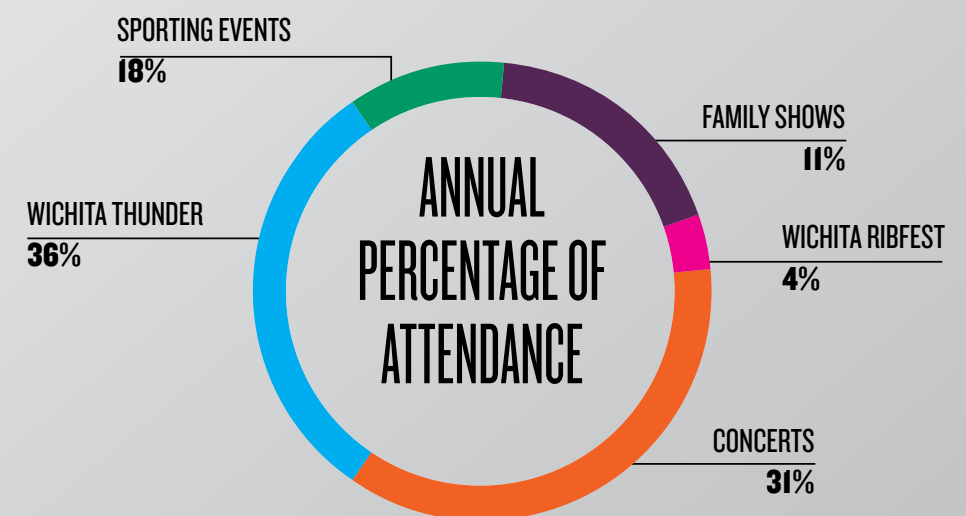
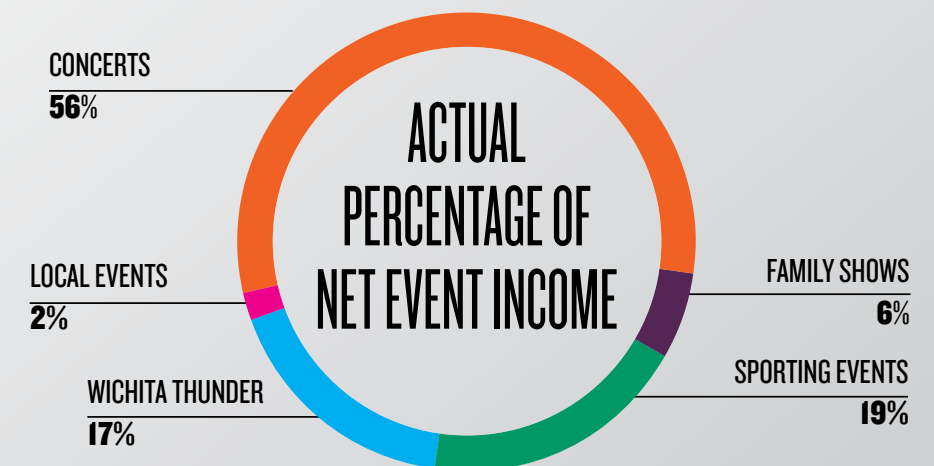
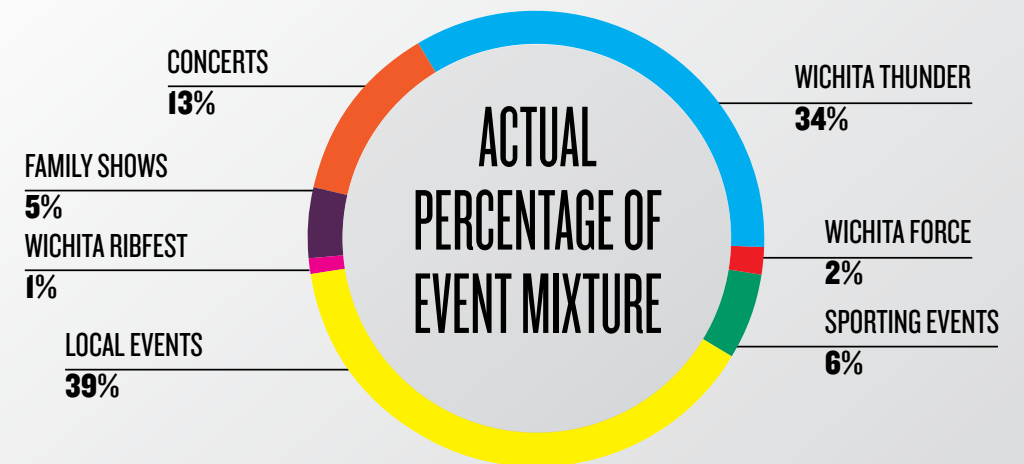
“Our team has thoroughly enjoyed playing at INTRUST Bank Arena. The size of the crowds, along with the luxury seating options, give it the look and feel of an NBA arena environment. Our team has risen to the challenge of playing against some elite teams downtown, and had one of our best performances of the 2014-15 non-conference season in front of a sellout crowd, defeating Saint Louis.”

- Gregg Marshall, Men’s Basketball Head Coach,

Wichita State University

“Feld Entertainment, Inc. enjoys a close working relationship with SMG venues around the world, including INTRUST Bank Arena in Wichita, Kan. As an organization, Feld Entertainment has experienced great success in the Wichita market which is attributable in large part to SMG’s enthusiasm and efforts towards maximizing each show’s potential in their operation of INTRUST Bank Arena.”

- Tony Downs, Feld Entertainment



Sporting events include Monster Jam, PBR, WWE, Oklahoma City Thunder preseason game, Wichita State men’s basketball. Family Shows include Harlem Globetrotters, Disney Junior Live, Gala of the Royal Horse, Sesame Street Live, and Ringling Bros. and Barnum & Bailey Circus. Concerts represent 13% of the events held at INTRUST Bank Arena and account for 56% of the net event income. Wichita Thunder hockey games represent 34% of events and account for 17% of the net event income.

FAMILY SHOWS SUMMARY

Family shows and touring productions are always an important part of the diverse event lineup for INTRUST Bank Arena.

On Jan. 24, Disney Live added a third performance and set a venue record for its show with more than 6,000 tickets sold as it hosted the Disney Junior Live on Tour: Pirate and Princess Adventure!

The Harlem Globetrotters nearly matched its record-setting number of tickets sold from the previous year, selling nearly 7,500 tickets on Sunday, January 26.

Gala of the Royal Horses hosted its debut event on March 7 and the month of March ended with six performances of Sesame Street Live.

The week of May 11-18 proved to be a very busy week at INTRUST Bank Arena. Following the Styx and Foreigner concert, SMG staff worked to setup the 3rd Annual Wichita Ribfest event. The 3-day outdoor Ribfest took place in City parking lot D and attracted more than 12,500 guests. Ribfest

played host to the 'Let It Ride' Tour pre-party event that preceded the Brantley Gilbert concert inside INTRUST Bank Arena. Overall, SMG hosted more than 25,000 guests during the week and the SMG staff did a great job of operating all 3 events.

On Aug. 7-10, Feld hosted Ringling Bros. and Barnum & Bailey presents Super Circus Heroes at INTRUST Bank Arena for six performances. More than 12,000 guests attended the event.

Our facility promoted its own Kansas City Royals World Series watch party on Oct. 24, and more than 1,200 guests attended the free and very successful event. This marked the first time for this type of an event at INTRUST Bank Arena. As a result of the enthusiasm and support generated by the guests who attended, SMG will work to host similar events in the future.



CONCERT SUMMARY

In 2014, SMG Wichita hosted 13 major concert events. The concert schedule began in January with the return of the Rock & Worship Roadshow, which featured two great co-headlining acts in Skillet and Third Day.

Jeff Dunham made his third performance at our facility on Feb. 8, and we hosted Lady Antebellum with special guests Kip Moore and Grammy award winner Kasey Musgraves on Valentine's Day.

INTRUST Bank Arena kicked off the month of March by hosting the return of Winter Jam on March 1st followed by comedian Gabriel Iglesias, who made his debut appearance at the venue on March 8.

On April 4, George Strait returned to INTRUST Bank Arena for one of 28 stops on the Cowboy Rides Away Tour, which featured opening acts Lee Ann Womack and Merle Haggard. The concert sold out in approximately 12 minutes and set facility records for most tickets sold, merchandise, and concessions sold in one single night.

The Soundtrack of Summer Tour featuring Styx, Foreigner, and Don Felder moved into the arena for an 11-day tech rehearsal, beginning on May 3. Their concert on May 14 kicked off the summer tour and sold approximately 5,000 tickets.

The Let It Ride Tour rolled into Wichita with Brantley Gilbert, Thomas Rhett, and Eric Paslay on May 17. The concert kicked off with a pre-party concert at Ribfest prior to doors opening inside INTRUST Bank Arena. Overall, SMG hosted more than 25,000 guests during the week.

Beaver Productions returned to INTRUST Bank Arena and promoted James Taylor in concert on June 20. On July 12, INTRUST Bank Arena hosted Motley Crue: The Final Tour, along with special guest Alice Cooper. The event attracted a crowd of more than 8,000 guests, as it marked

the farewell tour for the band and its first appearance in Wichita since 2005.

On Oct. 20, Five Finger Death Punch and Volbeat rolled into town as part of their fall tour. During the first week of December, INTRUST Bank Arena hosted more than 33,000 guests over three shows. Eric Church made his second appearance at the venue on Dec. 4 and Trans-Siberian Orchestra returned on Dec. 5.

INTRUST Bank Arena worked with C3 Presents and the Foo Fighters to host the band's 'Beat the Bots' box office pre-sale on Nov. 22. Nearly 1,000 fans showed up at the box office to be the first to purchase tickets for the band's upcoming Wichita performance on Sept. 30, 2015.

INTRUST Bank Arena hosted fourteen of the Top 100 worldwide touring acts, while finishing the year ranked 60th nationally for gross ticket sales according to Pollstar. In addition to these rankings, Venues Today named the venue a Top Stop and ranked the facility 7th busiest in the United States and 16th busiest venue in the world with a capacity of 10,001 to 15,000 seats.



SPORTS SUMMARY

2014 was a marquee year for INTRUST Bank Arena in the sports category. Major accomplishments included the addition of a new tenant team in the Wichita Force of the Champions Indoor Football League and the announcement of being selected as a site for the NCAA Division I Men's Basketball Championships in 2018.

The Central Hockey League's Wichita Thunder completed the regular season with a record of 27-30-9 and finished in ninth place, missing the playoffs for the first time in four seasons. For the fifth consecutive season, INTRUST Bank Arena was named Best Arena in the CHL and the facility also received first place awards for Best Home Locker Rooms, and Best Press Box.

Monster Jam returned to INTRUST Bank Arena on Jan. 10-11. Dirt returned to the facility along with such trucks as Grave Digger and Batman. On Feb. 1, WWE returned to INTRUST Bank Arena for a house performance of WWE Raw.

PBR Velocity tour hosted a one-night event at INTRUST Bank Arena on April 12. The event marked PBR's fourth appearance in the venue and the first for the Velocity Tour, and approximately 6,000 guests attended.



On Sept. 26, the Wichita Force of the Champions Indoor Football League announced its intention to play its six regular-season home games at INTRUST Bank Arena beginning with the 2015 season. The ten team league was to begin play in Feb. 2015 and continue through May with two potential playoff games in June.

On Oct. 7, the Wichita Thunder announced that the team and the seven member CHL were being absorbed into the ECHL. The ECHL now consists of 28 teams from coast-to-coast and nearly all of the teams are affiliated with NHL teams. The ECHL focuses on player development and since its beginning in 1988; more than 528 ECHL players have played in the NHL. As a result of the new league, the Thunder will play three more regular season games for a total of 36 home games per year.

On Oct. 17, the Oklahoma City Thunder hosted the Toronto Raptors in an NBA exhibition game for its third consecutive year and attracted more than 10,000 guests.

WWE returned to Wichita for a Smackdown event on Oct. 21.

On Nov. 17, the NCAA announced its site selections for the NCAA Division I Men's first and second round championships in 2016-18. INTRUST Bank Arena and the City of Wichita were announced as one of eight sites for March 2018. Wichita State University and the Missouri Valley Conference will serve as hosts of the event. Sedgwick County, the City of Wichita, Go Wichita, and the Greater Wichita Area Sports Commission assisted with the bid and serve on the local organizing committee.

Wichita State University made its annual appearance in Downtown Wichita on Dec. 6, when the Shockers defeated the St. Louis Billikens to remain a perfect 5-0 at INTRUST Bank Arena.



NCAA IN WICHITA: 2018

In 2014, Sedgwick County & SMG achieved one of the major goals of building a modern, first-class sports & entertainment venue when the NCAA named INTRUST Bank Arena as a host site of the NCAA Division I Men's Basketball Championship.

On Nov. 17, 2014, the NCAA announced that it selected Wichita State University and the Missouri Valley Conference to host the first and second rounds of the NCAA Men's Basketball Championship on March 15 & 17, 2018 at INTRUST Bank Arena. Wichita was selected from a highly competitive group of qualified cities and this bid marks the first time the tournament will be played in Wichita since 1994 at the Kansas Coliseum. Collaboration between the partners who submitted the bid and Wichita State's basketball momentum helped position Wichita well.

Seven entities including Wichita State University, Missouri Valley Conference, SMG/INTRUST Bank Arena, Greater Wichita Area Sports Commission, Visit Wichita Convention & Visitors Bureau, Sedgwick County and the City of Wichita came together to create a winning bid. Some of the main factors and criteria considered by the NCAA in choosing host cities includes full-service and high-quality hotels, size and flight frequencies at the local airport, attendance potential from the community, the city's history of hosting tournaments, and the arena's capacity and allowable space for media. The comprehensive bid packet showed Wichita had the necessary facilities and a supportive community to host this prestigious event.

An early estimate expects the NCAA championship to bring \$10 million in direct economic impact to Wichita. As part of the event, the NCAA will contract for more than 3,000 hotel rooms from six full-service hotels for use by the eight men's

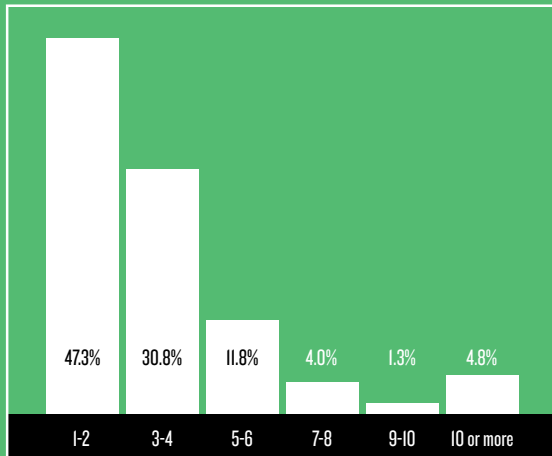
teams, staff, media and officials. Restaurants, especially those downtown, can also expect to see a large spike in business throughout the course of the weekend. The new airport terminal also played a major role in the bid package this time around. Wichita's airport with its new terminal and name - Wichita Dwight D. Eisenhower National Airport - opens this spring and will be ready to welcome players, coaches and fans.

SMG strives to provide world class entertainment to our community. Bringing the NCAA Championship to our venue is a major accomplishment that wouldn't have been possible without the collaboration from so many valued community partners. We're thrilled to see this event come to fruition in March of 2018.

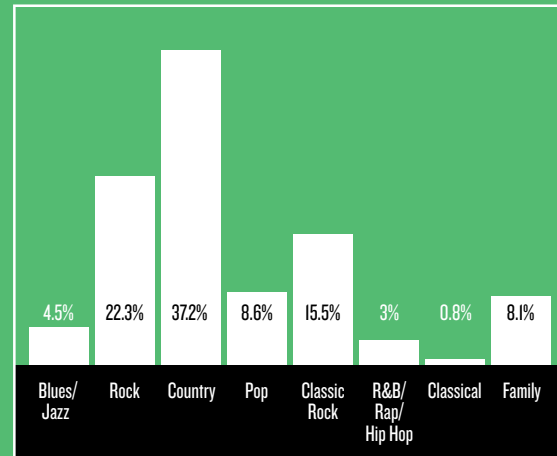


COMMUNITY FEEDBACK

Number of times attended INTRUST Bank Arena in the past year.



What genre are you most interested in seeing at INTRUST Bank Arena?



How satisfied are you with INTRUST Bank Arena's website when trying to find event information?



How satisfied were you with the politeness and helpfulness of the staff you came across at INTRUST Bank Arena?



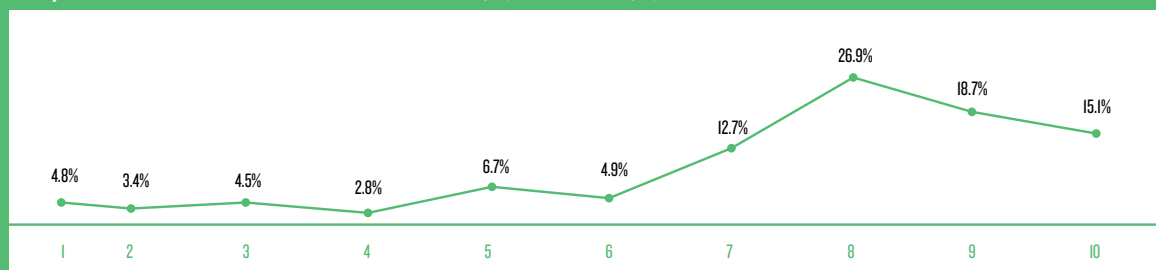
How satisfied were you with the quality and variety of food and beverage at INTRUST Bank Arena?



If you parked off property, how satisfied were you with the ease of access to the building from your parking spot?



Rank your overall satisfaction with INTRUST Bank Arena. (1 being very unsatisfied and 10 being very satisfied)



SMG IN THE COMMUNITY



TICKETS & DONATIONS

In 2014, INTRUST Bank Arena donated 1,179 tickets for a value of \$36,471.94 to charitable organizations, an increase of more than \$11,000 from the previous year. In addition, SMG Wichita continues to offer one month of free advertising on the Arena's large digital marquee for non-profit groups throughout the year.

COMMUNITY INVOLVEMENT

Striving to increase our service to the community, SMG Wichita added six new volunteer activities in 2014: Autism Walk, Woofstock, American Red Cross, Lights on St. Paul Place, Filling the GAP, and hosting a blood drive.

Our staff raised nearly \$6,000 in fund-raising activities with proceeds going to Dress for Success, United Way of the Plains, ALS, Big Brothers and Big Sisters of Kansas, Heartspring and the American Red Cross.

Over 600 cumulative volunteer hours went out to reach many organizations throughout our community including: Episcopal Social Services, Prostart Invitational, Big Brothers and Big Sisters of Kansas, Heartspring, Wichita River Festivals, Special Olympics, Wichita Children's Home, Independent Living Resources, Ronald McDonald House, Filling the GAP, Habitat for Humanity and the Kansas Food Bank.

In May, our 3rd annual parking lot clean-up took place assisting with maintaining the beautification of Wichita. SMG/INTRUST Bank Arena donated 400lbs of ice to the Colon Cancer Awareness Run, Get Your Rear in Gear. This was INTRUST Bank Arena's first year to host the Celebrity & Chef Cook off on June 10. Donations from the evenings fund-raising fun go towards the restoration of the Historic Orpheum Theater, an SMG Managed facility.

SAVOR donated 50lbs of food and 1,000 bites to the Episcopal Social Services. Our Executive Chef was a mentor and judge for Prostart, with SAVOR donating 20lbs of food to this event. At the Oklahoma City Thunder pre-game healthy kids luncheon, SAVOR... donated all boxed lunches.

COMMUNITY EVENTS

INTRUST Bank Arena opened its doors to several firsts in 2014, beginning with hosting the U.S. Citizenship Naturalization Ceremony Feb. 3. The event introduced nearly 100 new U.S. Citizens representing 36 countries. In February, our venue hosted the Wichita Metro Chamber of Commerce Chairman's Luncheon for the fourth consecutive year, attracting more than 500 guests for a seated meal catered by SAVOR... Other caterings in 2014 for SAVOR... included an exquisite five-course meal for the Wine and Food Society of Wichita and the INTRUST Bank Employee Recognition Breakfast.

On June 10, the historic Orpheum Theatre hosted its Annual Celebrity & Chef Cook off event and on July 19, the Greater Wichita Area YMCA held its brand-new 1885 Gala fund-raising event to benefit its Strong Kids program.

Additional local events included Computer Aided Technology Conference, Wichita Urban Professionals, INTRUST Bank Merchant Services Seminar, Kansas Association of Counties meeting, SHS All Agency Meeting, Sedgwick County Joint Managers and OD brownbag lunch, and more.



Chris Kibler,
Assistant General Manager/
Director of Finance

FINANCIAL OVERVIEW

As we conclude the 5th fiscal year of operation, INTRUST Bank Arena has earned a total of \$3,932,186 in net operating income. From this, income distributions to Sedgwick County has equaled \$1,625,380.

NUMBER OF
TICKETED EVENTS
59

TOTAL
DIRECT
EVENT
INCOME
\$313,225

TOTAL OTHER
EVENT INCOME
\$1,323,039

NET EVENT
OPERATING INCOME
\$2,969,723

ATTENDANCE
298,825

NET FOOD AND BEVERAGE INCOME
\$1,221,749

RENTAL INCOME
\$1,071,205

NET NOVELTY
INCOME
\$99,088

OTHER
INCOME
\$1,666,282

SERVICE
REVENUE
\$1,047,927

ON-SITE PARKING REVENUE
\$12,622

TOTAL INDIRECT EXPENSES
\$4,513,152

SERVICE
EXPENSES
(\$1,805,907)

TOTAL ANCILLARY INCOME
\$1,333,459

NET INCOME
\$122,853

*Monies paid to Sedgwick County companies: \$2,575,789 *Monies paid to 3rd Party Commission Groups: \$305,577

SMG MANAGEMENT CONTRACT

In November of 2014, Sedgwick County Commissioners approved an amendment to the SMG Management agreement to manage INTRUST Bank Arena. The amendment renews our management contract for six additional years through Dec. 31, 2020. Additionally, the amendment calls for the first \$400,000 in annual net operating income to go to SMG as its management fee. All annual net operating income in excess of \$400,000 will be split 50/50 between Sedgwick County and SMG.

Since the beginning, the county's arrangement with SMG has been unique. Instead of giving SMG a flat fee to manage the Arena, the county created a revenue-sharing formula that allowed SMG to take all of the financial risk including covering operating losses in any year. In the past, at venues like the Kansas Coliseum, the county had to provide money for operations and funds to keep up with capital improvements. With SMG covering potential losses, the county won't have to dip into the reserve fund that exists to maintain and upgrade the arena as the building ages.

This agreement potentially gives SMG the managing rights for the next 11 years, but the rights are based on financial performance. If Sedgwick County earns \$850,000 from its share of the annual net operating income prior to Dec. 31, 2019, the contract will automatically renew for five additional years through 2025.

VENUE EXCELLENCE

The International Association of Venue Managers recognized INTRUST Bank Arena as a top 3 finalist for the 2014 Venue Excellence Award. In 2013, INTRUST Bank Arena was named the IAVM Venue Excellence Award Winner. Receiving a top 3 finalist nod the very next year was an achievement unprecedented by other arenas. This prestigious award is given annually to only one arena in the world and recognizes the best arena

based on four criteria used to demonstrate the ways in which the venue has excelled in the management and operation of a public assembly venue.

GUEST EXPERIENCE

INTRUST Bank Arena is continually striving to provide a raving guest experience. As our mission statement reads, "We are in the business of creating memories through world class entertainment, one guest at a time." We believe so strongly in the importance of the guest experience that it is incorporated into our Core Values. To achieve a raving guest experience, we believe we must engage our guests and provide an exceptional level of customer service through a fun and personable atmosphere.

As a result of this mission and core value, we continually focus on improving the guest experience and are excited about some of the additional enhancements over the past year. 2014 enhancements to the guest experience include "I celebrated my birthday at INTRUST Bank Arena" buttons, which are available at any guest services desk, high-end amenities in the restrooms on the suite levels, and complimentary peppermints for guests at the exit of each event. Additionally, we have reengaged the outdoor party decks on the main and upper concourses and encourage our guests to "experience a different view" of our community from each of the decks.

Also in 2014, as part of a company-wide SMG initiative, we rolled out an online customer satisfaction survey to obtain venue specific feedback following events. The goal of this project is to establish a metric to improve both the guest experience and facility operations. This survey identifies root causes for varying levels of guest satisfaction, and provides insight to specific areas of strengths and weaknesses in addition to how our venue is performing relative to other SMG managed facilities. With this information, we are able to pinpoint areas of improvement and enhance our guest experience.



SALES & MARKETING

The Sales & Marketing team achieved several notable accomplishments in 2014, including the launch of a new premium seating option, being honored with several industry awards & recognition and creating multiple new sponsorship partnerships with local businesses.

Christine Pileckas,
Director of Sales & Marketing

SOCIAL MEDIA

Social media is a major part of today's marketing mix, not just in the entertainment industry, but for all businesses. INTRUST Bank Arena's marketing department has made it a top priority to grow its social networks while also being a leader in content innovation & engagement. By the end of 2014, the arena saw its ranking climb all the way to #2 in the world and #1 in the U. S. This ranking includes venues worldwide with a seating capacity of 10,001-15,000. A strategic goal of the arena was to finish the year in the Top 5 and the staff was thrilled to go above and beyond that goal.

To stay at the top of the social media ranking, INTRUST Bank Arena has to continue to push the envelope and think outside the box which is exactly what they did in 2014. The arena filmed a "Mean Tweets" video with their staff to educate the public in a comical way about some of the struggles our industry deals with on a daily basis. Several time lapse videos were captured throughout the year to provide unique content to our social media followers and give them a behind-the-scenes view into our venue.

In September, INTRUST Bank Arena partnered with the Wichita Thunder and KAKE-TV to offer "The Thunder Experience." One lucky winner received Wichita Thunder season tickets, two tickets on the fan bus road trip, a chance to drop the ceremonial first puck, VIP Player meet & greet,

autographed hockey stick, a personalized team jersey and much more. An enter-to-win form was embedded on all three of the parties' Facebook pages and fans were required to "like" all three pages to enter.

In December, the ever-popular '12 Days of Entertainment' promotion returned for the fourth year in a row. The promotion once again featured 12 days of exciting prizes from Dec. 1 through Dec. 12, concluding with a grand prize of one golden ticket, good for two tickets to every Arena event in 2015. The promotion received more than 10,000 entries, increased the Arena's Facebook fans by nearly 2,000 in 18 days, and captured 2,920 unique e-mail addresses to add to our e-mail distribution list.

SPONSORSHIPS

In 2014, INTRUST Bank Arena acquired three new building sponsors to advertise within our facility. K-Tag came on board as an advertiser on the ribbonboard and both Bullseye Shooting and Starwood Hotels and Resorts came on board as advertisers on the marquee.

Our Sales team also renewed two sponsorship agreements in 2014, including Applebee's and Kansas Lottery. In addition, INTRUST Bank Arena negotiated and/or renewed trade sponsorship agreements with the Wichita Eagle and Atomic Enterprises, which include weekly print advertising and digital billboard advertising for upcoming arena events, as well



INSTAGRAM
FOLLOWERS
1,872



FACEBOOK FANS
49,345



E-BLAST DATABASE
99,174



TWITTER
FOLLOWERS
11,981

as Squid Ink, which includes design and production of ads for the Arena's 360 ribbonboard and LED marquee.

The INTRUST Bank Arena sales & marketing department was also responsible for handling sponsorship sales for the 3rd Annual Wichita Ribfest, an SMG promoted event. In 2014, sponsorship sales saw an increase of nearly 70% from 2013 and sponsors included organizations such as Go Wichita, Whole Foods, the U.S. Army and many more.

PREMIUM SEATING

In 2014, our sales team rolled out a new premium seating option called Premier Seating. Premier Seats are located in section 104 and were implemented with the goal of increasing revenues and expanding the premium seating options offered to guests. Premier Seats are essentially a personal seat license; owners have the first right of refusal on event tickets and also enjoy access to the Cox Lounge.

In December, the sales team in conjunction with SAVOR... hosted our first suite holder appreciation event prior to the Wichita State men's basketball game. The event was an exclusive pre-game beer tasting function where suite owners and their guests had the opportunity to taste a series of New Belgium beers and snack on heavy appetizers that were paired with each beer by the Arena's Executive Chef. The event was very well received and was a great way for our team to provide a unique perk to our valued suite owners.

Lastly, INTRUST Bank Arena renewed two suite agreements in 2014 in addition to selling two suites to new owners. Two loge boxes were also successfully resold after not being renewed by previous owners.

INDUSTRY AWARDS

The efforts made by the INTRUST Bank Arena Marketing Department to be innovators and leaders within our industry were once again recognized several times throughout 2014.

Christine Pileckas, Director of Sales & Marketing, was named one of five recipients of the *Venues Today Magazine* 2014 Generation Next Award. The award honors influential young leaders 35 or younger who make a difference in sports, music, conventions, family shows and festivals. Pileckas was recognized and honored at a party for the Generation Next winners at the Event & Arena Marketing Conference held in New Orleans June 11-14.

In June, INTRUST Bank Arena received multiple awards in the marketing category. At the 2014 SMG Marketing Summit, the marketing team was awarded the "Best Social Media Promotion" for the '12 Days of Entertainment' promotion for the second straight year. INTRUST Bank Arena was also recognized by the American Marketing Association, Wichita Chapter, in two categories at the 2014 MAX Awards. In the Annual Report category, the arena received a Silver MAX Award (second place). In the Social Media category, the arena received third place, also for the '12 Days of Entertainment' promotion.



Jim Sachs,
Director of Ticketing



2014 marked the 25th Anniversary of Select-A-Seat. What started in 1989 with just six Dillons stores as ticket outlets has now grown to include a phone room, online internet sales and 18 area Dillons stores across south central Kansas serving as outlets.

The 25th anniversary allowed us many opportunities to promote Select-A-Seat, including the use of a commemorative anniversary logo, new yet retro ticket stock and a monthly Facebook promotion for our fans on the 25th of each month which included giveaways for each of our clients' events.

This past year, we reorganized the structure of Select-A-Seat and created a Client Services Representative whose role is to concentrate on building relationships and servicing the needs of our clients and outlets. Matt Hackler was promoted from Assistant Box Office Manager to this position. Matt works closely with our clients in the creation and building of their events into the system and is our information technology contact for Select-A-Seat. During 2014, Joe Wescott also joined the team as Box Office Manager. Joe had previously been with SMG Wichita at the Orpheum Theatre, serving as the House Manager.

Select-A-Seat installed three ticketing kiosks outside INTRUST Bank Arena in 2014. Two kiosks are located

on the north side of the venue near Entrance C and a third is located on the southwest corner outside the main box office. The kiosks are self-servicing and available 24/7. They allow purchasers to retrieve will call tickets that were purchased by phone or online, and also allow the purchase of tickets for any Select-A-Seat ticketed event.

In 2014, we were also able to centralize our access control servers, creating significant financial savings and combining the access control of three of our clients. This change also allows for better servicing of our clients.

Looking ahead, Select-A-Seat is planning to expand the digital ticketing opportunities for INTRUST Bank Arena and its clients. This process would include improving and creating easier ways for fans to purchase and manage tickets through any device. We look forward to continuing to enhance our services for the community and simplifying the ticketing process for consumers.

SELECT-A-SEAT CLIENTS

INTRUST Bank Arena
The Orpheum Theatre
Wichita Thunder

Wichita Grand Opera
Wichita Wingnuts
Abode Venue
WSU Hughes Metropolitan Complex

Newton Fox Theatre
Lawrence-Dumont Stadium
Wichita Force



Greg Read,
Regional Director of
Food & Beverage

SAVOR...

In 2014, SAVOR... Wichita created positive changes in a challenging year for revenue. Highlights include new services offered and a refreshing overhaul to a previously underutilized area of the venue.

Our Food & Beverage team challenged themselves with new and unique undertakings in 2014. While it is truly an accomplishment to have accommodated and entertained more than 14,000 guests at a record-breaking sold-out George Strait concert, hosting the forty members of the Wichita Food & Wine Society was an event to be very proud of presenting. Our Executive Chef planned and prepared an exquisite five course meal based on an 1870's society menu, ranging from Quail Wellington and Rabbit Vol au Vent to a decadent Green Tea Honeysuckle Cake.

Additional highlights from the year include the numerous charitable organizations and events that INTRUST Bank Arena hosted for the first time. The YMCA Gala and historic Orpheum Theatre's Celebrity & Chef Cook-off provided SAVOR... opportunities to showcase both our catering abilities and the versatility of our venue. Between the two events, we displayed our ability to cater to more than 500 guests and spotlighted our own Executive Chef in the Chef Cook off. Both of these events were notable successes for each organization and have since developed into new annual events for SAVOR... and INTRUST Bank Arena.

As we continue to strive to provide the best quality concession items and food & beverage service to our guests, we recognized that our biggest challenges laid in executing and serving our menu items in a timely manner, especially during large capacity concerts and

sporting events. An idea to solve this problem came in the form of call buttons for service. By using a basic pager system, our premium seating guests in loge boxes or suites are able to simply push a button which notifies their server that service is requested. The implementation of the pager system also allows the guest a little more control of their premium experience. This new asset has been a welcomed new amenity for owners in our premium areas.

The final project of 2014 for the Food & Beverage department brought the largest improvement to our venue as a whole and also proved to be the most exciting for not only our guests, but our local breweries as well. In three months time, the concept of a craft beer bar went from a mere suggestion to a reality, and a brand-new destination space in Brewhaus Bros. was opened. Brewhaus Bros. is the concept of a brewery, modified for an arena concession stand space. The space features 14 taps of local craft beers from the Kansas region and complimenting the craft beers is an eclectic pub-like menu, creating a fresh destination space that is unique and appealing to our guests. Seating for more than 90 guests through both cocktail and traditional tables was also added to the area to complete the space and create a true destination location.

EVENT SERVICES

The Event Services Department focused on the overall safety and security of the building in 2014.

Trainings for full and part time staff included guest care training and severe weather training. Event Services staff attended Academy of Venue Safety and Security and the Severe Weather Planning and Preparedness Conference, both of which were presented by International Association of Venue Managers (IAVM). Our facility's annual severe weather training drill with full-time and part-time staff, Martin Security, and Sheriff's Officers occurred on March 29. Additionally, our Event Manager and Operations Manager both attended Year 1 of the IAVM Venue Management School at Oglebay.

In March 2014, SMG realigned its Events Services Department by combining the Guest Services Manager and Security Manager positions. Pam Bugler, former Guest Services Manager was promoted to the role of Guest Relations Manager to lead both the Guest Services and Security teams. Additionally, SMG Security hired two new officers for second and third shifts respectfully. Guest Services promoted two Guest Services Staff to Guest Services Supervisors and a Guest Services Coordinator was hired on a part-time basis.

In May 2014, full time staff participated in a table top train derailment exercise which included staff from Burlington Northern Railroad and Santa Fe Railroad. This table top discussed scenarios including hazardous materials, non hazardous chemicals and the threat of loss of life. Ongoing communication has continued with both railroads to ensure the overall safety of the facility.

With the assistance of Wichita Police Department Bomb Squad and Sedgwick County Sheriff's Officers, an Emergency Evacuation Drill with an emphasis on Bomb Threat was conducted with full time staff June 2014. The Bomb Squad provided examples of potential items that could be used as bombs to educate staff on what could be considered a suspicious package. Staff had the opportunity to discuss and talk through

possible situations for an event day and a non-event day.

In July 2014, with the assistance of the Wichita Fire Department Inspector, a full scale fire inspection was completed of the entire arena. This inspection was a thorough walk through taking 3 full days to complete. Action items from the inspection were prioritized and are in the process of completion. The building continues to maintain a positive working relationship with the fire inspector on these action items.

The Department of Homeland Security executed a full scale risk assessment of the arena in 2014. This assessment included a full walk through and then a one-day session of questions and answers session. The arena has received the full assessment of DOH and has established a committee to take action on the recommendations.

SMG Security Officers trained using the Sedgwick County e-log system. During events, Officers update the system as needed. Should there be an emergency in the facility, all information can be seen by Sedgwick County Emergency Management.

Maintaining relationships with first responders and on-going training in the building with the first responders is vital to the safety of our guests and our employees. EMT's train all new staff in the building on a regular basis. Sheriff's Officer's train on active shooter scenarios and Wichita Fire Department has also trained in the facility.

The Event Services Department also helped lead the facility in its sustainability efforts. More awareness of recycling was created by doing regular audits of the facility's recycling bins, posting recycling awareness signage, sending regular sustainability e-mails to staff, and placing more effective recycling logos on individual recycling cans throughout the venue.

OPERATIONS

In 2014, the SMG Operations team focused on implementing sustainability efforts at our venue and enhancing our venue security programs. In addition, they stayed busy with countless building conversions, snow removal and building improvements and repairs.

Several Capital Improvement Projects for 2014 funded by Sedgwick County were completed, including the loge box paging system, the Brewhaus Bros. destination location, a dedicated closed loop heat exchanger for the ice chiller and the replacement of the pipe railing along the upper deck with a glass railing.

The Director of Operations was tasked with the development of a formal Asset Replacement Program, which was supplied to Sedgwick County as part of the SMG Annual Plan. This includes the requested Capital Improvement Projects and Capital Equipment Purchases for 2015, along with any additional projects under consideration for the years 2016 to 2019. Further projections include the 10, 15 and 20 year plans for asset replacement. The projects are to be assigned into specific categories, such as Life Safety/Code/ADA, Maintenance, Equipment Replacement, Contractual, Cost Savings and Revenue Enhancing/Fan Amenities.

The Safety Committee, which meets monthly and consists of employees from each department, has been expanded to include two sub-committees: Sustainability Committee and Venue Security Committee. These committees form comprehensive programs and policies related to the goals of the arena for Venue Excellence. The Sustainability Committee has been challenged with making improvements to our existing sustainability and recycling efforts. We

are using SMG resources to develop our plan including environmental/recycling initiatives, purchasing policies, and staff training. The Venue Security Committee has made several improvements in our Safety and Security plans, including our Evacuation Plan and Severe Weather Plan. The committee has also been working with the area Homeland Security office to develop a more comprehensive Venue Security Plan.

An SMG Operations Annual Meeting in July 2014 was attended by the Director of Operations, the Operations Manager, the I.T. Manager and the Engineering Manager. The sessions included safety management programs, OSHA compliance, security, wireless internet access advancements and general operations topics that are fundamental to providing a safe and secure environment at the arena. Another topic was the conversion of the current Preventative Maintenance program that SMG offers to the venues to a more efficient and user friendly version. This will also allow safety procedures that pertain to the different work orders to be attached as a reference to the particular work order.



Frank Griffith,
Director of Operations



 **INTRUST** *Bank Arena*®

*We are in the business of creating memories
through world class entertainment,
one guest at a time.*



Sedgwick County...
working for you