

INTRUST BANK ARENA

2015 ANNUAL REPORT



INTRUST *Bank Arena*

INTRUST Bank Arena



YEARS



2015 EVENTS

- 1/3 Thunder vs. Quad City
- 1/8 Sunrise Rotary Fireside Breakfast
- 1/9 INTRUST Bank Arena 5th Anniversary Celebration
- 1/10 Thunder vs. Evansville
- 1/11 Thunder vs. Evansville
- 1/14-1/18 Cirque Du Soleil 'Varekai' (7 performances)
- 1/23-1/24 Monster Jam
- 1/30 Thunder vs. Quad City
- 1/31 Harlem Globetrotters (2 games)
- 2/5 Wichita Metro Chamber of Commerce Chairman's Luncheon
- 2/6-2/8 Sesame Street Live (5 performances)
- 2/13 Wichita Business Journal Pancake Breakfast
- 2/13 Thunder vs. Missouri
- 2/15 Thunder vs. Allen
- 2/17 Bob Seger (5th Anniversary Concert Series)
- 2/20 Thunder vs. Rapid City
- 2/21 Arc of Sedgwick County SOC Walk
- 2/21 Thunder vs. Tulsa
- 2/22 Wichita Force Open House
- 2/26 The Avett Brothers
- 2/27 Thunder vs. Brampton
- 2/28 Force vs. Salina
- 3/1 Thunder vs. Allen
- 3/3 West Wichita Rotary
- 3/4 Thunder vs. Rapid City
- 3/6 Winter Jam
- 3/7 Miranda Lambert
- 3/12-3/15 Disney On Ice (7 performances)
- 3/20 Thunder vs. Allen
- 3/21 Thunder vs. Tulsa
- 3/24 INTRUST Bank Service Recognition Breakfast
- 3/25 Thunder vs. Quad City
- 3/26 Founding Partners Luncheon
- 3/28 Force vs. Sioux City
- 3/29 Thunder vs. Tulsa
- 3/31 Fleetwood Mac (5th Anniversary Concert Series)
- 4/1 Thunder vs. Allen
- 4/2 Wichita Metro Chamber of Commerce Metro Mingle
- 4/3 Force vs. Omaha
- 4/4 Thunder vs. Brampton
- 4/8 Thunder vs. Tulsa
- 4/9 Jason Aldean
- 4/10 Thunder vs. Tulsa
- 4/11 Thunder vs. Allen
- 4/14 Building Owners Management Association Meeting
- 4/25 PBR Velocity Tour
- 5/8 Force vs. Dodge City
- 5/9 Friends University Commencement
- 5/16 Force vs. Salina
- 5/23 Force vs. Sioux City
- 6/3 Sedgwick County Manager's Retirement Reception
- 6/5-6/7 Signature Equipo Spring Convention
- 6/9 Wichita Orpheum Theatre Celebrity & Chef Cookoff
- 6/11 Power 93.5's Powerhouse Jam feat. Lil Wayne & Trey Songz
- 6/16 March of Dimes Reception
- 6/17 Wichita Thunder Happy Hour Reception
- 6/24 YMCA National Gymnastics Championships Opening Reception
- 7/15 Wichita Thunder Sponsorship Mingle
- 7/18 YMCA Gala
- 7/21 Wichita Business Journal Women in Business Mingle
- 7/25 Lady Antebellum
- 7/31 Private Retirement Party
- 8/9 Boston
- 8/15 Wingapalooza
- 8/20 Sirius Computer Lunch
- 8/22 Wichita Thunder Season Ticket Holder Open House
- 8/27-8/30 Ringling Bros. and Barnum & Bailey Circus
- 9/3 Get Hired! Job Fair
- 9/12 Living Proof Live featuring Beth Moore
- 9/24 Florida Georgia Line
- 9/30 Foo Fighters (5th Anniversary Concert Series)
- 10/2-10/4 Signature Equipo Fall Convention
- 10/6 Ariana Grande
- 10/10 Def Leppard
- 10/15 Shinedown and Breaking Benjamin Tour Rehearsals
- 10/16 Shinedown and Breaking Benjamin
- 10/17 Thunder vs. Quad City
- 10/23 Thunder vs. Missouri
- 10/26 Kansas Tourism Conference - Opening Session
- 10/29 Founding Partners Luncheon
- 10/30 Thunder vs. Colorado
- 10/31 Thunder vs. Colorado
- 11/8 Thunder vs. Missouri
- 11/11 Thunder vs. Tulsa
- 11/13 Thunder vs. Missouri
- 11/14 Thunder vs. Missouri
- 11/20 Thunder vs. Allen
- 11/21 Thunder vs. Missouri
- 11/25 Thunder vs. Indy
- 11/28 Thunder vs. Tulsa
- 12/3-12/6 Garth Brooks World Tour with Trisha Yearwood (6 shows)
- 12/11 Sedgwick County Manager's Brownbag Luncheon
- 12/12 Wichita State University vs. Utah men's basketball
- 12/19 Kansas State University vs. Colorado State men's basketball
- 12/20 Thunder vs. Cincinnati
- 12/22 Trans-Siberian Orchestra (2 performances)
- 12/26 Thunder vs. Tulsa
- 12/27 Thunder vs. Allen
- 12/30 Thunder vs. Allen
- 12/31 INTRUST Bank New Year's Eve Party



A.J. Boleski,
General Manager

EXECUTIVE SUMMARY

2015 was an unforgettable and exciting year for INTRUST Bank Arena. From commemorating the milestone of our 5th Anniversary to booking and selling out six Garth Brooks concerts, our team has a multitude of accomplishments to be proud of.

Wow, what an incredible year our team had in 2015! We celebrated INTRUST Bank Arena's 5th anniversary throughout the entire year with a diverse lineup of events, a 5th Anniversary Concert Series and an amazing run of six sold-out shows by country music legend, Garth Brooks.

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 2015, *Pollstar* ranked INTRUST Bank Arena #35 nationally and #73 worldwide for arenas. These rankings represented the venue's best finish since the inaugural year in 2010.

We hosted 13 of the top 100 worldwide tours according to *Pollstar Magazine*, including Cirque Du Soleil, Bob Seger, Miranda Lambert, Winter Jam, Fleetwood Mac, Jason Aldean, Ringling Bros. and Barnum & Bailey Circus, Florida Georgia Line, Foo Fighters, Ariana Grande, Def Leppard, Garth Brooks with Trisha Yearwood and Trans-Siberian Orchestra.

We welcomed 439,767 guests, while hosting 101 events. We hosted 17 concerts and 23 concert performances, along with four sporting events, five family shows, 36 Wichita Thunder hockey games and six Wichita Force football games.

The building's net operating income was \$1,150,206, marking the second best financial year in the venue's history. Through the five years of our management agreement, Sedgwick County has earned \$2,000,105. Since opening in 2010, INTRUST Bank Arena has welcomed 2,418,654 guests, hosted 555 total events and earned a total net operating income of \$5,081,762.

Lastly, INTRUST Bank Arena was recognized by Visit Wichita as the winner of its 2015 Destination Promotion Award for its outstanding efforts to promote Wichita. The arena was recognized for selling more than 75,000 tickets to Garth Brooks and for bringing amazing entertainment to Wichita while helping promote the city as a great destination throughout Kansas and Oklahoma.

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

CELEBRATING FIVE YEARS



YEARS

INTRUST Bank Arena.

In 2015, INTRUST Bank Arena celebrated five years of creating memories and providing world-class entertainment to fans in downtown Wichita. INTRUST Bank Arena's first concert took place on Jan. 9, 2010 and featured country superstar Brad Paisley.

To celebrate the Arena's fifth anniversary and the first five years, a special commemorative section was inserted into the Wichita Eagle on Sunday, Jan. 11. The section featured milestones and achievements throughout the first five years, a look at what's to come in the next five years, an overview of what's new at INTRUST Bank Arena since the grand opening in 2010, interviews and quotes from founding partners and stakeholders, and much more.

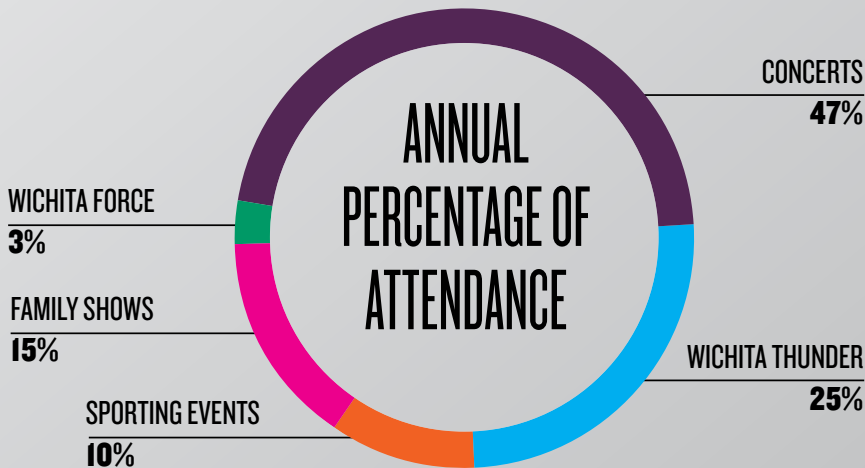
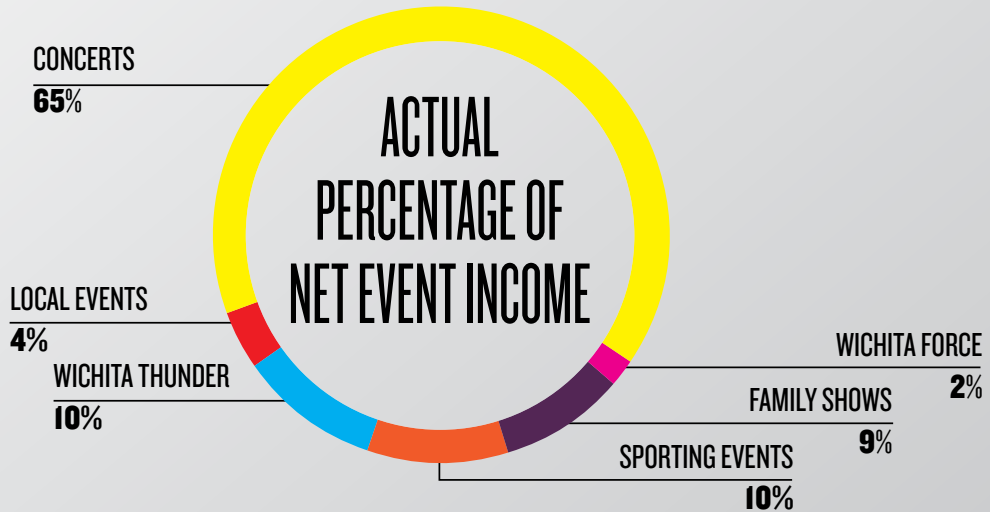
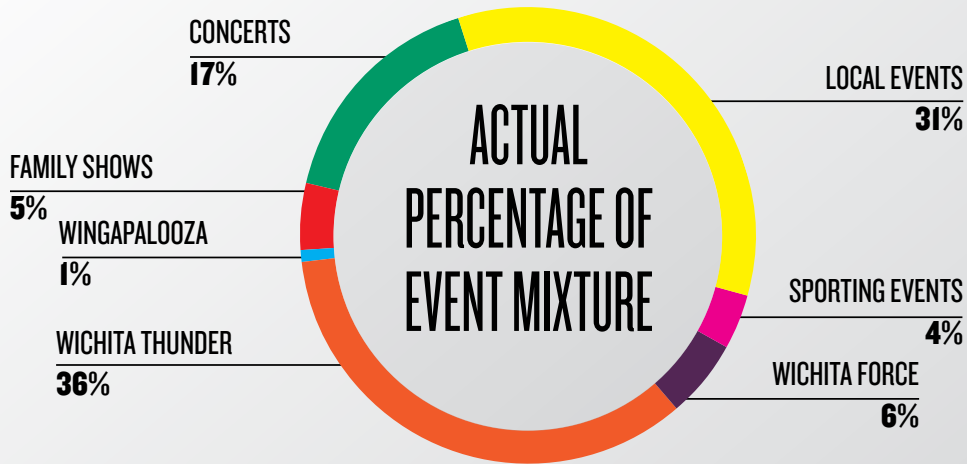
In January 2015, INTRUST Bank Arena launched a completely new, redesigned website to kick off the fifth anniversary. The newly redesigned website, www.intrustbankarena.com, is sleek, easy to navigate, and offers a full multimedia experience. The site was developed by Howerton+White, an interactive marketing agency in Wichita, Kan.

A 5th Anniversary Concert Series was also planned and executed to commemorate the milestone. The series consisted of four concerts: Bob Seger (Feb. 17), Fleetwood Mac (March 31), Florida Georgia Line (Sept. 24) and Foo Fighters (Sept. 30). As part of the concert series, our marketing department planned a promotion to give fans the chance to win a 5-Star Fan Experience for each concert in the series. The 5-Star Fan Experience included tickets to the concert, round-trip limousine transportation, dinner in the Arena's Cox Lounge, a 1-night hotel stay and a commemorative concert poster.

In addition, we designed commemorative ticket stock and commemorative souvenir cups for the fifth anniversary. The souvenir cups were available for purchase all year long at all arena concession stands during events. Fifth anniversary themed banners were also installed on street poles in the arena neighborhood and provided a nice colorful addition to several downtown streets.

As we closed the book on the fifth anniversary year, INTRUST Bank Arena ended 2015 with an exceptional year of concerts, family shows, sporting events and other live entertainment. The financial numbers for the Arena's sixth year of operation solidify the successful year and marked 2015 as the second best year in the Arena's history. INTRUST Bank Arena recorded a net operating income of \$1,150,206 in 2015, an achievement that falls second only to the Arena's grand opening year in 2010.





Sporting events include Monster Jam, PBR, Wichita State men's basketball and Kansas State men's basketball. Family Shows include Harlem Globetrotters, Sesame Street Live, Disney On Ice, Cirque Du Soleil and Ringling Bros. and Barnum & Bailey Circus. Concerts represent 17% of the events held at INTRUST Bank Arena and account for 65% of the net event income. Wichita Thunder hockey games represent 36% of events and account for 10% 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.

Cirque Du Soleil returned to INTRUST Bank Arena with seven performances of Varekai on Jan. 13-16. The event attracted more than 12,000 guests over five days.

The Harlem Globetrotters visited INTRUST Bank Arena on Jan. 31 and played its first-ever double-header at our facility. More than 7,500 guests attended the two events. On Feb. 6-8, Sesame Street Live made its annual stop in Wichita, playing five performances of 'Let's Dance.'

On March 12-15, Feld promoted its Disney on Ice: Princess and Heroes event, featuring several characters from the Disney movie Frozen. More than 32,000 guests purchased tickets to the seven performances, doubling the number of tickets sold for our first Disney on Ice event in September 2011.

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



CONCERT SUMMARY

In 2015, SMG Wichita hosted 16 major concert events and 21 concert performances. The concert schedule began in February with the first of four 5th Anniversary Concert Series shows.

The series started with Bob Seger and the Silver Bullet band on Feb. 17. On Feb. 27, The Avett Brothers returned to Wichita for a performance in the Arena's intimate theater setup.

On March 6 and 7, the facility hosted two back-to-back concerts including Winter Jam with more than 14,000 guests and a sold out Miranda Lambert show with nearly 11,000 guests. The month ended with the venue's second 5th Anniversary concert with the iconic classic rock band, Fleetwood Mac, who performed to a sold-out crowd of approximately 12,000 guests.

On April 9, Jason Aldean returned for his third headlining appearance at the venue. On June 11, SMG partnered with Power 93.5 and a local promoter to host the first hip hop concert in the history of INTRUST Bank Arena. The Power 93.5 Powerhouse Jam featured Lil Wayne and Trey Songz. Approximately 6,000 guests attended the event, which attracted a very diverse audience and also attracted many guests who were visiting our facility for the first time.

On July 25, Lady Antebellum returned for the second consecutive year. On Aug. 9, Boston and Blue Oyster Cult played INTRUST Bank Arena and the show was promoted by Mammoth Productions from Lawrence, Kan. It was the first time for them promoting a show in our venue.

Florida Georgia Line returned on Sept. 24, this time as a headliner of their Anything Goes Tour. The show served as the third concert of the anniversary series. During this event, INTRUST Bank Arena hosted its 2 millionth guest since opening in 2010.

On Sept. 30 the Foo Fighters invaded Wichita to play its first-ever arena show in the market. Lead singer Dave Grohl did not disappoint as he continued to play through a broken foot, an injury suffered just months beforehand.

On Oct. 6, Ariana Grande brought her Honeymoon Tour to INTRUST Bank Arena along with opening act, Prince Royce. The show was the first pop show in the history of the venue. Def Leppard returned to Wichita for the first time since 2003. Opening acts Foreigner and Tesla helped in selling out the show with more than 10,000 tickets sold. On Oct. 15, Shinedown and Breaking Benjamin rehearsed at INTRUST Bank Arena prior to opening their tour in the venue Oct. 16.

On Oct. 23, Garth Brooks tickets for his two shows in Wichita went on-sale at 10am. Within 45 minutes, more than 65,000 tickets were sold to six performances, breaking his own record from 18 years prior. During the first week of December, INTRUST Bank Arena hosted more than 75,000 guests over six sold-out shows for the Garth Brooks World Tour with Trisha Yearwood.

Trans-Siberian Orchestra rolled back into town on Dec. 22. For the first time ever, the band hosted two performances and more than 11,000 guests at INTRUST Bank Arena.

INTRUST Bank Arena hosted 13 of the Top 100 worldwide touring acts, while finishing the year ranked 35th 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 8th busiest in the United States and 15th busiest venue in the world with a capacity of 10,001 to 15,000 seats.

SPORTS SUMMARY

Sporting events were again a major part of INTRUST Bank Arena's event mix in 2015, highlighted by a nationally televised Wichita State men's basketball game that marked the team's most successful downtown game to date.



Monster Jam hosted three performances of its all new More Monster Jam show on Jan. 23-24. The event featured eight drivers who competed against each other in monster trucks, quads, and more with a champion named at each show.

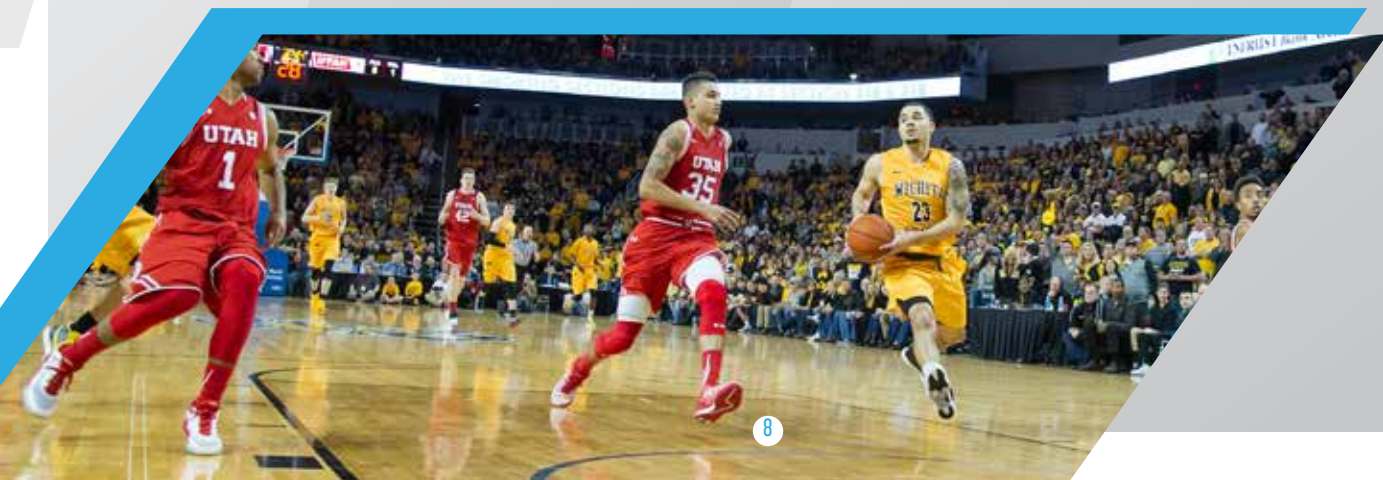
On April 25, the PBR Velocity Tour returned for its second consecutive year. The event marked PBR's fifth appearance in the venue and the first for the Velocity Tour, and approximately 6,000 guests attended.

The ECHL's Wichita Thunder completed the regular season with a record of 32-31-2-7 and finished in fourth place in the Central Division of the Western Conference, missing the playoffs for the second consecutive year. The Thunder hosted 36 home games during the season.

Wichita State University men's basketball made its annual appearance in Downtown Wichita on Dec. 12. The Shockers defeated the University of Utah to remain a perfect 6-0 at INTRUST Bank Arena, after selling out its ESPN2-televized game for the second consecutive year. The sell-out served as the Shockers' most successful game to date at INTRUST Bank Arena.

The Wichita Force kicked off its inaugural season in the Champions Indoor Football League on Feb. 28 at INTRUST Bank Arena. Representing the venue's second tenant, the Force hosted six regular season games, finished the regular season ranked third in the league, and qualified for the playoffs.

The community was again painted purple on Dec. 19 when INTRUST Bank Arena hosted the K-State Wildcats men's basketball team as they played Colorado State University. The Wildcats were victorious for the second straight time in Wichita and the game was broadcast on Fox Sports Midwest.



GARTH BROOKS

INTRUST Bank Arena hosted Garth Brooks with Trisha Yearwood for six sold-out concerts on Dec. 3-6, 2015. Garth Brooks broke several arena records, including most sellouts, most tickets sold, most performances and top selling artist in the history of Wichita.

On Oct. 23, within 45 minutes of going on sale, more than 65,000 tickets were sold to six performances, breaking his record from 18 years prior. Select-A-Seat partnered with Tickets.com to add phone lines and employ more than 100 phone operators for the on-sale. In total, INTRUST Bank Arena hosted more than 75,000 guests. SMG and Visit Wichita partnered with the Wichita State University Center for Economic Development and Business Research to conduct an economic impact study of the event. Out of town visitors brought in by the concerts generated an estimated \$6.4 million in new economic activity in the area over four days. Local concert goers attributed an additional \$4.4 million, resulting in an estimated \$7.3 million in economic activity that was retained in the Wichita area as a result of the shows. Of the 75,000 guests who attended the shows, nearly 23,000 were out of town guests who traveled more than 100 miles for the event. More than \$1 million in tax revenue was earned by the City, County, and State during the four days.

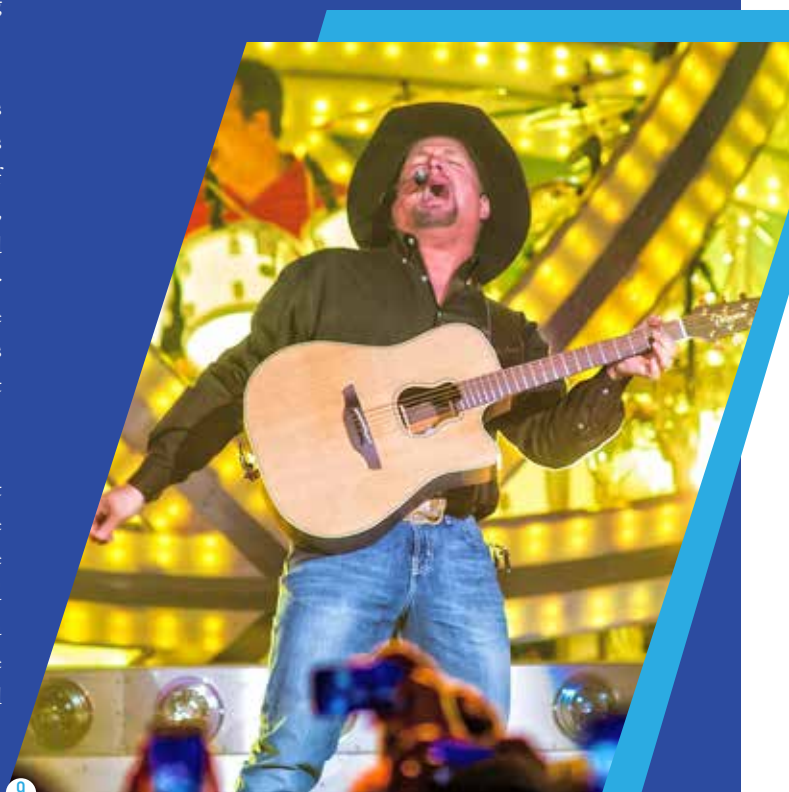
Success of this event was attributed directly to the efforts and planning of the INTRUST Bank Arena team and its partners. SMG worked with Sedgwick County, the City of Wichita, Wichita Transit, Wichita Downtown Development, Visit Wichita, First Student and Car Park, Inc. to plan and implement parking and traffic plans for the events. In honor of the record-breaking performances, local streets were temporarily renamed 'Low Places Lane' and 'Thunder Rolls Road' and commemorative banners were displayed throughout the arena lobby.

During the four days, Wichita Transit and First Student transported more than 9,000 people to and from satellite parking areas at Lawrence Dumont Stadium, Exploration Place and City Hall. On Saturday and Sunday, Garth performed double-header performances. Saturday night presented a unique challenge of turning the building over within one hour. The entire arena staff along with the help of two local

ServiceMaster franchises and soldiers from McConnell Air Force Base were able to clear the venue, clean the entire facility and re-open the doors for the second show within 45 minutes.

Following the shows, Sedgwick County Commissioner Tim Norton commented, "Just a follow up note to reiterate how proud I am of the great work your Team continues to do to make the arena a shining star in our community. Please communicate to the entire staff how gratifying it is to me and how much positive feedback I am hearing. Garth was fantastic... and so was the SMG team."

Overall, the Garth Brooks experience was an amazing success for INTRUST Bank Arena and the entire Wichita community and fantastic finish to the venue's 5th Anniversary year.





SMG IN THE COMMUNITY

COMMUNITY EVENTS

In addition to world-class entertainment and sporting events, SMG takes pride in hosting community events in its facility throughout the year.

Several community events were hosted during the first quarter, including the Sunrise Rotary Fireside meeting on Jan. 8 and the Wichita Business Journal Pancake Breakfast on Feb. 13.

The Wichita Metro Chamber of Commerce hosted its annual Chairman's Luncheon event on the arena floor on Feb. 5 for the fourth consecutive year. The event featured speakers from Sedgwick County, the City of Wichita, Chamber of Commerce and Young Professionals of Wichita. West Wichita Rotary Club hosted its meeting on March 3. INTRUST Bank hosted its annual Employee Recognition Breakfast on March 24 and SMG hosted its Founding Partners luncheon on March 26.

SMG hosted the Wichita Chamber of Commerce Metro Mingle on April 2. The tailgate-themed mixer included catering by SAVOR and Chef Ben George along with player appearances by the Wichita Force football team. Friends University hosted its commencement on May 9. SMG, along with the Sedgwick County Zoo and Exploration Place hosted a Retirement Reception for County Manager Bill Buchanan on June 2 and the March of Dimes held a cocktail reception in the Cox Lounge on June 16.

On June 4-7, SMG partnered with Visit Wichita to host a 3-day regional conference for Signature EquipoVision, the largest Hispanic business support group for independent business owners marketing Amway. The event attracted nearly 6,000 attendees from states across the Midwest.

The Wichita Orpheum Theatre hosted its annual Celebrity & Chef Cookoff event for the second consecutive year at INTRUST Bank Arena. Our very own Chef Ben George led the winning team in the timed culinary competition. The event sold-out with 540 guests and raised an all-time high of \$112,000.

On June 24, SMG partnered with the YMCA and Visit Wichita to host the opening ceremonies of the YMCA National Gymnastics Championships that were hosted in Wichita on June 25-28. The event drew approximately 1,600 competitors and their families totaling more than 4,000 total guests in Wichita.

On Aug. 15, SMG promoted its first annual Wingapalooza event. The sold-out event attracted nearly 2,000 guests and featured 23 local restaurants preparing more than 40,000 wings.

On Sept. 12, INTRUST Bank Arena again partnered with Visit Wichita to host Living Proof Live with Beth Moore. The event attracted nearly 8,000 guests and was simulcasts to more than 100,000 viewers across all 50 states and eight countries.

On Oct. 2-4, Signature EquipoVision returned to the venue to host nearly 9,000 out-of-town guests for its three day, national convention. Nearly 100 charter buses converged at INTRUST Bank Arena while selling out every hotel room in Downtown Wichita for two consecutive nights.

On Monday, Oct. 26, Visit Wichita hosted its opening session of the statewide Kansas Tourism Conference at INTRUST Bank Arena.

Overall in 2015, SMG hosted 32 local events and provided 33 arena tours and presentations.



TICKETS & DONATIONS

In 2015, INTRUST Bank Arena donated 1,309 tickets for a value of \$37,220.36, an increase in total tickets donated of 130 from the previous year. Ticket donations are provided to local non-profit groups. In addition to tickets, SMG Wichita donates advertising on our indoor LED marquee to one non-profit group a month throughout the year. Groups that have benefited from this opportunity include Big Brothers and Big Sisters, American Heart Association, Heartspring, Wichita Grand Opera, Independent Living Resources, Habitat for Humanity, EmberHope, Inc., Komen Kansas, Kansas Food Bank, Ronald McDonald House, The ARC of Sedgwick County, Salvation Army and more.

COMMUNITY INVOLVEMENT

SMG Wichita including INTRUST Bank Arena and the Orpheum Theatre raised nearly \$12,000 in charitable gifts in 2015 for the following organizations: Dress for Success, Big Brothers and Big Sisters of Kansas, Leukemia and Lymphoma Society, United Way of the Plains and Goodwill Industries. Additionally, our staff volunteered nearly 600 hours in service to the community through organizations including Episcopal Social Services, Big Brothers and Big Sisters of Kansas, Kansas Heart Association, Wichita Festivals, Special Olympics, Independent Living Resources, Habitat for Humanity, Kansas Food Bank and Ronald McDonald House.

Additionally, SAVOR... donated 50 pounds of food to the Night on the Red Carpet event, 30 gallons of green chile to the Wichita Wagonmasters Downtown Chili Cookoff and 300 mini cakes to the Ronald McDonald House Jingle event.

More than half of our full-time staff spent an afternoon in 2015 working on enhancing the appearance of the Arena's exterior which included jobs such as pulling weeds, spreading mulch, cleaning the parking lots and planting new flowers and shrubs.

Each year, INTRUST Bank Arena hosts an Angel Tree through the Salvation Army which allows our staff to purchase items which will be distributed to local area children who are less fortunate. This year, more than 75% of all angels on INTRUST Bank Arena trees were taken and gifts were purchased and donated back to this charitable cause.

Our team of directors is heavily involved in our community. Directors are either on the board of or volunteer their time to be active members of the following local organizations: Visit Wichita, East Rotary, Sunrise Rotary, Wichita Festivals, Wichita Wagonmasters, West Rotary, Young Professionals of Wichita, Downtown Rotary and the Greater Wichita Area Sports Commission.



FINANCIAL OVERVIEW

INTRUST Bank Arena's net operating income finished at \$1,150,206 in 2015, representing the second best financial year ever.



Chris Kibler,
Assistant General Manager/
Director of Finance

NUMBER OF
TICKETED EVENTS
69

ATTENDANCE
439,767

RENTAL INCOME
\$1,499,860

SERVICE
REVENUE
\$1,489,174

SERVICE
EXPENSES
(\$2,549,728)

TOTAL
DIRECT
EVENT
INCOME
\$439,306

NET FOOD AND BEVERAGE INCOME
\$1,962,052

NET NOVELTY
INCOME
\$121,179

ON-SITE PARKING REVENUE
\$11,325

TOTAL ANCILLARY INCOME
\$2,094,556

TOTAL OTHER
EVENT INCOME
\$2,399,941

NET EVENT
OPERATING INCOME
\$4,933,803

OTHER
INCOME
\$1,633,878

TOTAL INDIRECT EXPENSES
(\$5,417,475)

NET INCOME
\$1,150,206

*Monies paid to Sedgwick County companies: \$3,657,778 *Monies paid to 3rd Party Commission Groups: \$428,460

VENUE EXCELLENCE

The venue excellence committee, made up of employees from every department, was hard at it again this year working behind the scenes to continue to improve the arena for both employees and guests. The committee's projects included the enhancement of the Top 25 meetings to give employees a chance to mingle with one another rather than just attending "another meeting" on the 25th of each month while consistently focusing on our goal of achieving a year-end Pollstar ranking of Top 25 in the United States. The committee also revamped both the part-time and full-time employee recognition programs with a renewed focus on our core values and recognizing those who go above and beyond their regular job duties. The new program features an employee of the month for full-time employees and a rockstar of the quarter for part-time employees which includes a VIP reserved parking spot for the quarter right outside the main gates.

Additionally, several committee members participated in the "drink rail" project for the upper concourse of the arena. This project included identifying locations that would be suitable for drink rails to be added in an effort to enhance the guest experience by providing guests additional locations to enjoy their concession items away from their ticketed seat while also creating an environment to mingle. Further, a large scale mural was fabricated for the backstage hallway along with a fresh coat of bright paint to enhance the area for the artists and tours and give them a memorable visual to remember INTRUST Bank Arena. The mural is a play on the Wizard of Oz and boasts the headline, "It's not New York. It's not LA. Welcome to the Land of Oz." with a yellow brick road that winds its way through poppy flowers to arrive at the arena and Wichita skyline. Other projects include the planning and execution of the all employee meeting held in the 3rd quarter and the development of the employee satisfaction survey.

GUEST EXPERIENCE

INTRUST Bank Arena continues to strive 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 we mentioned in 2014, as part of a company-wide SMG initiative, we rolled out an online customer satisfaction survey to obtain venue specific feedback following each event. The goal of this project is to establish a metric to improve both the guest experience and facility operations. Since the launch of the survey in late 2014, we have received more than 1,200 survey responses including comments and suggestions on how to further improve the guest experience at INTRUST Bank Arena. We have been evaluated and ranked in the following areas: parking and traffic – 82%, signage and navigation – 88%, customer service – 90%, concessions – 80%, and cleanliness – 92%. Cumulatively, this has resulted in an overall average of 86%, exceeding the SMG targeted benchmark of 85%.

We are able to use these results to analyze how INTRUST Bank Arena compares to other facilities of similar size as well as all other SMG managed venues. Further, the results received are on an event-by-event basis and are shared with local arena management each month resulting in immediate action to resolve issues or praise the team for a job well-done.

SALES & MARKETING

Several new and exciting events kept the Sales & Marketing team very busy in 2015, including launching the branding and marketing efforts for the Arena's 5th Anniversary, leading the efforts of the first ever Wingapalooza, and handling the demand for premium seating sales & rentals for six Garth Brooks concerts.



*Christine Pileckas,
Director of Sales & Marketing*

MARKETING & SOCIAL MEDIA

Each year, our Marketing team looks for new and innovative ways to both promote our events and utilize our social media channels. In January, our team kicked off the 5-Star Fan Experience promotion centered on the 5th Anniversary Concert Series. The promotion gave fans the opportunity to win a 5-Star Fan Experience at each one of the 5th Anniversary Concert Series. The 5-Star Fan Experience included two tickets to the show, roundtrip limousine transportation, dinner for two in the Arena's Cox Lounge, a one-night hotel stay and a commemorative concert poster.

For the fifth straight year, INTRUST Bank Arena launched a promotion to give away one golden ticket to one lucky fan. The promotion received more than 16,000 entries, increased our Facebook fans by more than 3,000 and added nearly 1,500 unique email addresses to our marketing database.

This year, we added Snapchat to the mix of social media platforms we utilize. Snapchat is a photo and video sharing platform that limits the length of time a follower can view the message for. Our team is utilizing Snapchat on event days to give fans more access into the backstage life of a tour and to share short video clips with our followers of the actual performances and event. Snapchat will be a great tool to market to and engage the younger generation.

SPONSORSHIPS

Event sponsorship sales played a major factor in the success of the Arena's first annual Wingapalooza this August. More than \$13,000 in event sponsorships was sold and included sponsors such as Priority MotorSports, Visit Wichita, Martin Event Services, Samuel Adams, Printing Inc., Alt 107.3 and more.

Three new partnerships were created in 2015 between INTRUST Bank Arena and local companies. Qdoba not only joined the lineup of food & beverage offerings at INTRUST Bank Arena through the lease of a concession stand, they're creating additional awareness for their new location through ribbonboard advertising and concourse signage. Volunteer Kansas came on board as a sponsor to utilize the ribbonboard to advertise their products and services. Lastly, Convergys utilized advertising on the marquee throughout the year.

Three sponsors renewed their advertising agreements with INTRUST Bank Arena in 2015, including ServiceMaster, Kansas Tag Authority and Cowley College.



**INSTAGRAM
FOLLOWERS**

4,135



FACEBOOK FANS

55,031



E-BLAST DATABASE

121,069



**TWITTER
FOLLOWERS**

16,730

PREMIUM SEATING

2015 was a highly successful year for premium seat sales & rentals at INTRUST Bank Arena. The number of premier seats leased, located in section 104, more than quadrupled and we ended 2015 with 66 premier seats sold. This spike in premier seat interest was largely due to the overwhelming demand for Garth Brooks concert tickets. In addition, one executive suite, five loge boxes and eight club seats were leased to new owners and contracts were renewed for an additional nine loge boxes and ten club seats.

Suite owners enjoyed an enhanced experience of celebrating the Arena's 5th Anniversary and 5th Anniversary Concert Series through a series of commemorative gifts and exclusive appreciation events. Commemorative gifts included a high-end bottle of wine paired with a custom boutique box of locally crafted chocolates from Cocoa Dolce, a commemorative set of wine glasses with the Arena's 5th Anniversary logo etched into them, commemorative concert posters and commemorative lanyards.

Exclusive appreciation events included a meet & greet with Kansas City Chiefs Cheerleaders, KC Wolf the mascot and Kansas City Chiefs staff in the Cox Lounge prior to the Bob Seger concert and an exclusive wine tasting and hors-d'oeuvre pairing prior to the second show in the 5th Anniversary Concert Series, Fleetwood Mac.

INDUSTRY RECOGNITION & AWARDS

Christine Pileckas, Director of Sales & Marketing, and Josh Howell, Marketing Manager, attended both the SMG National Marketing Summit in Long Beach, Calif. and Event & Arena Marketing Conference in Los Angeles in June. Pileckas led three roundtable discussions at the SMG meetings covering the topics of social media and annual reports. At the meetings, INTRUST Bank Arena was recognized with the "Best Trade Ad" award among all SMG venues for the "We're Your Biggest Fan" campaign.

In October, Venues Today Magazine named AJ Boleski, Christine Pileckas and Greg Read nominees for their annual Hall of Headlines Awards. The annual awards celebrate headline-making people and the events that changed our thinking in 2015. Boleski and Pileckas were nominated in the marketing category for the promotional efforts that were executed to celebrate the Arena's 5th Anniversary, including the 5th Anniversary Concert Series that featured a diverse lineup of events. Read was nominated in the concessions category for introducing Brewhaus Bros. craft beer bar at INTRUST Bank Arena, capturing the explosion of the craft beer sector in beer sales.



*Jim Sachs,
Director of Ticketing*

select seat .com

2015 was as great year for Select-A-Seat, highlighted by successfully selling nearly 600,000 tickets which accounted for more than \$14 million, orchestrating and executing the on sale for six sold out Garth Brooks concerts and the retention and addition of several clients.

In 2015, Select-A-Seat finalized and implemented “My Select-A-Seat” digital ticketing which allows patrons to manage their tickets digitally. Additionally, My Select-A-Seat contains several inventory management tasks on smartphones or other mobile devices including, but not limited to, viewing ticket inventory, forwarding tickets, exchanging tickets and facilitating venue entry via a mobile device. This allows for Apple Passbook integration, email confirmation, targeted promotions, Ad Hoc reporting module and an online management portal. These functions were made available to Wichita Thunder Hockey season ticket holders this year to assist in managing their season tickets. The full features of My Select-A-Seat will be rolled out to all Select-A-Seat customers and clients in the upcoming year.

Six sold out Garth Brooks concerts occupied a large part of our staff’s year through preparation of the event, arranging and outsourcing phone operations, increasing website capability and constant communication with both Tickets.com and the show promoter. Select-A-Seat partnered with Tickets.com to assist in providing

more than 100 phone operators and 1,000 phone lines to accommodate the ticket on sale for Garth Brooks. We worked closely with Tickets.com to create new event webpages and unique phone messaging in an effort to appropriately direct the extremely high volume of traffic and to allow patrons an easy and smooth purchasing process. These efforts resulted in selling more than 65,000 tickets in less than one hour and eventually selling out the entirety of all six shows. After the on sale, the Select-A-Seat team processed and mailed more than 15,000 pieces of mail within the next week.

The success of Select-A-Seat was a result of a strong concert schedule at INTRUST Bank Arena and The Orpheum Theatre. We were also able to renew long standing contracts with the Wichita Wingnuts and the National Baseball Congress. In addition, we added several new clients this year, including the Miss Kansas Pageant, Wichita Festivals, Inc., Joe’s Garage, 54 Music Hall and the Scottish Rite Center. All of these clients represent Wichita area events and venues.

SELECT-A-SEAT CLIENTS



INTRUST Bank Arena
The Orpheum Theatre
Wichita Thunder
Joe’s Garage

Wichita Grand Opera
Wichita Wingnuts
54 Music Hall
WSU Hughes Metropolitan Complex
Wichita Festivals, Inc.

National Baseball Congress
Wichita Force
Miss Kansas Pageant
Scottish Rite Center



Greg Read,
Regional Director of
Food & Beverage

SAVOR...

Many exciting enhancements took place for SAVOR... Wichita in 2015, including the rebranding of seven concession stands and the introduction of a brand-new suite level destination space, Fusion Fifty-Four.

In 2015, we completely overhauled and rebranded five concession stands on the main concourse level. These changes were made in an effort to make it easier for guests to make selections and navigate the concourse during events, by theming and naming our concession stands to appropriately convey the food offerings they have. The newly rebranded concession stands include Rub My Belly BBQ, Coops Chicken Kitchen, Wild Leaf, Dog Shack and Sideshow Snacks. Additionally, Qdoba Mexican Grill joined the diverse lineup of concession vendors at INTRUST Bank Arena. Qdoba took over the concession space where Carlos O'Kelly's formerly operated.

Our suite owners and their guests have also enjoyed an upgraded guest experience since the introduction of our newest destination space in September, Fusion Fifty-Four. An exclusive bar on the Arena's suite level, this premium bar offers specialty infused cocktails and is open exclusively to suite owners and guests.

The innovation of the SAVOR... team didn't go unnoticed in 2015. Greg Read, Regional Director of Food & Beverage, was nominated for the 2015 *Venues Today* Hall of Headlines award for introducing the Brewhaus Bros. craft beer bar at INTRUST Bank Arena, capturing the explosion of the craft brew sector in beer sales. Also, Executive Chef Ben George won Top Chef at the 2015 Celebrity & Chef Cookoff and took 2nd place in the Wichita Wagonmasters Downtown Chili cookoff.



EVENT SERVICES

The Event Services Department worked tirelessly in 2015 on continuing to enhance the safety & security of INTRUST Bank Arena for its guests and employees. Highlights include several targeted trainings and tabletop exercises and two new additions to the Event Services team.

*Jason Gibson,
Director of Event Services*

Training sessions for our full and part time staff continued throughout 2015 in an effort to maintain a high level of readiness for the safety of our guests and employees. With the assistance of the Wichita Police Department Bomb Squad and Sedgwick County Sheriff Deputies, an Emergency Evacuation Drill was conducted in January. This training emphasized receiving a Bomb Threat and examples of items that could be used as explosive devices.

We conducted our annual Severe Weather training in March. In addition to the annual training, SMG also has a great working relationship with AccuWeather and our team is continuously updated on any potential severe weather that will affect the Wichita area.

SMG Security Officers received training to stay current on using the Sedgwick County e-log system. Before an event, our Security Officers will update the system with pertinent information concerning the upcoming event. This information is available to Sedgwick County Emergency Management and first responders.

In August, SMG hired Jason Gibson as the Director of Event Services. In his role as Director of Event Services, Gibson leads and oversees the Arena's in-house security, event management and guest services teams. Gibson is responsible for directing, supervising and scheduling event coordination and services, event staffing, security, crowd and risk management, police, fire and safety personnel, and ADA compliance.

In October, with the assistance of Sedgwick County Sheriff Deputies, we conducted our annual Active Shooter training for

our full time staff. The deputies and staff discussed scenarios and how to respond appropriately during both event and non-event days. The Active Shooter training was also conducted in November with our part time staff.

Also in October, we changed the name of our Guest Services Department to the Guest Experience Department. One of the Arena's core values is Raving Guest Experience and we believe this change will keep the guest experience top of mind for every Guest Experience staff member.

In November, we partnered with the Department of Homeland Security on their awareness program named "If You See Something, Say Something." This awareness program is not only for better situational awareness at the arena but also in the community. There will be more to come on the program in 2016.

In December, SMG hired Meryl Loop as Guest Experience Manager. In her role as Guest Experience Manager, Meryl interviews, hires, trains, schedules and manages the Guest Experience team. She is also responsible for implementing policies and procedures for staff, supervising staff before, during and after events, and ensuring the needs of all Arena guests are met.

The Wichita Police Department Bomb Squad, Sedgwick County Sheriff's Office and EMS conduct training on a regular basis at the arena. The Event Services Department continues to foster positive working relationships with first responders of the city and county. We look forward to another successful year of training in 2016.

OPERATIONS

A major Capital Improvement Project for the Operations department in 2015 included a wireless survey, giving us the comprehensive roadmap needed in our pursuit to provide arena-wide wireless access to patrons by the year 2018.



*Frank Griffith,
Director of Operations*

Additional IT and video broadcast upgrades, parking lot resurfacing, locker room carpet replacement, concession stand rebranding, concourse drink rails, and a new destination bar on the suite level were also part of completed capital improvement projects in 2015.

To enhance the safety and viewing experience for our hockey guests, we replaced the tempered glass with acrylic this year. The transition to acrylic also aids in the conversion process as the acrylic sheets are much lighter and safer to handle than the tempered glass panes.

The Operations department welcomed two new managers this year. Heath Adams joined the team in June as IT Manager and Danny Sujanani joined us in July as Operations Manager.

The Director of Operations attended the 2015 SMG Management Meeting in July at McCormick Place in Chicago, an SMG managed facility which happens to be the largest convention center in North America with over 2.6 million square feet of exhibit space. The meeting attendees included general managers, assistant general managers and directors of operations. Joint sessions were held among attendees, along with additional sessions geared specifically for operations. The joint sessions included an SMG State of the Company address by Wes Westley, SMG President and CEO, SMG Stadium & Arena Highlights by Doug Thornton, SMG Executive Vice President, and

SMG Operations Initiatives by Michael Godoy, SMG Vice President of Operations. The operations sessions focused on safety and security, including security threat assessments, table top exercises and a security roundtable on protecting our building assets. Other various breakout sessions covered SMG's preventative maintenance software ALTUM, tech services, finance, rigging practices, energy management and fire safety. Additional motivating topics, an industry specific trade show and personal interaction with our peers were very informative and valuable elements to the meetings in our endeavor to be industry leaders at INTRUST Bank Arena.

The Venue Security Committee planned and executed an Active Shooter training class for all full time staff in October and a second training session for part time staff, third party contractors and vendors immediately following a hockey game in November. The training included the opportunity for employees to hear the sounds of actual gunshots inside the arena as a Sherriff's officer shot off several blank rounds while moving to different locations within the arena. Bomb Threat and Severe Weather trainings also took place with the entire staff earlier in the year. Additionally, the Venue Security Committee was involved in several discussions about the use and implementation of walk-through metal detectors, which will be purchased in 2016 to enhance the safety measures taken at all INTRUST Bank Arena events.

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

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