



INTRUST BANK ARENA

2016 ANNUAL REPORT



2016 EVENTS

- 1/2-1/3** Sesame Street Live (5 performances)
- 1/8** Thunder vs. Tulsa
- 1/12** Thunder vs. Missouri
- 1/15-1/16** Monster Jam (3 performances)
- 1/19** ASHRAE Luncheon
- 1/22** Thunder vs. Allen
- 1/23** Thunder vs. Allen
- 1/27** Thunder vs. Evansville
- 1/30** PBR Velocity Tour
- 2/5** Thunder vs. Colorado
- 2/6** Harlem Globetrotters
- 2/11** Wichita Metro Chamber of Commerce Chairman's Luncheon
- 2/12** Thunder vs. South Carolina
- 2/13** Thunder vs. South Carolina
- 2/13** Arc of Sedgwick County SOC Walk
- 2/16** Thunder vs. Quad City
- 2/19** Barry Manilow
- 2/20** Thunder vs. Idaho
- 2/21** Thunder vs. Idaho
- 2/22** Wichita Thunder Open House
- 2/25** Brad Paisley
- 2/26** Thunder vs. Allen
- 3/3-3/6** Disney On Ice (7 performances)
- 3/11** Winter Jam
- 3/12** Force vs. Duke City
- 3/15** Thunder vs. Alaska
- 3/16** Thunder vs. Alaska
- 3/19** Thunder vs. Missouri
- 3/20** Thunder vs. Missouri
- 3/22** Fall Out Boy with Awolnation
- 3/24** INTRUST Bank Service Recognition Breakfast
- 3/26** Thunder vs. Quad City
- 3/29** Thunder vs. Quad City
- 4/1** Force vs. Bloomington
- 4/2** Zac Brown Band
- 4/6** Thunder vs. Tulsa
- 4/7** TobyMac
- 4/8** Thunder vs. Tulsa
- 4/9** Force vs. Texas
- 4/14-4/17** Marvel Universe Live (6 performances)
- 4/19** Sedgwick County Law Enforcement Training
- 4/22-4/24** Midian Shrine Circus
- 4/28** Founding Partners Luncheon
- 4/30** Force vs. Chicago
- 5/7** Friends University Commencement
- 5/10** Dave Matthews Band Rehearsals
- 5/11** Dave Matthews Band
- 5/13** Luke Bryan
- 5/19** Cox Communications Meetings
- 5/23** Journey with The Doobie Brothers & Dave Mason
- 5/28** Force vs. Sioux City
- 6/4** Force vs. Omaha
- 6/7** WWE SmackDown
- 6/9** Power 93.5's Powerhouse Jam II feat. Wiz Khalifa
- 6/14** Wichita Orpheum Theatre Celebrity & Chef Cookoff
- 6/18** Force vs. Bloomington - Playoff Game
- 6/21** Wichita Thunder Ice Breaker
- 6/21** BKD Event
- 6/23-6/26** Signature Equipo Convention
- 6/27** Force vs. Amarillo - CIF Championship
- 7/9** Wichita Thunder Ice Breaker
- 7/15** DodgeBrawl
- 7/25** KISS
- 7/26** Wichita Thunder Sales Luncheon
- 8/10-8/13** WWE TV Tech Rehearsals
- 8/16** AFWA Luncheon
- 8/18** Wichita Thunder Ice Breaker
- 8/20** Wingapalooza
- 8/25-8/26** Sedgwick County Strategic Planning Sessions
- 9/1** Get Hired! Job Fair
- 9/8** I Love The 90's Concert feat. Vanilla Ice & Salt-N-Pepa
- 9/14** Wichita Thunder Sales Luncheon
- 9/20** SMG All Employee Season Kick-Off
- 9/22** Blake Shelton
- 9/24** Wichita Thunder Fan Fest
- 10/8** The Avett Brothers
- 10/10** Sedgwick County Well Being Carnival & Employee Recognition
- 10/12** Wichita Thunder Media Day
- 10/15** Thunder vs. Tulsa
- 10/21** Thunder vs. Missouri
- 10/22** Five Finger Death Punch & Shinedown
- 10/26** USD 259 Luncheon
- 10/27** INTRUST Bank Arena Founding Partners Event
- 11/1-11/2** Cox Communications Employee Meeting
- 11/3** International Facility Management Association of Wichita Luncheon
- 11/4** Thunder vs. Utah
- 11/5** Thunder vs. Utah
- 11/10** Institute for Supply Management Meeting
- 11/11** Thunder vs. Tulsa
- 11/13** Thunder vs. Fort Wayne
- 11/15** Wichita Thunder Hope To Dream Event
- 11/16** Chicago and Earth, Wind & Fire
- 11/18** Thunder vs. Alaska
- 11/19** Thunder vs. Alaska
- 11/20** Thunder vs. Alaska
- 11/22** Carrie Underwood
- 11/23** Thunder vs. Tulsa
- 11/25** Thunder vs. Tulsa
- 12/2** Trans-Siberian Orchestra
- 12/3** Jeff Dunham
- 12/3** Fugate Enterprises Holiday Party
- 12/9** Thunder vs. Allen
- 12/10** Thunder vs. Allen
- 12/11** Thunder vs. Missouri
- 12/13** East Rotary Christmas Party
- 12/14** Konica-Minolta Tradeshow
- 12/17** Wichita State vs. Oklahoma State men's basketball
- 12/18** Thunder vs. Allen
- 12/23** Thunder vs. Missouri
- 12/28** Thunder vs. Allen
- 12/30** Thunder vs. Allen



◀ BEHIND THE SCENES ▶



WHAT OUR CLIENTS SAY

“INTRUST Bank Arena is a great attraction in our community, bringing in a variety of acts to enjoy. The staff at the arena are committed to ensuring a positive guest experience; Sedgwick County appreciated their hospitality during our strategic planning retreat. I look forward to continuing the partnership with A.J., Chris and the SMG team in the future.”

- Michael Scholes, County Manager, Sedgwick County

“The INTRUST Bank Arena team is second to none when it come to selling tickets and producing great events. They really put Wichita on the map for major touring artists. We know that when in Wichita, we will have a first-class experience.”

- Charlie Goldstone, President, Frank Productions

“We are fortunate to have INTRUST Bank Arena in our community. The beautiful facility is recognized as being a top performing venue in the U.S. and the team there is world-class! They truly understand the value of providing outstanding customer service and it's always a pleasure working with them.”

- Susie Santo, President & CEO, Visit Wichita



A.J. Boleski,
General Manager

EXECUTIVE SUMMARY

Our SMG team at INTRUST Bank Arena 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 our vision of being the entertainment destination of choice.

In 2016, our executive team created five areas of focus that we refer to as 'buckets' and they represent our facility's strategic goals moving forward.

- ✦ Enhancing the Raving Guest Experience
- ✦ Management Contract Renewal
- ✦ Staff Engagement
- ✦ Make it Easier to Sell Tickets
- ✦ Book Quality Events

We spent time as a staff brainstorming sub-goals within each of these buckets. Completing these goals will allow us to succeed in achieving our vision of being the top entertainment destination of choice for employees, guests, agents, promoters and touring shows.

Our core values of safety, teamwork, raving guest experience, integrity and innovation serve as guardrails to keep us on the right path toward our vision.

We focus on our goal of booking quality events and achieving our vision by making annual trips to visit agents and promoters in Los Angeles, Nashville, Houston and New York. SMG corporate provides opportunities for us to meet agents and promoters in meetings and receptions at major booking conferences. It is our continued goal to

present a wide variety of world-class entertainment with a focus on both attracting shows that target a younger audience and hosting more events in the summer months.

In 2016, INTRUST Bank Arena ranked #47 nationally and #89 worldwide for arenas according to *Pollstar Magazine*. Our facility hosted 15 of the top 100 worldwide tours, according to *Pollstar*, in 2016. Additionally, for the first time ever, our venue ranked *Billboard Magazine's* Top 10 for arenas with a capacity of 10,001 to 15,000 seats.

In November, Sedgwick County approved the renovation of Entrance C along with the purchase and installation of wireless internet. Both purchases will be funded as capital improvement projects and will be completed in 2017, in time for the NCAA Men's Basketball Championship, first and second rounds, on March 15 & 17, 2018. Our local organizing committee along with the Arena's internal NCAA planning committee have already begun meeting regularly to prepare for this event.

We are looking forward to more exciting years ahead and want to extend a sincere thank you to all of our partners, staff and guests who help us strive every day towards our overall mission and vision.



Chris Kibler,
AGM/Director of Finance

FINANCIAL OVERVIEW

INTRUST Bank Arena's net operating income finished at \$680,268 in 2016, a favorable increase of 23% compared to the 2016 budget.

NUMBER OF
TICKETED EVENTS
77

ATTENDANCE
371,280

RENTAL INCOME
\$1,374,717

SERVICE
REVENUE
\$1,596,015

SERVICE
EXPENSES
(\$2,573,700)

TOTAL
DIRECT
EVENT
INCOME

\$397,032

NET FOOD AND BEVERAGE INCOME
\$1,496,989

NET NOVELTY
INCOME
\$75,114

ON-SITE PARKING REVENUE
\$12,725

TOTAL ANCILLARY INCOME
\$1,584,828

TOTAL OTHER
EVENT INCOME
\$1,735,068

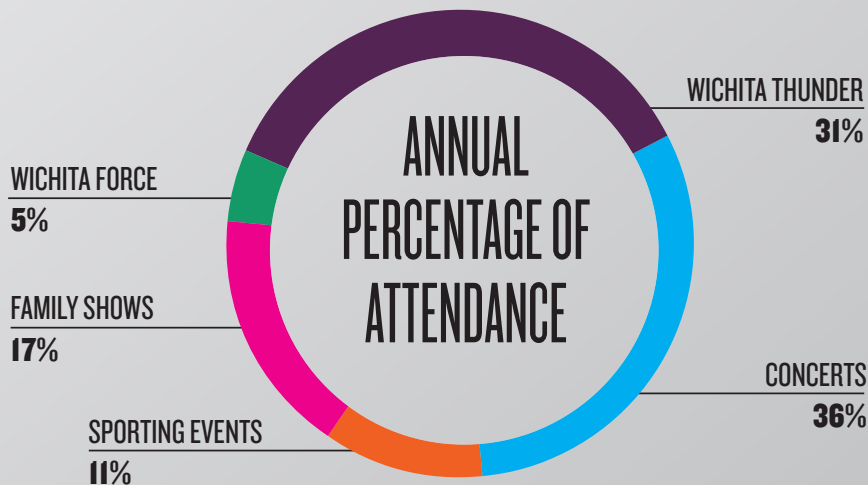
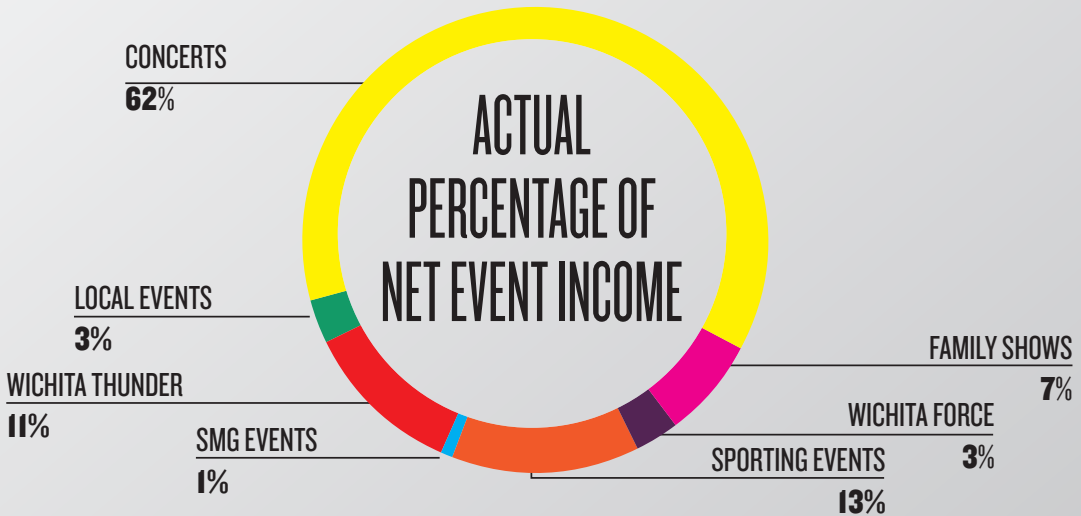
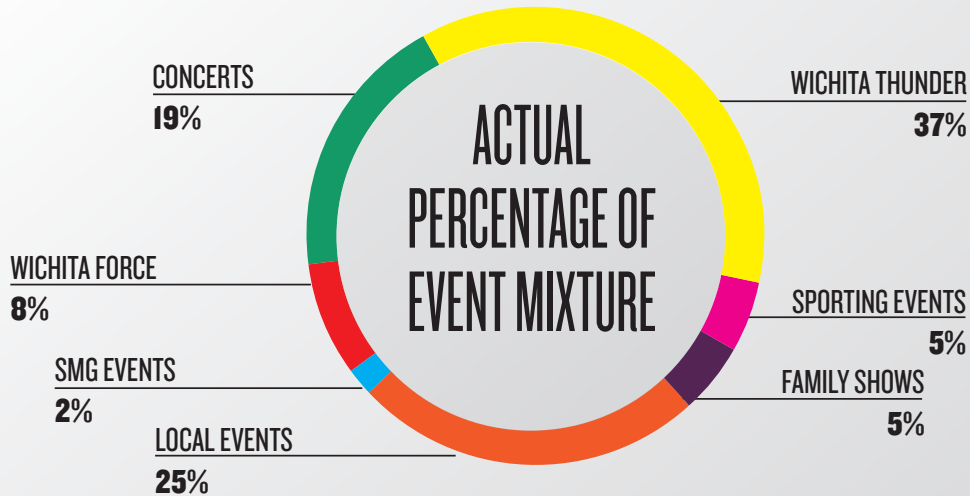
NET EVENT
OPERATING INCOME
\$3,716,928

OTHER
INCOME
\$1,754,166

TOTAL INDIRECT EXPENSES
(\$4,790,826)

NET INCOME
\$680,268

*Monies paid to Sedgwick County companies: \$3,943,604 *Monies paid to 3rd Party Commission Groups: \$309,944



Sporting events include Monster Jam, WWE SmackDown, WWE Tech Rehearsals, PBR and Wichita State men's basketball. Family shows include Harlem Globetrotters, Sesame Street Live, Disney On Ice, Marvel Universe Live and Shrine Circus. Concerts represent 19% of the events held at INTRUST Bank Arena and account for 62% of the net event income. Wichita Thunder Hockey games represent 31% of events and account for 11% 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 and this was again the case in 2016.



Sesame Street Live 'Make A New Friend' kicked off the New Year with five performances over the holiday weekend of Jan. 2-3.

On Feb. 6, the Harlem Globetrotters returned to the facility for the seventh consecutive year.

On March 3-6, Feld promoted its Disney On Ice presents Princesses and Heroes event. Nearly 20,000 guests purchased tickets to the seven performances.



On April 14-17, Feld promoted its all-new arena spectacular Marvel Universe Live. Nearly 17,000 guests attended throughout the course of the seven performances. Marvel Universe Live used the entire arena floor and included movie-style effects, pyrotechnics and aerial stunts, involving more than 25 Marvel comic-book characters, including Iron Man, Captain America and Spiderman.



The following week marked the return of the Midian Shrine Circus to INTRUST Bank Arena for the first time in five years. More than 15,000 guests attended the seven circus performances.

CONCERT SUMMARY

In 2016, INTRUST Bank Arena hosted 19 concert events that encompassed a wide variety of genres, including pop, rap, classic rock, active rock, christian and country.

The concert schedule began on Feb. 19 when Barry Manilow hosted his One Last Time tour at INTRUST Bank Arena, marking his second appearance at the venue. On Feb. 26, Brad Paisley returned to Wichita with special guest Eric Paslay on his Crushin' It World Tour.

On March 11, Winter Jam hosted its annual concert featuring For King and Country as the headliner for a sold-out event with more than 13,500 fans in attendance. On March 22, Mammoth Live presented Fall Out Boy with special guest Awolnation for the venue's first alternative rock concert since hosting the Foo Fighters in September 2015. The event was a big success as nearly 9,000 fans converged on the arena for the show.

On April 2, INTRUST Bank Arena hosted Zac Brown Band for its third appearance at the venue and on April 9, hosted TobyMac's Hits Deep Tour. The event also featured Britt Nicole, Colton Dixon, Building 429, Capital Kings, Finding Favour and Hollyn.

In May, Live Nation put on three major concert events at INTRUST Bank Arena. Dave Matthews Band rehearsed one day prior to their show on May 11. Their concert represented the 25th Anniversary of the Band's first-ever show in Charlottesville, Va. On May 13, Luke Bryan returned to Wichita for his second headlining show and his third consecutive sell-out show at the venue. Little Big Town and Dustin Lynch served as support. On May 23, Journey made their first appearance at the arena while hosting their San Francisco Fest which also included The Doobie Brothers and Dave Mason and attracted more than 7,000 fans.

On June 9, Power 93.5 and a local promoter hosted the second annual Power 93.5 Powerhouse Jam featuring Wiz

Khalifa, Yo Gotti, Kevin Gates and more. Nearly 4,000 guests attended the concert, which drew a very diverse audience and also attracted many guests who were visiting our facility for the first time.

KISS returned to Wichita for its first time in 16 years on July 25. The Freedom to Rock Tour represented the band's third overall show in Wichita after playing the Kansas Coliseum in 2000 and Henry Levitt Arena in 1977. Approximately 8,000 guests attended the event.

On Sept. 8, SMG Sports and Entertainment promoted the I Love the 90's concert at INTRUST Bank Arena. The event sold nearly 5,000 tickets and featured 90's acts Vanilla Ice, Salt-N-Pepa, Kid 'N Play, All 4 One, Color Me Badd, Coolio and Tone Loc. Blake Shelton returned on Sept. 22 for his second headlining performance at the venue.

On Oct. 8, The Avett Brothers returned to Wichita for an intimate show in the theater setup. On Oct. 22, Five Finger Death Punch and Shinedown played a co-headlining show along with SIXX AM, resulting in the largest headlining attendance for any of these acts in the venue.

Chicago and Earth, Wind & Fire made their first-ever stop at INTRUST Bank Arena on Nov. 16 in a co-headlining show that featured both acts together on stage for the majority of the evening. Carrie Underwood brought her Storyteller Tour to Wichita on Nov. 22 with special guests Easton Corbin and The Swon Brothers. The concert featured a general admission floor and middle stage, which stretched from one end of the arena to the other.

Trans-Siberian Orchestra hosted what has become an annual holiday tradition in Wichita on Dec. 2. The following day, Jeff Dunham returned for his fourth appearance.

SPORTS SUMMARY

Highlights in the sports category from 2016 include the Wichita Thunder announcing an NHL affiliation and the Wichita Force winning the 2016 CIF Championship.

Monster Jam ripped and roared its way back into INTRUST Bank Arena on Jan. 15-16 and the PBR Blue Def Tour closed out the month on Jan. 30. The event marked PBR's sixth appearance in the venue and nearly 6,000 guests attended.

The ECHL's Wichita Thunder completed its regular season with a record of 18-41-6-6 and finished in last place in the Central Division of the Western Conference, missing the playoffs for the third consecutive year. The Thunder hosted 36 home games during the season and finished out their regular season on April 8. In May, the Thunder held a press conference to announce its new Head Coach, Malcom Cameron, and unveil the Team's new logo. In October, the Wichita Thunder proudly announced its affiliation with the NHL's Ottawa Senators prior to launching its 25th Anniversary season.

The Wichita Force completed an exciting second season of Championship Indoor Football at INTRUST Bank Arena. The Force finished the regular season with a 10-2 record and earned first seed in the North Division. Following a first round bye in the playoffs, the Wichita Force narrowly defeated Bloomington 52-51 in the second round and moved on to host the Amarillo Venom on June 27 in the championship game. The championship game was highly competitive and the

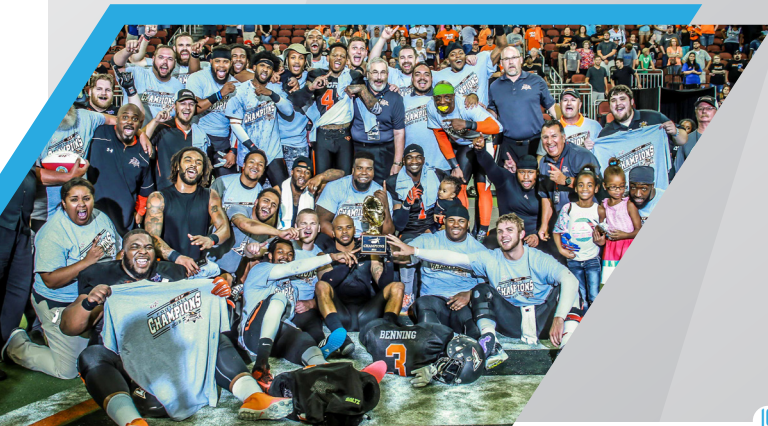
Force secured the victory in the final minutes, defeating the Amarillo 48-45.

In June, WWE returned to Wichita for its first appearance since 2014 and held its televised SmackDown event. WWE again returned to the arena in August to host production rehearsals for its upcoming televised productions.

On Nov. 3, U.S. Figure Skating announced that it had selected Wichita as the site of its Midwestern and Pacific Coast Sectional Championships on Jan. 24-29, 2018. The competition will be hosted at INTRUST Bank Arena and will attract more than 160 teams and 6,000 athletes, coaches and families to Wichita. The event is estimated to generate more than \$3.4 million in local economic impact according to Visit Wichita. Along with U.S. Figure Skating, the Greater Wichita Area Sports Commission, Visit Wichita and the Wichita Figure Skating Club will host the event.

On Dec. 12, representatives from the NCAA and CBS/Turner Sports visited INTRUST Bank Arena as part of the site prep for the NCAA Men's Basketball Championship first/second rounds on March 15 & 17, 2018. The purpose of the visit was to determine the locations of backstage offices, locker rooms and media areas, along with identifying locations for television cameras for live coverage of the event.

Wichita State University men's basketball hosted the Oklahoma State Cowboys for a neutral court game on Dec. 17. The Cowboys ended the Shockers 6-game winning streak at INTRUST Bank Arena on a cold snowy night in a game broadcast on ESPN3. A capacity crowd of 15,000 braved the weather to support the Shockers in selling out INTRUST Bank Arena for a third consecutive year.



SMG SPECIAL EVENTS

The strategic goals that our team put in place keep us focused on offering more events during the slower months of the summer. In an effort to offer entertainment during this time, INTRUST Bank Arena has developed two self-promoted special events.

The two special event concepts we have implemented at INTRUST Bank Arena, DodgeBrawl and Wingapalooza, both originated from other SMG venues and were executed in several markets successfully.

On Saturday, July 16, INTRUST Bank Arena hosted its first annual DodgeBrawl event, a one-day adult dodgeball tournament that allowed participating teams to play for a designated charity of their choice. 27 teams participated in the event and a total of \$2,250 was donated and divided between Kansas Humane Society, Wichita Children's Home and The Salvation Army on behalf. Additionally, awards were given out throughout the day for the 'Best Dressed Team' and 'Best Team Name.' Our sales team worked hard to create sponsorship packages for the event and successfully sold more than \$10,000 in event sponsorships to local organizations to ensure the event was a financial success for SMG.

The second annual Wingapalooza event was held on Saturday, Aug. 20. The popular event attracted more than 1,300 guests and took place on the arena floor. Wingapalooza included all-you-can-eat wings, a Samuel Adams beer garden featuring select craft beer options and entertainment and music from a live DJ. Guests had the opportunity to sample unique chicken wing recipes from 23 local restaurants and chefs. INTRUST Bank Arena and Visit Wichita proudly presented the Lord of the Wings award to Valerie's Wings & Things, while first place for the Judge's Choice award went to Jayrod's. Our sales team renewed and sold new sponsorship packages to local companies, totaling more than \$10,000 in event revenues.





SMG IN THE COMMUNITY

COMMUNITY EVENTS



SMG places a tremendous value in hosting Community events, alongside major concerts, sporting events and family shows. On Feb. 1, INTRUST Bank Arena hosted the annual Chamber of Commerce Chairman's Luncheon with nearly 600 guests in attendance. On Feb. 13, SMG partnered with the Arc of Sedgwick County and the Wichita Thunder to host the annual SOC Walk to raise awareness and funds for the Circle of Friends mentoring program that is offered by the Arc.

On Sunday, Feb. 21, the 451st Expeditionary Sustainment Command of the Wichita Army Reserve hosted a send-off ceremony for soldiers being deployed to Kuwait for the following year. INTRUST Bank continued to host its Employee Service Awards Breakfast in March and Friends University returned on May 7 for its Commencement.



On June 14, the Orpheum Performing Arts Centre hosted its annual Celebrity & Chef Cookoff, a fundraiser for the Orpheum Theatre, which pairs up local chefs and celebrities for a fun night of great food, drink and auction items.

On June 24-26, Signature Equipo Vision hosted its 3-day spring regional conference at INTRUST Bank Arena, bringing more than 6,000 guests to Wichita. Signature Equipo Vision is a division of Amway and is a multi-level marketing company known for selling health, beauty and home care products. The organization has hosted four events at INTRUST Bank Arena since 2013, attracting more than 25,000 guests in total.



For the third year in a row, the arena hosted and participated in the Get Hired! Job Fair, presented by the Workforce Alliance of South Central Kansas. The event is held annually in September to support our veterans, with local employers setting up tables and recruiting veterans for positions within the community.

INTRUST Bank Arena is the premier venue in the community and continues to host community groups utilizing the facility for luncheons and/or trainings. In 2016, such events included: ASHRAE Luncheon, Sedgwick County Law Enforcement Training, BKD meeting, USD 259 SuperSAC Student Dialogue Session, Cox Employee Meetings, Sedgwick County Strategic Planning, Sedgwick County Well Being Carnival & Employee Recognition Celebration, ASWA Luncheon, IFMA meeting, Institute for Supply Management meeting, Wichita Thunder Hope to Dream, Konica Minolta trade show, Fugate Enterprises Holiday party and East Rotary Holiday party among others.

In 2016 SMG offered 14 tours of the facility, the General Manager spoke with the Hutchinson/Reno County Chamber of Commerce Membership breakfast and our Event Management team gave presentations to the Wichita State sports management classes.

TICKETS & DONATIONS

In 2016, INTRUST Bank Arena donated 1,153 tickets with a value of \$46,723.68, an increase of more than \$10,000 in ticket donations from 2015. Ticket donations are made 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 Habitat for Humanity, Big Brothers and Big Sisters, Guadalupe Health Foundation, Heartspring, Love 4 Landon, Starkey Program, Children's Youth Theatre of Wichita, Young Entrepreneurs, Ronald McDonald House, YWCA Wichita, American Heart Association and The Arc of Sedgwick County.

COMMUNITY INVOLVEMENT

SMG Wichita, including INTRUST Bank Arena and the Orpheum Theatre, had some record-breaking fundraisers in 2016. The year kicked off with raising \$375 for Dress for Success, in addition to collecting two large bags of gently worn clothes to be donated to the charity, which was a 42% increase from 2015. Secondly, SMG wowed the bowling alley at Bowl for Kids' Sake with a record-breaking donation of \$2,835 for Big Brothers and Big Sisters of Kansas. Our final record-breaker was for United Way of the Plains with our full-time staff raising \$5,896.82, a 21% increase over 2015.

We didn't stop there; our full-time staff spent more than 260 hours volunteering time for Habitat for Humanity, Kansas Food Bank, Ronald McDonald House Charities, Big Brothers and Big Sisters of Kansas, American Red Cross and Special Olympics Kansas.

SAVOR...Wichita went out of their way to make 2016 shine with their time and talent. Full-time SAVOR staff spent more than 180 hours volunteering their time and \$918 of their funds and charitable giving to Susan G. Komen Race for the Cure, Ketch, Ronald McDonald House Charities, Sedgwick County Zoo, Riverside Juvenile Residential Facility and the Lord's Diner.

DodgeBrawl, an SMG Wichita self-promoted event, made charitable donations to the top three winning teams on their behalf. Donations were made to the Kansas Humane Society, Wichita Children's Home and Salvation Army in the amounts of \$1,000, \$750 and \$500, respectively.

SMG Wichita's team of Directors is involved with or sits on the board of the following organizations: Rotary Club of East Wichita, Rotary Club of Wichita Downtown, Wichita Festivals, Inc., Wichita Wagonmasters, Young Professionals of Wichita, YMCA and the Greater Wichita Area Sports Commission.





Christine Pileckas,
Director of Sales & Marketing

SALES & MARKETING

SMG Special Events and the ever-changing landscape of social media platforms kept the Sales & Marketing team busy in 2016 and continuing to strive to be on the cutting-edge of the entertainment industry.

ARENA BRANDING

In 2016, INTRUST Bank Arena rolled out an all-new branding campaign using the theme 'Playground For The Soul.' This branding has been implemented in several highly visible ways thus far including street pole banners on light poles surround the arena parking lots and streets, souvenir cups sold at all arena concession stands, merchandise stand bags, arena stationary, birthday cards, premium ticket stock and more. To take the branding campaign one step further and put it at the forefront of our business, we've rolled out a new unified greeting for our guests. When entering INTRUST Bank Arena for any event, our guest experience and security staff now greet our guests using the phrase, "Welcome to our Playground!" In future years, the brand will continue to evolve and be carried out in unique and engaging ways.

PLAY
GROUND
FOR THE
SOUL

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 \$10,000 in event sponsorships were sold for DodgeBrawl and included sponsors such as Cox Business, Standard Beverage, Martin Event Services, Kansas Army National Guard and Kansas Pathology Consultants. Additionally, more than \$10,000 in event sponsorships was also sold for Wingapalooza and included sponsors such as Priority MotorSports, Visit Wichita, Boston Beer and ABC Discount Liquor.

Several sponsors renewed their advertising agreements with INTRUST Bank Arena in 2016, including Applebee's, K-Tag, UniFirst, Cowley College and ServiceMaster.

PREMIUM SEATING

The demand for premium seat sales and rentals at INTRUST Bank Arena in 2016 was once again very strong. Our sales team successfully sold one new executive suite, one new loge box, 34 club seats and 14 premier seats in 2016. Additionally, contracts were renewed for six loge boxes, 58 club seats and four premier seats.

SOCIAL MEDIA DATABASES



**INSTAGRAM
FOLLOWERS**

7,090



**FACEBOOK
FANS**

77,022



**EMAIL BLAST
SUBSCRIBERS**

131,379



**TWITTER
FOLLOWERS**

28,040

INDUSTRY RECOGNITION & AWARDS

INTRUST Bank Arena was selected as a top finalist for the Event & Arena Marketing Conference (EAMC) Marketing Campaign of the Year Award in 2016. The top submissions for Marketing, Publicity, and Group Sales Campaign of the Year as well as Sponsorship Integration were selected by a panel of industry professionals. INTRUST Bank Arena was selected as a finalist for the Golden Ticket promotion, a promotion which provided one lucky fan with two tickets to every event at INTRUST Bank Arena in 2016. The promotion ran for 15 days from Dec. 1 through Dec. 15 and was hosted through INTRUST Bank Arena's Facebook page.

Christine Pileckas, SMG Director of Sales & Marketing for INTRUST Bank Arena, has been named to the 2016 30|UNDER|30 class by the International Association of Venue Managers Foundation (IAVMF). In its second year, this program focuses on identifying and developing the top talent in the venue management industry, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. Pileckas was honored for her wide list of accomplishments at INTRUST Bank Arena.

Pileckas attended both the SMG National Marketing Summit and Event & Arena Marketing Conference in Nashville, Tenn. in June. Pileckas moderated and led a panel session on 'How To Think Like a Concert Promoter' featuring two marketers from the concert promotion

company National Shows 2, in addition to leading two roundtable discussions at the SMG meetings covering the topics of SMG-promoted special events. While at the conference, INTRUST Bank Arena also won an award for "Best PR Idea" among all SMG venues for the KISS concert announcement efforts which included arena employees dressing up in full KISS costumes and breaking the concert announcement live on the KWCH morning news.





2016 was a busy year for Select-A-Seat, having processed nearly 500,000 tickets for a value of more than \$14 million. Highlights from the year include implementing a digital ticketing management system and a mobile-friendly ticket buying solution for patrons, enhancing marketing efforts and adding a new client.

The implementation of My Select-A-Seat to all customers this year has allowed patrons to digitally manage their tickets from smartphones or other mobile devices, in addition to desktop computers. Features include the ability to view and manage ticket inventory, forward tickets to others, donate tickets to local charities or exchange tickets. With My Select-A-Seat, mobile tickets were also introduced as a ticketing delivery option which allows patrons to store their tickets electronically on their mobile device and gain entry to the venue through their mobile ticket. Additional amenities of My Select-A-Seat include Apple Passbook integration, e-mail confirmations after any actions or changes have been made to tickets, targeted promotions to patrons and an enhanced reporting module allowing for customized ticket reporting for clients and event promoters.

The re-branding of the Select-A-Seat Box Office at INTRUST Bank Arena has created a more visible and vibrant atmosphere for the box office lobby at INTRUST Bank Arena. The ticket windows and interior walls of

the lobby have been wrapped with colorful designs that prominently feature the Select-A-Seat logo in addition to a montage of concert and event photos that represent the variety of clients and events that Select-A-Seat services. Centralizing the box office has allowed Select-A-Seat to provide every client with the perk of a fee-free box office for patrons, meaning guests will no longer incur additional service or convenience fees on tickets when purchasing in person at the Select-A-Seat Box Office at INTRUST Bank Arena.

Select-A-Seat added US Baseball in Ozark, Mo. as a client in 2016. Throughout the year, the venue hosted more than 70 baseball games and one outdoor concert featuring the Ozark Mountain Daredevils. Ticketing equipment, along with ticket scanners, were installed in April prior to the start of their season in May. For the second consecutive year, Select-A-Seat provided ticketing equipment and ticket sales services for the Miss Kansas Pageant in Pratt, Kan.

SELECT-A-SEAT CLIENTS

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

WSU Hughes Metropolitan Complex
Wichita Festivals, Inc.
54 Music Hall
National Baseball Congress
Wichita Force

Miss Kansas Pageant
Scottish Rite Center
US Baseball
The Keg
Lawrence-Dumont Stadium



Greg Read,
Regional Director of
Food & Beverage

SAVOR...

The focus for the SAVOR... Team in 2016 has been on incorporating local flavors into menus for both front-of-house and backstage guests. As a result, overwhelmingly positive feedback has been received not only by ticketed guests, but also by the artists and touring personnel that we serve backstage.

A notable milestone for SAVOR... in 2016 was the completion of the re-branding of the upper concourse concession stands. All of the upper concourse concession stands now mirror the lower concourse concession stands so that guests in all seating areas can enjoy the same variety of options. The stands have a bright, inviting, fresh look and in total, feature eight different food concepts.

Our premium seating guests enjoyed several menu enrichments as well. Our wine list continues to expand and features Wine Spectator recommendations, while new infusions were also discovered for the exclusive Fusion Fifty-Four, open exclusively for suite guests. Additionally, updated and specialized menus were introduced in our loge box and club seat areas featuring new options with local flare. Locally renowned Executive Chef Ben George has continued to create a food experience that's beyond compare to any other in town.

SAVOR... continues to contribute to the community in many facets. Whether it is participating in local events such as the Wichita Wagonmasters Downtown Chili Cookoff and ICT Burger Battle or hosting and competing in the Celebrity & Chef Cookoff, we continually strive to make a positive impact. Food donations are also made to local shelters and supplies are provided to many non-profits in town. More than 30 non-profit groups, totaling more than 400 individuals, volunteer to work SAVOR... concession stands and fundraise to benefit their organizations. In 2016, more than \$250,000 in donations was paid out to these non-profit groups.



EVENT SERVICES

The Event Services Department focused on INTRUST Bank Arena's core value of Safety in 2016. The most notable and visible improvement was the implementation of walk-through metal detectors that are used at all events and at all arena entrances.



Jason Gibson,
Director of Event Services

In our continuing efforts to improve the safety and security of INTRUST Bank Arena for our guests and employees, we purchased 33 walk-through metal detectors in February. The implementation of the use of metal detectors not only aligns with our dedication to maintaining a safe environment for our guests, it has also enhanced the guest experience by expediting the time it takes our guests to gain entry to the venue, especially during high capacity events.

In March, three members of the Event Services department attended the Academy of Venue Safety and Security conducted by the International Association of Venue Managers in Dallas. The weeklong academy was designed to train venue personnel on the best practices and tools needed for venue safety and security. Several takeaways from the academy have since been implemented at INTRUST Bank Arena in an effort to enhance our existing security plans. While in Dallas, the group also attended a daylong Severe Weather Preparedness Workshop.

Training sessions were continued for full-time and part-time employees throughout 2016 in an effort to maintain a high level of readiness for the safety of our guests. With the assistance of the Sedgwick County Sheriff Deputies, the annual Bomb Threat and Emergency Evacuation training was conducted for all employees. In March, the annual Severe Weather training was conducted for all employees.

SMG Security Officers continue to use the Sedgwick County e-log system to update pertinent event information that can be used by Sedgwick County Emergency Management and first responders. Our security officers routinely participate in training

courses available through FEMA and DHS as part of our continued effort to maintain a safe and secure arena.

SMG continues to cultivate positive partnerships with AccuWeather and the National Weather Service. The information provided by AccuWeather and the National Weather Service is extremely beneficial to our team at INTRUST Bank Arena when we are preparing for potential severe weather that could affect the Wichita area, most notably on event days when we are hosting thousands of guests. In 2016, INTRUST Bank Arena was named a NOAA Weather-Ready Nation Ambassador. As a Weather-Ready Nation Ambassador, we are committed to working with NOAA and other ambassadors to strengthen national resilience against extreme weather.

In November, the annual Active Shooter Awareness training for all employees was held. The Director of Event Services and deputies of the Sedgwick County Sheriff discussed different potential scenarios and best practices on how to respond and react appropriately during both event days and non-event days.

The Wichita Police Department Bomb Squad, SWAT Team, Sedgwick County Sheriff's Office, Sedgwick County EMS and Kansas State Police Bomb Squad continue to conduct trainings on a regular basis at INTRUST Bank Arena. Local first responders are both invited and highly encouraged to train at the arena as often as possible in order to familiarize themselves with our facility. The Events team is very proud to foster strong working relationships with our first responders from the City, County and State. We look forward to another successful year of training in 2017.

OPERATIONS

Significant progress was made in 2016 towards the goal of providing high-speed wireless internet access to all guests attending INTRUST Bank Arena events. Our I.T. team is on pace to meet this goal prior to March of 2018, when Wichita plays host to the NCAA Men's Basketball Championship.



Frank Griffith,
Director of Operations

The 2016 capital improvement projects (CIP) that were approved by Sedgwick County were all completed within the calendar year. Included in this list of projects was architectural drawings for the Entrance C remodel, which will include doubling the floor space in the North lobby area, increasing the number of sets of entrance doors and the addition of stairwells from both the lobby to the main concourse and the main concourse to the upper concourse. Additional space will also be added to the exterior plaza outside the entrance, allowing patrons to queue on a plaza area instead of lines being forced to extend into the parking lot. Construction is projected to begin during the second quarter of 2017.

I.T. upgrades encompassed a large portion of the 2016 capital improvement projects. The Storage Area Network (SAN) was replaced with a more current model that not only increased our storage capacity but also alleviated a portion of the bandwidth bottleneck we were experiencing that was hindering the security camera system. Another ongoing I.T. project is the goal of providing high-speed wireless internet access to all arena guests, which contributes to one of the Arena's core values, Raving Guest Experience. To accomplish this, the network backbone is being upgraded, which includes replacing the current hardware with both a more robust core and distribution switches that can handle the increased volume of traffic. This project will require the installation of 179 new access points throughout the arena seating areas and concourses.

Contract negotiations are currently underway with Cox Communications and an installation timeline of the spring and summer of 2017 has been proposed.

Progress is also being made on the installation of a Distributed Antenna System (DAS), which would improve the cell phone service inside the arena bowl. American Tower has completed a site survey and is presently working with Verizon to finalize the design scope.

Additional projects included new box office equipment and computers, fall protection equipment, walk-through metal detectors and concession stand re-branding. Separate from CIP projects, the arena converted a pre-existing family restroom on the upper concourse of the arena into a Nursing Mother's Room, complete with a countertop area, comfortable rocker and reclining chair, in addition to other amenities conducive for nursing mothers.

The Arena's Security Committee has been diligently working on an Emergency Preparedness Guide, which includes venue plans for safety and security, severe weather, bomb threat and active shooter, in addition to other critical and pertinent information. Safety trainings in 2016 included Fall Protection Awareness, which was offered to both the operations department and the IATSE rigging crew, and a tabletop discussion on railing failures and guest falls, which was presented by the Security Committee and included local law enforcement.



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*

500 East Waterman | Wichita, KS 67202 | (316) 440-9000 | www.intrustbankarena.com