



INTRUST BANK ARENA

2018 ANNUAL REPORT

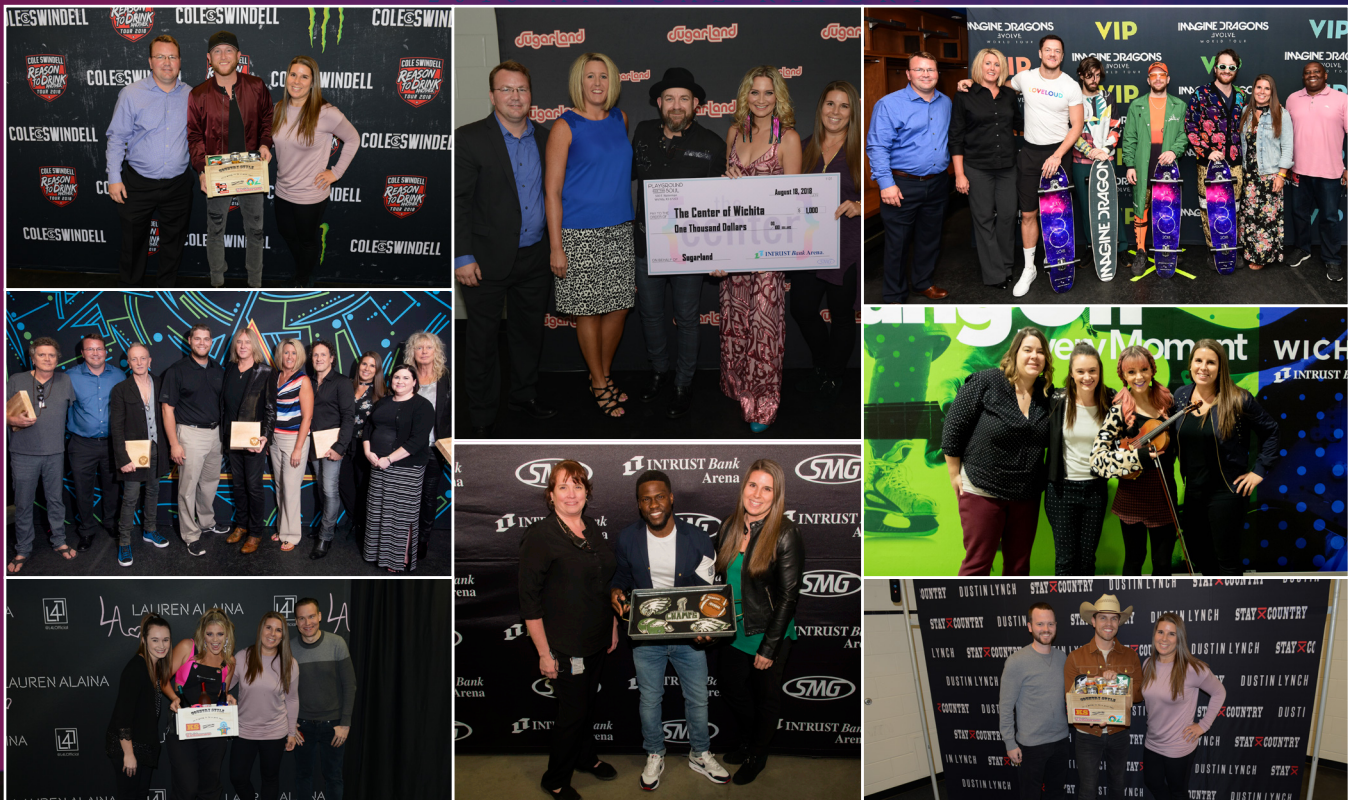
COLLEGE SPORTS: A PATHWAY TO OPPORTUNITY



◀ 2018 EVENTS ▶

1/5 Thunder vs. Quad City
1/6 Thunder vs. Kalamazoo
1/7 Thunder vs. Kalamazoo
1/12 Thunder vs. Utah
1/13 Thunder vs. Utah
1/20 Thunder vs. Colorado
1/24-1/28 U.S. Figure Skating
2/1 Wichita Regional Chamber Chairman's Luncheon
2/2 Thunder vs. Tulsa
2/3 Harlem Globetrotters
2/6 Avenged Sevenfold
2/10-2/11 Monster Jam
2/13 Konica Minolta Event
2/16 Thunder vs. Rapid City
2/17 Thunder vs. Rapid City
2/18 Thunder vs. Rapid City
2/20 Thunder vs. Colorado
2/21 Thunder vs. Colorado
2/22 Cox Meeting
2/27 Thunder vs. Fort Wayne
2/28 OKC Blue vs. Sioux Falls
3/2 Thunder vs. Idaho
3/3 P!nk
3/4 Thunder vs. Idaho
3/7 Thunder vs. Idaho
3/9 Winter Jam
3/14-3/17 NCAA Division I Men's Basketball Championship
3/22-3/25 Disney On Ice
3/29 INTRUST Bank Service Recognition Breakfast
3/30 Thunder vs. Tulsa
3/31 Thunder vs. Amarillo
4/3 Thunder vs. Allen
4/7-4/8 Arenacross
4/12 Kevin Hart
4/13 Outcry Tour
4/14 Force vs. Sioux City
4/15 Thunder vs. Colorado - Playoffs
4/16 Thunder vs. Colorado - Playoffs
4/17 IMA Luncheon
4/23 Thunder vs. Colorado - Playoffs
4/28 PBR
5/5 Force vs. Dodge City
5/10 EMSA Training
5/11 Founding Partners Luncheon
5/12 Friends University Commencement

5/17 EMSA Training
5/19 Force vs. Bizmarck
5/22 Orpheum Theatre Celebrity & Chef Cookoff
5/24 James Taylor and His All-Star Band
6/2 Force vs. Salina
6/10 Force vs. Duke City
6/13 Wichita Thunder Ice Breaker
7/14 3rd Annual DodgeBrawl
7/16 Journey and Def Leppard
7/30 Imagine Dragons
8/4 4th Annual Wingapalooza
8/9-8/10 Global Leadership Conference
8/14 Orpheum Theatre Volunteer Appreciation Event
8/17 Youth Entrepreneurs Biz Bang
8/18 Sugarland
9/6 Get Hired! Job Fair
9/9 311 and The Offspring
9/29 Lynyrd Skynyrd
10/12 Thunder vs. Idaho
10/13 Walk to End Alzheimer's
10/13 Thunder vs. Allen
10/19 Thunder vs. Allen
10/24-10/28 Cirque Du Soleil Crystal
11/4 Thunder vs. Utah
11/6 Breaking Benjamin & Five Finger Death Punch
11/7 Thunder vs. Utah
11/9 Thunder vs. Utah
11/10 Cole Swindell & Dustin Lynch
11/11 Thunder vs. Allen
11/16 Thunder vs. Kansas City
11/17 Thunder vs. Kansas City
11/21 Thunder vs. Tulsa
11/27 Thunder vs. Kansas City
11/29 Lindsey Stirling
12/2 Sesame Street Live
12/7 Thunder vs. Tulsa
12/8 Thunder vs. Rapid City
12/9 Thunder vs. Rapid City
12/15 Wichita State vs. Southern Miss Men's Basketball
12/18 Thunder vs. Kansas City
12/29 Thunder vs. Kansas City
12/30 Thunder vs. Tulsa



◀ BEHIND THE SCENES ▶



AWARDS & RECOGNITIONS



*Kansas Restaurant & Hospitality Association
Chef of the Year – Executive Chef Ben George*



IAVM 30 Under 30 – Grant Jones

2018 IAVM Venue Excellence Award

**IAVM VENUE EXCELLENCE
AWARD WINNER 2018**



A.J. Boleski,
General Manager

A LETTER FROM THE GENERAL MANAGER

SMG remains focused on creating a memorable guest experience through world-class entertainment. This effort was exemplified in 2018 as INTRUST Bank Arena hosted two championship sporting events along with major pop and rock concerts.

In January, U.S. Figure Skating partnered with Greater Wichita Area Sports Commission, Visit Wichita and the Wichita Figure Skating Club to host the U.S. Figure Skating Midwest & Pacific Coast Synchronized Sectional Championships. The six day event attracted 4,500 attendees including nearly 2,500 skaters representing 163 teams.

The NCAA Division I Men's Basketball Championship First/Second Rounds returned to Wichita in March for the first time in 24 years with Wichita State University serving as host. The Wichita and Sedgwick County community shined brightly on a national stage while college basketball fans converged on INTRUST Bank Arena. In total, more than 56,000 guests visited the venue over three days and out-of-town visitors created \$5.5 million dollars in new economic activity.

Additionally, we hosted the first major pop act to play INTRUST Bank Arena as P!nk sold out the venue in March. In July, Journey and Def Leppard co-headlined a World Tour, while Imagine Dragons played it's first-ever show in Wichita in front of a sold-out crowd.

Booking a diverse lineup of events is important and in 2018, we worked with Live Nation to bring comedian Kevin Hart back to Wichita for an intimate center-stage performance. We also partnered with SMG Entertainment to bring both 311 and The Offspring and popular violinist Lindsey Stirling to town.

In addition to hosting marquee events, INTRUST Bank Arena has served as a catalyst for economic development in Downtown Wichita. In 2018, work continued on the recently announced Hilton Garden Inn and Union Station projects and the all-new Cargill headquarters held its grand opening. The Cargill project included a parking garage, provided in conjunction with the City of Wichita, which will serve as a parking option for arena guests. Plans for a Spaghetti Works District were unveiled along with the renovation of nearby Naftzger Park. The Q-Line, a free downtown trolley service, extended its footprint East and West while simplifying routes and improving frequency.

For the second time in its history, INTRUST Bank Arena was recognized by the International Association of Venue Managers (IAVM) as a Venue Excellence Award Winner. The distinguished award was based on operational excellence, safety and security, community involvement and employee development.

We are very appreciative of the entire community, our partners and our SMG staff for making our 2018 events very successful. We are also very thankful to have a valued partner in Sedgwick County who continues to support our efforts to enhance the guest experience while continuing to be leaders within the venue management industry.



Chris Whitney
AGM/Director of Finance

FINANCIAL OVERVIEW

Hosting legendary events such as the NCAA Men's Basketball Championship, P!nk and Imagine Dragons resulted in a net operating income of \$647,634 in 2018.

NUMBER OF
TICKETED EVENTS
71

ATTENDANCE
352,285

RENTAL INCOME
\$547,640

SERVICE
REVENUE
\$1,375,542

SERVICE
EXPENSES
(\$2,578,662)

TOTAL
DIRECT
EVENT
INCOME

\$(655,480)

NET FOOD AND BEVERAGE INCOME
\$1,761,318

NET NOVELTY
INCOME
\$154,984

ON-SITE PARKING REVENUE
\$3,715

TOTAL ANCILLARY INCOME
\$1,920,017

TOTAL OTHER
EVENT INCOME
\$2,314,287

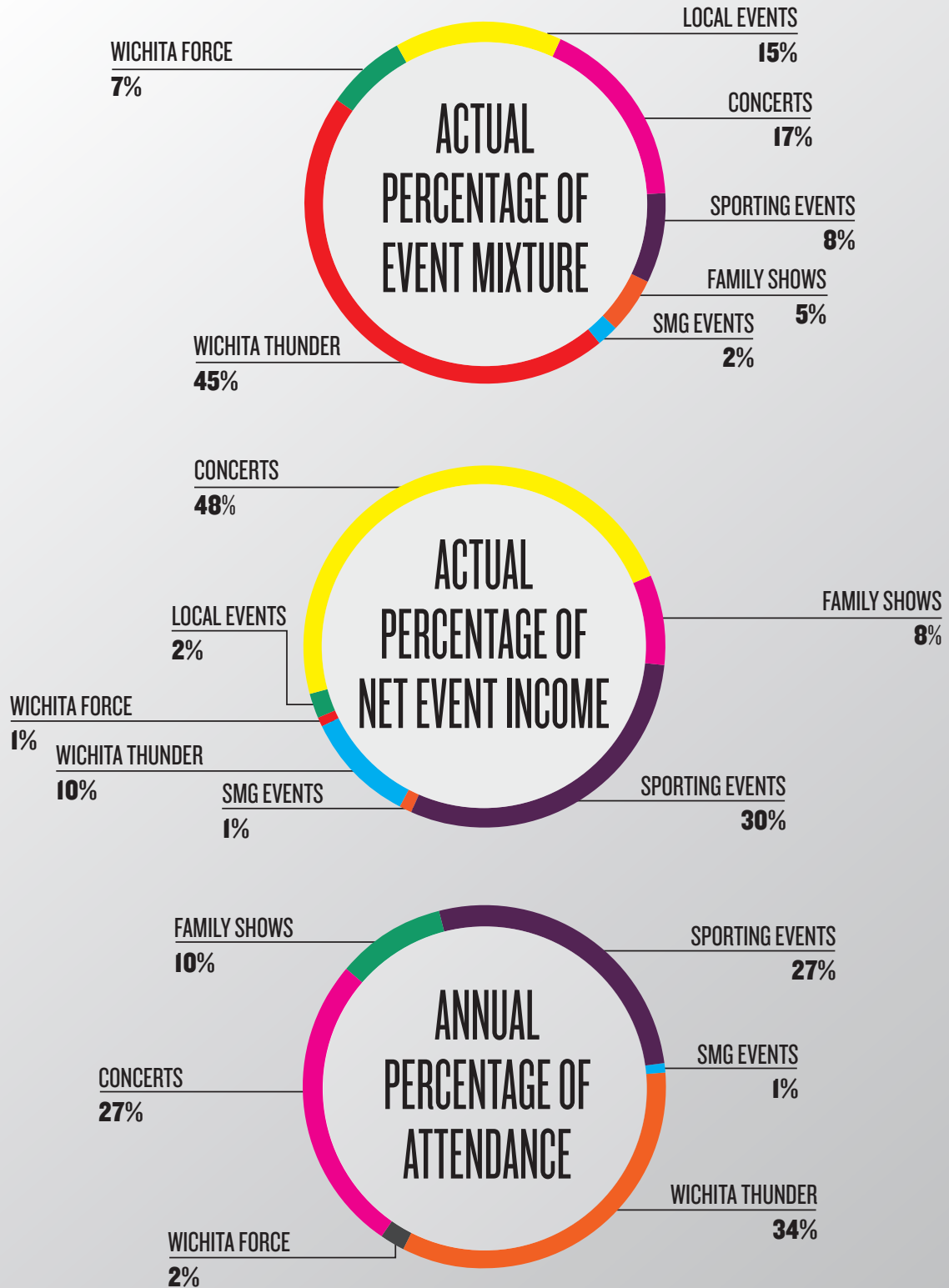
NET EVENT
OPERATING INCOME
\$3,578,824

OTHER
INCOME
\$1,945,402

TOTAL INDIRECT EXPENSES
(\$4,876,592)

NET INCOME
\$647,634

*Monies paid to Sedgwick County companies: \$3,874,303 *Monies paid to 3rd Party Commission Groups: \$241,201



Sporting events include U.S. Figure Skating, Monster Jam, PBR, Oklahoma City Blue, NCAA Men's Basketball Tournament, Arenacross and Wichita State University men's basketball. Family shows include Harlem Globetrotters, Disney On Ice, Cirque Du Soleil Crystal and Sesame Street Live. Concerts represented 17% of the events held at INTRUST Bank Arena and account for 48% of the net event income.

NCAA DIVISION I MEN'S BASKETBA

When Sedgwick County set out to build event goal for the venue was to host the Championship First/



SMG partnered with host Wichita State University, Visit Wichita, Sedgwick County, the City of Wichita and the Greater Wichita Area Sports Commission to submit the bid for the 2018 NCAA Division I Men's Basketball Championship First/Second Rounds. This bid represented the third time that we had submitted a bid for this event. The NCAA awarded the bid and named Wichita as a host site based on the excitement for college basketball being at an all-time high due to the success of the Wichita State men's basketball team.



After years of planning, the NCAA March Madness games took place on March 15 & 17, 2018. This marked the first time in 24 years Wichita played host to this event. Many projects were completed in preparation for this major event, with two of the largest being the renovation of the Arena's Entrance C and the installation of free public wi-fi. In addition, the Arena's event storage room was completely cleared out and decorated to accommodate the more than 300 members of the media.



The community wholly embraced this event which was evident by an attendance of nearly 14,000 fans on open practice day along with all three sessions being sold out. Community parties and a Fan Fest took place

LL CHAMPIONSHIP

*a new downtown arena, the biggest
NCAA Division I Men's Basketball
Second Rounds.*

outside the venue and NCAA signage could be seen all throughout the city and county.

On March 14, INTRUST Bank Arena kicked off the first of the NCAA Championship events and hosted 13,695 fans at one point during the NCAA Open Practice Day. Historically, this event has been known to have very low attendance, with just a few hundred fans. Open Practice Day is a free event, open to the public, where fans come and go throughout the day to watch the teams practice. Our goal was to go above and beyond attendance expectations, which our venue accomplished. Various promotions were completed to help increase attendance and enhance the fan experience, and ultimately led to making it one of the largest Open Practice Day attendances in history for the NCAA Men's Basketball Championship. The NCAA was thrilled about the efforts and extremely impressed with our large attendance.

From there, the tournament was in full swing and kicked off with four games on March 15 and two games on March 17. Michigan and Kansas continued dancing their way to the Sweet Sixteen as the two teams to advance from Wichita. The week ended with a thriller as Michigan sunk a 3-point buzzer beater to secure their spot in the Sweet Sixteen and advance over Houston. The game winning shot went on to make ESPN SportsCenter's Top 10 which kept Wichita in the national spotlight even after the conclusion of the first/second rounds.



MAJOR CONCERT HIGHLIGHTS

KEVIN HART

Kevin Hart shared his hilarious brand of stand-up comedy with Wichita for just the second time when he brought his Irresponsible Tour to the arena April 12.



JOURNEY AND DEF LEPPARD

This massive co-headlining tour marked the first time these two legendary bands performed together in Wichita.



IMAGINE DRAGONS

On their Evolve World Tour, Imagine Dragons brought their passionately inventive brand of alt-rock to Wichita on July 30 and played to a sold out crowd of more than 12,000 fans.



LINDSEY STIRLING

Showcasing her unique performance style of dancing and playing the violin at the same time, Lindsey made her debut in Wichita as part of her Wanderland Tour, which was promoted in conjunction with SMG Entertainment.



P!NK

INTRUST Bank Arena hosted P!nk for a sold-out show on March 3, marking the Arena's first major pop show since opening in 2010.

We often say that one sold out show leads to another. In July 2017, INTRUST Bank Arena hosted a sold out Paul McCartney concert. The same management company represents both Paul McCartney and P!nk.

In March 2018, SMG partnered with Marshall Arts, and tour promoter Live Nation, to bring P!nk to Wichita for the first time. P!nk, known for her acrobatic and aerial live performances, thrilled a sold out crowd of more than 12,000 fans and delivered an entertaining show that will be remembered by Wichitans for a long time to come.

In anticipation of P!nk's Beautiful Trauma Tour, just the second stop of the tour, downtown Wichita and the Arena Neighborhood was officially turned pink. For the duration of the week leading up to the concert, the Garvey Center, a staple in Wichita's skyline, was lit up entirely pink through the use of their exterior building lights. Additionally, illuminated towers that line Douglas Avenue, the main thoroughfare in downtown, were changed to pink for the entire week prior as well. At the arena itself, all of the exterior building lights were turned pink, as well as the interior lights at the Arena's Budweiser Brew Pub, the busiest concession and bar area in the arena. Once at the building, P!nk was also greeted with a custom cake that consisted of three motorcycle helmets, one to represent each herself and her two children. She loved the cake so much that she even posted a picture of it to her personal Instagram account. The "Paint The Town P!nk" promotion proved so successful that the tour promoter encouraged the venues and cities on the rest of the tour to duplicate these efforts throughout P!nk's worldwide tour.





SMG IN THE COMMUNITY

COMMUNITY EVENTS



Community events continue to be a major part of the event mix, alongside major concerts, sporting events and family shows. INTRUST Bank Arena hosted the Wichita Regional Chamber of Commerce Chairman's Luncheon Feb. 1 which highlighted the topics of leadership and creating a culture of multipliers.

INTRUST Bank hosted their annual Employee Service Awards Breakfast March 29. Konica Minolta, Cox, Wichita Chapter and IMA held business meetings or lunches at INTRUST Bank Arena. The Orpheum Performing Arts Centre hosted its annual Celebrity & Chef Cookoff on May 22, a fundraiser for the Orpheum Theatre, which pairs up local chefs and celebrities for a fun night of great food, drinks and auction items.



In August, we welcomed the Global Leadership Summit. This two-day event on August 9 and 10 was a catalyst for change, focusing on developing leadership skills and creativity for over 1,500 attendees. Youth Entrepreneurs also hosted their annual fundraising gala, Biz Bang, this month. This was the first time Biz Bang was held at INTRUST Bank Arena and attendees enjoyed an evening of fantastic food, legendary cocktails and extraordinary auction items.

TICKETS & DONATIONS

In 2018, INTRUST Bank Arena donated 4,437 tickets with a value of \$321,760.80 which is an increase of over \$162,700 in ticket donations from the previous year. Ticket donations are made to local non-profit groups, charitable fundraisers and organizations.



In addition to tickets, SMG Wichita donates advertising space on our indoor marquee to one non-profit group a month throughout the year. Groups that benefited from this opportunity in 2018 include: Girl Scouts of Kansas, Partners for Wichita, Guadalupe Health Foundation, American Cancer Society, Habitat for Humanity, Alzheimer's Association, Salvation Army, Ronald McDonald House, Tallgrass Film Association, TFI Family Services, National Multiple Sclerosis Society and The Arc of Sedgwick County.

COMMUNITY INVOLVEMENT

SMG Wichita, including INTRUST Bank Arena, the Orpheum Theater, enjoyed another year of being heavily involved in the community and finding unique ways to give back. We partnered with several different organizations and charitable events including Dress for Success, Bowl for Kid's Sake for Big Brothers and Big Sisters of Kansas, United Way of the Plains and the Salvation Army Angel Tree Program.

Our full-time staff volunteered more than 300 hours of time with Habitat for Humanity, Special Olympics, Ronald McDonald House, Salvation Army Teacher Supply Preparation, Wichita Wagonmasters and Kansas Food Bank. SMG was also able to make donations of \$1,600 to Goodwill Industries.

SAVOR... Wichita enhanced our efforts in the community through donating nearly 150 hours of time and more than \$25,000 in food and supplies to local organizations and events including Pro Start Eisenhower High School, Park City Homeless Outreach, Carpenter Place, Eisenhower Middle School, Kansas Humane Society, Greater Good Breast Cancer Research, Wichita Wagonmasters Downtown Chili Cook-Off, Wichita Community Concert, YPW, MacLean Elementary and Goodwill Industries.

SMG Wichita's team of Directors are involved with or sit on the boards of the following organizations: Visit Wichita, Rotary Club of East Wichita, Wichita Festivals, Inc. Wichita Wagonmasters, Rotary Club of Wichita Downtown, YPW Mentorship Program and the Wichita Regional Chamber of Commerce.

The opportunity to give back and get involved with local youth and college students in our area is one of the most rewarding ways our staff contributes to the Wichita community. Our marketing department has built a successful internship program and hosts up to two student interns every semester. Our staff also speaks to several high school and college students each year.



MARKETING & SALES

In a year filled with high-energy events, the Marketing & Sales team ended the year on a high-note by celebrating a major milestone with our 3 millionth ticket.

Christine Pileckas,
Director of Booking & Marketing

PROMOTIONS

The INTRUST Bank Arena marketing team, in partnership with KWCH, once again hosted its annual 12 Days of Entertainment promotion in December. The promotion is a widely popular annual tradition that has been running since 2011. The promotion ran from Dec. 12 through Dec. 23, concluding with a grand prize of 2 tickets to 12 events of the winner's choice in 2019. The promotion received 28,778 entries, increased the Arena's Facebook fans by 1,374 in 14 days, and captured 3,093 unique email addresses to add to our email distribution list.

INTRUST Bank Arena celebrated a major milestone when it reached three million tickets sold and hosted its three millionth ticketed fan at the Wichita State men's basketball game on Dec. 15. Brian Green was surprised at the game with the news that he was the lucky three millionth guest. INTRUST Bank Arena staff presented Brian, and his son Channing Green, with a prize package which included courtside

seats to the game, a commemorative ticket which was presented to them during an in-game presentation at half-court and a swag bag full of merchandise from both INTRUST Bank Arena and Wichita State. INTRUST Bank Arena reached its one millionth ticket sold in 2012 at the sold out Jason Aldean concert and its two millionth ticket sold in 2015 at the Florida Georgia Line concert.

SPONSORSHIPS

With two SMG special events in the annual event mix, our sales team enjoyed increased opportunity to sell sponsorships on a local level. Event sponsorship sales played a major factor in the success of both special events, DodgeBrawl and Wingapalooza. More than \$8,500 in event sponsorships were sold for DodgeBrawl and included sponsors such as Cox Business, Martin Event Services, Smoothie King, Wichita Brewing Company, House of Schwan, Wichita Sports Forum, VASA Fitness, The Alley and Pepsi. Additionally, more

SOCIAL MEDIA MARKETING



**INSTAGRAM
FOLLOWERS**

10,613



**FACEBOOK
FANS**

106,371



**EMAIL BLAST
SUBSCRIBERS**

147,169



**TWITTER
FOLLOWERS**

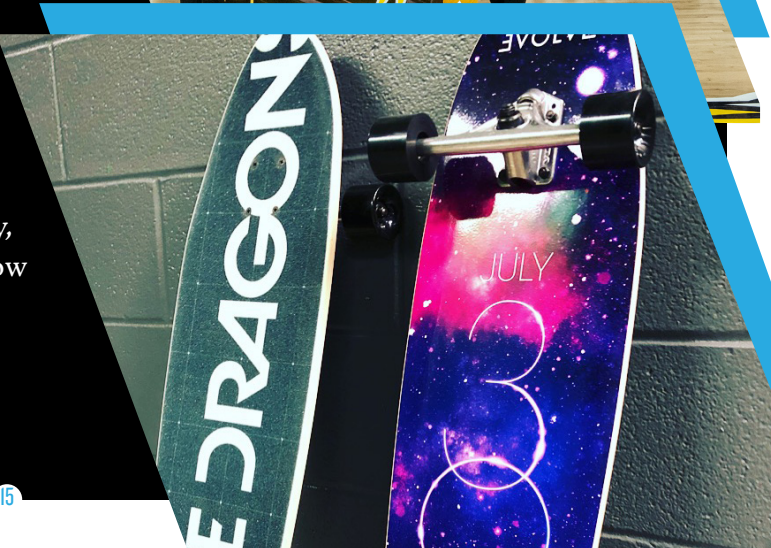
37,200

than \$13,000 in event sponsorships was also sold for Wingapalooza and included sponsors such as Martin Event Services, Standard Beverage, Visit Wichita, ABC Discount Liquor, KS Air National Guard, Renewal by Andersen, Pepsi, Sprouts and Promo Depot.

Several sponsors renewed their advertising agreements with INTRUST Bank Arena in 2018, including UniFirst, Cowley College, Applebee's and Wichita Brewing Company. Additionally, new sponsors came on board in 2018 including USD 259 and Kansas Operation LifeSaver

PREMIUM SEATING

The demand for premium seat sales and rentals at INTRUST Bank Arena in 2018 was once again very strong. At the conclusion of 2018, all 19 executive suites were sold, all 40 loge boxes were sold, and our club seats are at 99% sold. Additionally, our premier seat program continues to grow and currently, 85 seats are under lease.



BOX OFFICE & TICKETING

Highlights for the box office and ticketing in 2018 included overseeing multiple large-scale on sales for high profile events, implementing enhancements for clients, and improving the guest purchasing experience.

*Lauren Dugan,
Director of Ticketing*

Several projects which enhanced the ticket purchasing experience were completed in 2018. In an effort to improve the sound level and ease of communication when guests purchase tickets at the box office, new window speakers were installed and wireless headphones were implemented with our ticket sellers. Lastly, 3-D maps were implemented for all Select-A-Seat clients, allowing patrons to visually see the layout of a venue or event and better choose the location of seats they wish to purchase.

Select-A-Seat also continues to explore ways to enhance the offerings its able to provide to clients. We're excited to report that in 2018, Select-A-Seat successfully integrated our ticketing software with VetTix. VetTix, or Veteran Tickets Foundation, teams up with major sports teams, leagues, promoters and venues such as INTRUST Bank Arena to provide free and discounted tickets to the more than 21 million military and veterans.

The integration simplifies the ticket process by allowing veterans with VetTix accounts to access tickets directly from our system.

Tickets for one of Wichita's top new festivals, Taco Fest, were sold through Select-A-Seat for the first time. In partnership with Festive ICT, Select-A-Seat developed ticket bundles that included standard admission, access to a Tequila Expo and tickets to a Wichita Wingnuts game of choice. Festive ICT chose Select-A-Seat as the ticketing provider for their 2nd annual festival to enhance the ticket purchasing experience for its patrons and utilize their expertise in handling large-scale walk-ups. The festival attracted more than 7,000 guests and through the use of mobile delivery and a quick at-gate purchasing process, patrons were able to experience a seamless entry into the festival.



INTRUST Bank Arena
Wichita Orpheum Theatre
Wichita Thunder
Wichita Grand Opera
Wichita Wingnuts

National Baseball Congress
Wichita Force
Miss Kansas Pageant
Scottish Rite Center
US Baseball

Lawrence-Dumont Stadium
Peace Treaty Association
Watermark Books & Café
Festive ICT



Greg Read,
Regional Director of Food & Beverage

CONCESSIONS & CATERING

SAVOR...

2018 marked a year of major events, innovative culinary service, new technology and one incredible award.

The SAVOR... team was challenged with several high-profile events in 2018 and never wavered in meeting and exceeding the expectations associated with them. To start, we welcomed the NCAA Division I Men's Basketball Championship in March, one of the industry's most elite events, and SAVOR... successfully surpassed the projections set locally, internally and by the NCAA. The efficiency in which our team operated throughout this event was made possible through the assistance from multiple other SAVOR... accounts. Employees from Texas, Oklahoma and Nebraska all traveled to Wichita to join our team in executing this unforgettable week.



Our team embarked on another new undertaking in 2018 with the hosting of Youth Entrepreneur's Biz Bang Biennial Gala. Biz Bang is an annual fundraiser for Youth Entrepreneurs, an organization founded by Charles & Liz Koch which creates a platform for students to gain the skills and confidence to pursue productive, fulfilling lives. Executive Chef Ben George's culinary expertise was thrust into the spotlight as he prepared exceptional dishes for the hundreds of attendees. Suites and Catering Manager, Stacy Schraeder, added her touch to the event by creating very remarkable and high-end food presentations. Biz Bang provided the SAVOR... team with another chance to put their versatile skills to the test.



Technology is ever-changing and 2018 brought much-needed upgrades and improvements in the food & beverage department. An outdated point-of-sale system was replaced with the latest equipment and technology offered. These updates have increased the speed in which we can provide food and beverage to our guests at concession stands and in premium seating areas. The new systems are also equipped with multiple new features which creates new possibilities for the type of food and beverage service we're able to provide at INTRUST Bank Arena.

The greatest honor received, however, was earned by Executive Chef Ben George when he was named the 2018 Chef of the year by the Kansas Restaurant & Hospitality Association.





Nathaniel Porter,
Director of Event Services

SAFETY & SECURITY

Safety and security continued to play a major role at INTRUST Bank Arena in 2018. The main focus throughout the year was enhancing our security and emergency action plans to adhere to SMG protocols under the newly debuted SEMP Program.

SEMP stands for Security and Emergency Management Program. It was instituted to create a baseline for all SMG venues to follow to make sure we are on the cutting edge at all of our venues to maintain a safe and secure environment for all of our guests and employees. Our SEMP team consists of arena personnel as well as members of local law enforcement agencies. Sections of the SEMP plan include Venue Security, Emergency Response, Crisis Communication and Business Continuity Plans.

Gaining access to INTRUST Bank Arena is more streamlined after instituting a new check-in policy for all staff, including contractors. On event days all staff must enter through Entrance B at the Arena. They are verified by check-in sheets managed by our guest experience department. All staff, including contractors, must now have a badge so that they can be verified at any time when entering the facility. Not only does this help us only allow access to those that are required to work, but gives us a better

understanding of who is in the building in case of an emergency.

Throughout the year, full-time and part-time staff have taken part in multiple trainings to prepare them for emergencies. Members from multiple departments have revitalized our customer based training called CORE Training. This training focuses on our core values, and includes Crowd Management training. In May, Sedgwick County Emergency Management hosted Mass Casualty Training on site. This allowed SMG staff the opportunity to see how our local emergency services would react during an active shooter situation. During our annual Bomb Threat training, members of the Wichita Police Department joined us to train our staff on best practices to follow. Our staff also participated in Shelter-In-Place, Evacuation and Active Shooter training in 2018.

Finally, we continued our efforts to add and update security cameras this year. In 2018, we replaced 16 of the older security cameras as well as added an additional 16 security cameras to increase the areas visible to our security team. All of the security cameras that were purchased and installed are HD quality to provide more detailed and clear video.



CAPITAL IMPROVEMENTS

Our 2018 Capital Improvement Program included a collection of building improvements, security upgrades, equipment replacement and remodeled destination spaces.



Frank Griffith,
Director of Operations

For starters, the Arena's basketball court was completely refurbished, including a brand-new paint job which gave the court an entirely new look. The court now features a black border to give the court a very polished feel, the Sedgwick County seal and the text "Wichita" on both baselines. Additionally, Wichita State University purchased drop-in panels of their logo, which will be used at center-court during their annual game downtown.

Another major project was replacing the carpet in all suites, loge boxes and in the Cox Lounge, which greatly improved the aesthetics of our premium seating areas. Reimagined destination areas include the space on the fourth floor of the suite level, now referred to as Chill Lounge. The space now features all-new furniture, large flat-screen televisions, hardwood floors, wall wraps and décor and the feature-piece of a backlit light on the ceiling showcasing the word "Chill" in the center. The Hub was also created out of space on the upper concourse by the Burger Lab concession stand. It features a wall of large flat-screen televisions, high-top tables, bar stools and new décor covering the walls and columns.

Additional drink rails and cell phone charging stations in the form of high-top cocktail tables were added in several strategic areas of the concourses, providing additional enhancements and spaces for guests to convene. A new high-definition camera was purchased to increase the quality of video broadcasting on the scoreboard video screen for sporting events. These improvements

helped instill two of the Arena's core values, Raving Guest Experience and Innovation.

Multiple projects that improved the safety and security at INTRUST Bank Arena were also completed in 2018. These included the installation of security cameras in stairwells and freight elevators and the addition of a fence and bollards around the facility's primary gas meter, aiming to protect it from potential vehicular damage. On the technology side, virtual servers were replaced in an effort to handle the additional requirements of increasing security measures.

The most labor-intensive capital improvement project was the re-caulking and sealing of our lower and upper bowl expansion joints. A white stripe was also painted on the edge every step in all aisles to enhance the visibility for guests during events when the lighting is dark or dim.





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

2018 DIVISION I MEN'S BASKETBALL CHAMPIONSHIP

#MARCHMADNESS

MARCH MADNESS

MARCH MADNESS



Sedgwick County...
working for you

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