



INTRUST BANK ARENA

2019 ANNUAL REPORT



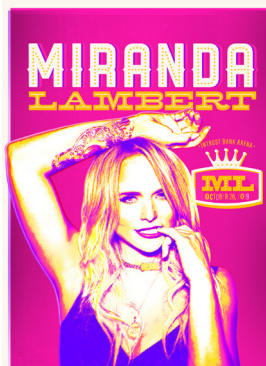
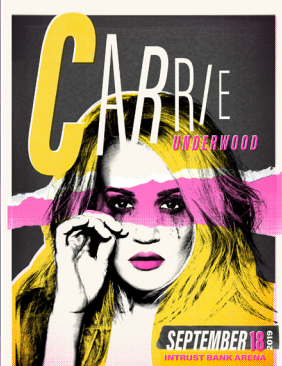
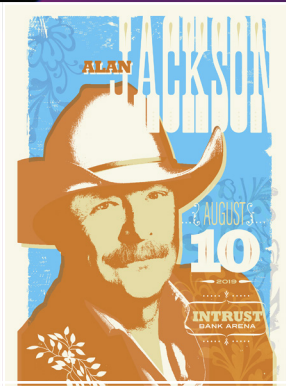
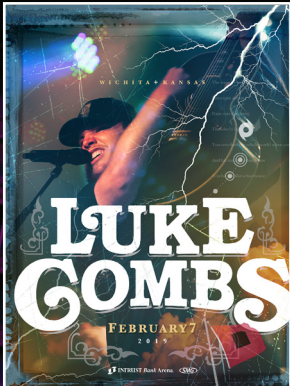
2019 EVENTS

- 1/4-1/6** PAW Patrol Live!
- 1/12** Thunder vs. Allen
- 1/13** Thunder vs. Allen
- 1/18** Thunder vs. Kansas City
- 1/22** WWE Smackdown Live
- 1/26** Thunder vs. Idaho
- 1/27** Thunder vs. Idaho
- 2/1** Thunder vs. Utah
- 2/2** Thunder vs. Utah
- 2/5** Thunder vs. Allen
- 2/7** Luke Combs*
- 2/8** Winter Jam
- 2/9** Jeff Dunham
- 2/10** Harlem Globetrotters
- 2/12** Thunder vs. Tulsa
- 2/16** Thunder vs. Indy
- 2/17** Thunder vs. Indy
- 2/20** Chamber of Commerce Chairman's Lunch
- 2/23-2/24** Monster Jam
- 2/28** Thunder vs. Rapid City
- 3/1** Dierks Bentley
- 3/2** Kelly Clarkson
- 3/4** Metallica*
- 3/6** Oklahoma City Blue
- 3/9** UFC Fight Night
- 3/14-3/17** Disney On Ice
- 3/19** Shinedown
- 3/22** Chris Tomlin
- 3/23** Thunder vs. Tulsa
- 3/24** Thunder vs. Tulsa
- 3/27** Thunder vs. Utah
- 3/28** INTRUST Bank Service Awards Breakfast
- 3/29** Thunder vs. Tulsa
- 3/30** Force vs. Texas
- 4/3** Thunder vs. Kalamazoo
- 4/5** Thunder vs. Allen
- 4/6** Thunder vs. Allen
- 4/13** PBR Velocity Tour
- 4/27** Force vs. Oklahoma
- 5/3** Kenny Chesney
- 5/10** Force vs. Duke City
- 5/11** Friends University Commencement
- 5/18** Force vs. Omaha
- 6/9** Force vs. Salina
- 6/11** Orpheum Theatre Celebrity & Chef Cookoff
- 6/15** Force vs. Amarillo
- 6/29** Brunch & Burn
- 7/20** Wingapalooza
- 7/24** Cardi B
- 7/30** Orpheum Theatre Volunteer Appreciation Event
- 8/8-8/9** Global Leadership Conference
- 8/10** Alan Jackson
- 8/16** Jim Gaffigan
- 8/22** Chris Stapleton
- 9/5** Get Hired! Job Fair
- 9/9** Quad City Planning Forum
- 9/9** Sedgwick County Legislative Dinner
- 9/10** ECHL All-Star Game Jersey Unveil
- 9/16** All Staff Season Kickoff Event
- 9/18** Carrie Underwood
- 9/25** Godsmack with Halestorm
- 10/7** Guns N' Roses - 10th Anniversary Concert Series
- 10/11** Thunder vs. Indy
- 10/12** Thunder vs. Rapid City
- 10/14** Sedgwick County In-Service
- 10/16** Chamber of Commerce Sunrise Scrambler
- 10/17** Sedgwick County EMS Training
- 10/19** Envision Gala
- 10/24** INTRUST Bank Launch Party
- 10/25** Thunder vs. Idaho
- 10/26** Miranda Lambert
- 11/3** Thunder vs. Kansas City
- 11/6** Thunder vs. Norfolk
- 11/8** Thunder vs. Tulsa
- 11/9** Thunder vs. Tulsa
- 11/13** Thunder vs. Rapid City
- 11/15** Thunder vs. Idaho
- 11/16** The Chainsmokers
- 11/19** McConnell Air Force Base K-9 Training
- 11/24** Thunder vs. Allen
- 11/26** Founding Partners Luncheon
- 11/27** Thunder vs. Tulsa
- 11/30** Thunder vs. Kansas City
- 12/1** Thunder vs. Kansas City
- 12/6** Trans-Siberian Orchestra
- 12/7** Thunder vs. Tulsa
- 12/8** Thunder vs. Kansas City
- 12/12** East Rotary Christmas Party
- 12/13** Sedgwick County Brownbag Lunch
- 12/14** Wichita State vs. Oklahoma Men's Basketball
- 12/17** Thunder vs. Utah
- 12/20** Thunder vs. Tulsa
- 12/21** Thunder vs. Utah
- 12/22** Thunder vs. Allen
- 12/30** Thunder vs. Kansas City

*Sold Out



◀ BEHIND THE SCENES ▶



AWARDS & RECOGNITIONS

*The Social Shake-Up Movers & Shakers Winners List:
Social Media Rising Star Award
Lyndsey Cook, Marketing & Booking Manager*



*International Association of Venue Managers
30 Under 30 Award
Meryl Loop, Guest Experience Manager*



A.J. Boleski,
General Manager

A LETTER FROM THE GENERAL MANAGER

In 2019, SMG announced its merger with AEG Facilities to create a new company called ASM Global. The newly formed company manages more than 310 stadiums, arenas, convention centers, and performing arts centers across five continents and is home to more than 60,000 employees.

ASM Global's purpose is to deliver amazing experiences, and in Wichita, our team at INTRUST Bank Arena continues to focus on enhancing the event experience of our guests, artists and employees.

INTRUST Bank Arena finished 2019 with the third best financial year in its 10 year history with a net operating income of \$1,021,721. We hosted such major events as Luke Combs (sold out), Metallica (sold out), UFC Fight Night, Kenny Chesney, Chris Stapleton and Guns N' Roses. Booking a diverse lineup continued to be a goal as we hosted Kelly Clarkson, Cardi B and The Chainsmokers.

In 2019, we were proud to partner with Visit Wichita and the Wichita Figure Skating Club to submit and secure bids for two U.S. Figure Skating events in 2020. We also worked alongside the Wichita Thunder to submit and win the bid to host the 2020 Warrior Hockey/ECHL All-Star Classic.

One of the biggest accomplishments of our year was being fortunate to extend our partnership with Sedgwick County through 2030 as the Sedgwick County Commission approved the renewal of the ASM Global management contract for a total of 11 years with an option to automatically renew for five additional years through 2035.

INTRUST Bank Arena continues to serve as a catalyst for economic development in downtown Wichita as Naftzger

Park has been renovated and now serves as a community gathering space before and after arena events. HomeGrown and Peace, Love & Pie opened in 2020 in the adjacent Spaghetti Warehouse District, and the Hilton Garden Inn has opened just one block north of the arena.

Finally, we partnered with the Center for Economic Development and Business Research at Wichita State University to conduct an economic impact study of INTRUST Bank Arena over its first 10 years. During this time, the venue hosted 890 events and 3,828,767 guests, generating a direct visitor impact of \$100 million and a total of \$168 million in new economic activity, representing an average annual visitor impact of \$16.8 million.

Local visitors to the arena spent an additional \$191 million, resulting in \$323 million in economic activity retained in the area as a result of INTRUST Bank Arena. The fiscal impact of visitors was more than \$15 million in total tax revenues generated or \$1.53 million annually.

We truly appreciate the Wichita and Sedgwick County communities for supporting the events over the past 10 years and look forward to celebrating INTRUST Bank Arena's 10 Year Anniversary throughout 2020 with each and every one of you.



Chris Whitney
AGM/Director of Finance

FINANCIAL OVERVIEW

Hosting events such as Luke Combs, Kenny Chesney, Metallica and UFC resulted in our third best year ever generating a net operating income of \$1,021,721 for INTRUST Bank Arena in 2019.

NUMBER OF
TICKETED EVENTS
76

ATTENDANCE
348,357

RENTAL INCOME
\$27,961

SERVICE
REVENUE
\$1,584,832

SERVICE
EXPENSES
(\$2,828,849)

TOTAL
DIRECT
EVENT
INCOME

\$(1,216,056)

NET FOOD AND BEVERAGE INCOME
\$2,317,213

NET NOVELTY
INCOME
\$173,091

ON-SITE PARKING REVENUE
\$13,867

TOTAL ANCILLARY INCOME
\$2,504,171

TOTAL OTHER
EVENT INCOME
\$3,189,100

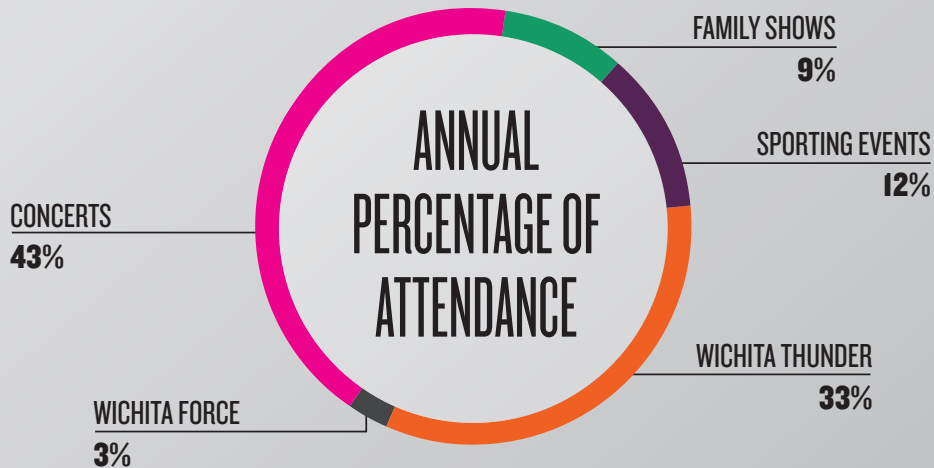
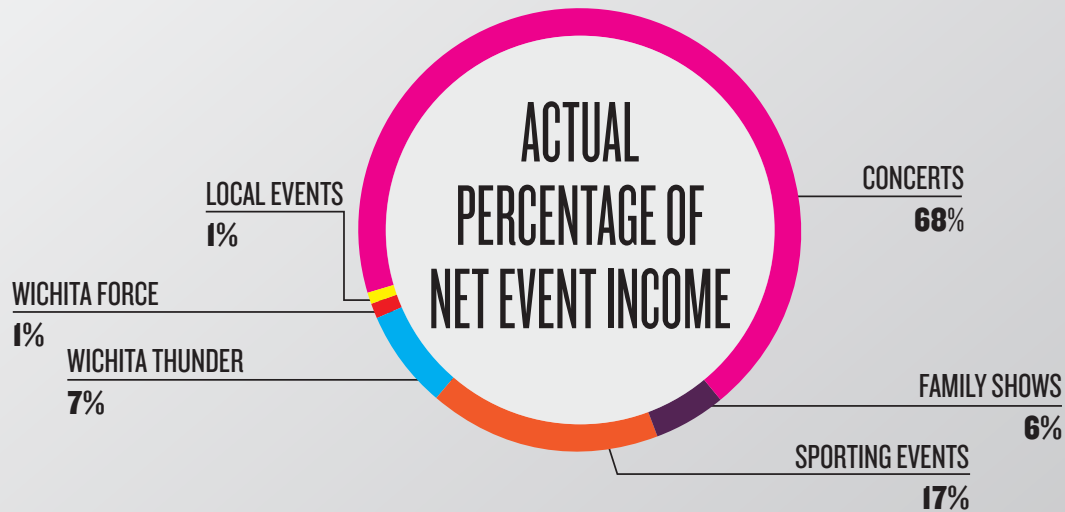
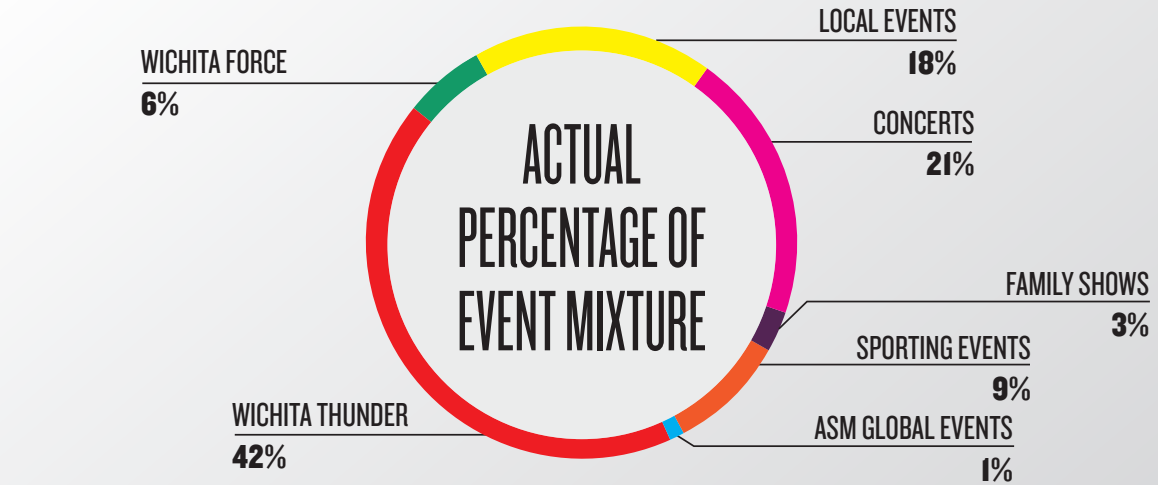
NET EVENT
OPERATING INCOME
\$4,477,215

OTHER
INCOME
\$1,980,029

TOTAL INDIRECT EXPENSES
(\$5,435,523)

NET INCOME
\$1,021,721

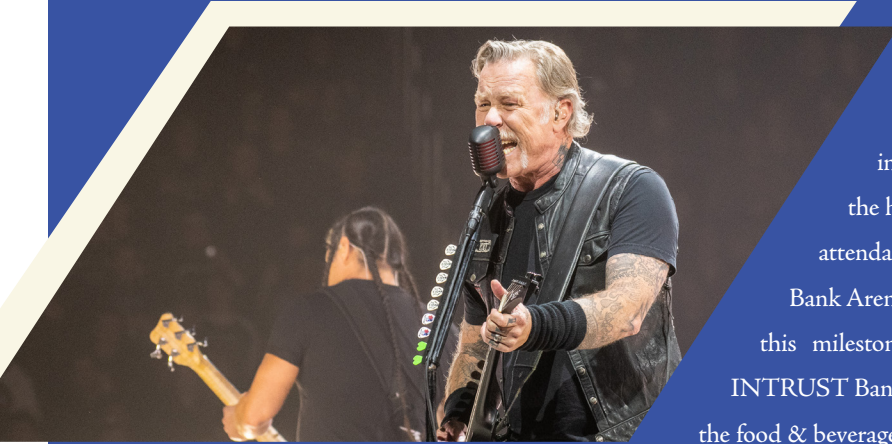
*Monies paid to Sedgwick County companies: \$2,953,262 *Monies paid to 3rd Party Commission Groups: \$244,897



Sporting events include OKC Blue, UFC, PBR, WWE SmackDown, Monster Jam and Wichita State University men's basketball. Family shows include PAW Patrol Live!, Harlem Globetrotters and Disney On Ice. Concerts represented 20% of the events held at INTRUST Bank Arena and accounted for 68% of the net event income.

MARCH ADDS UP TO MARC

*Certain artists and events can
and two of those long sought
debut appearances at INTRUST*



On March 4, Metallica visited Wichita for its sold-out WorldWired Tour and the band's first appearance in our city since 2004. The night proved to be one for the history books after shattering two arena records. A new attendance record for a single-concert was set as INTRUST Bank Arena hosted 15,690 Metallica fans for the show. Achieving this milestone makes Metallica the highest attended show in INTRUST Bank Arena's nine-year history. The 15,690 fans then broke the food & beverage record for highest grossing show at INTRUST Bank Arena.



Metallica's set lasted for more than two hours and featured a setlist of 18 songs that spanned the band's huge catalog of hits. Fan favorites 'Master of Puppets,' 'Nothing Else Matters' and 'Enter Sandman' were saved for the end of the show and the night finally concluded with a three song encore that had the entire crowd on their feet.

To commemorate the historic night, the band was welcomed to Wichita with large welcome signage throughout the Arena's backstage area and exterior loading dock. The band was also presented with custom engraved wooden champagne boxes and custom Ray Ban aviators to celebrate their show in the Air Capital of the World.



Not only did the band deliver a great night of music, the Wichita community benefitted greatly from the generosity of Metallica's foundation, All Within My Hands. The All Within My Hands Foundation is dedicated to creating sustainable communities

QUEE EVENTS IN WICHITA

It took years to attract and book, but after events finally made their way to INTRUST Bank Arena in March of 2019.

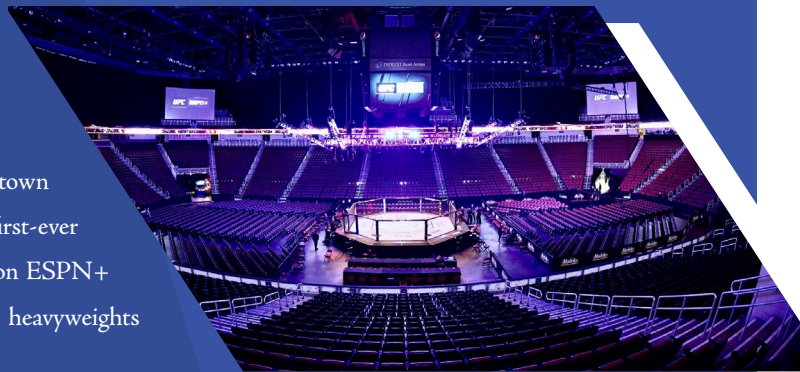
by supporting workforce education, the fight against hunger, and other critical local services. The Kansas Food Bank was the recipient of a \$10,000 donation raised by the Metallica show in Wichita and additionally, WSU Tech received the AWMH Metallica Scholars grant and is using it to advance “Women in Manufacturing” in the areas of aviation sheet metal, machining and welding.

Just five days later, more than 7,000 fans made their way to downtown Wichita as we welcomed UFC to INTRUST Bank Arena for their first-ever event in Kansas on March 9. The three hour event was aired live on ESPN+ and featured seven main event fights, including a battle between heavyweights Derrick Lewis and Junior Dos Santos.

The fight between #3 ranked Lewis and Dos Santos was declared the fight of the night after both fighters brought the crowd to a roar during their brawl. Dos Santos prevailed and earned his third-straight main event victory with a TKO stoppage.

While only three hours of UFC Fight Night were aired on television, the event in total lasted nearly seven hours. The length of the event led to another record-breaking night at INTRUST Bank Arena for our food & beverage department, resulting in the single best per caps in arena history.

These two record-breaking events, along with the other four concerts, six sporting events and one family show in March, combined to make March the highest grossing month in arena history for food & beverage, grossing more than \$1 million in sales.



MAJOR CONCE

LUKE COMBS

Luke Combs performed to a sold-out crowd on February 7 when he stopped in Wichita on his first ever headlining tour.



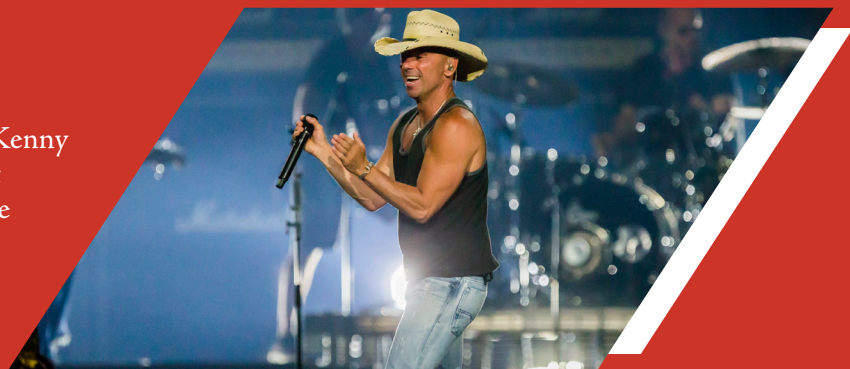
KELLY CLARKSON

The Meaning of Life Tour featured special guest Kelsea Ballerini and was part of a run of three concerts in four days from March 1-4, which also included Dierks Bentley and Metallica.



KENNY CHESNEY

Summer came early for Wichita when Kenny Chesney returned on May 3 for his first concert at INTRUST Bank Arena since 2011.



CARDI B

Grammy-award winning artist Cardi B made her first-ever appearance in Wichita on July 24. The tour stop was one of only seven stops on Cardi's summer tour.



ERT HIGHLIGHTS

ALAN JACKSON

Nearly 8,000 classic country fans converged on downtown Wichita on August 10 to see Country Music Hall of Fame member, Alan Jackson.



CHRIS STAPLETON

Singer-songwriter Chris Stapleton has been a highly requested act and attracted more than 10,000 fans when he brought his All American Road Show to Wichita on August 22.



GUNS N' ROSES

Guns N' Roses kicked off the Arena's 10th Anniversary Concert Series on October 7 with their Not In This Lifetime Tour. The show, which boasted a 23 song setlist, lasted nearly three hours.



THE CHAINSMOKERS

The Chainsmokers brought their brand of EDM-pop to Wichita on November 16. Their unforgettable World War Joy Tour featured pyro, stunts and a "Globe of Death."



ASM GLOBAL IN THE COMMUNITY

COMMUNITY EVENTS

Major concerts, sporting events and family shows are not the only ways INTRUST Bank Arena strives to rock this town. The team at INTRUST Bank Arena is regularly out in the community or hosting community events at the arena throughout each year.

On February 20, the arena hosted the Wichita Regional Chamber of Commerce's 2019 Chairman's Lunch where they tapped well-known leadership coach, Elise Foster, for an inspirational presentation about her book. On March 28, our naming rights partner INTRUST Bank hosted their annual Employee Service Awards breakfast at the arena.

The Orpheum Performing Arts Centre hosted its annual Celebrity & Chef Cookoff on June 11, a fundraiser for the Orpheum Theatre which pairs together local chefs and celebrities for a fun night of food, drinks and auction items.

INTRUST Bank Arena partnered with Amy Brown from the Bobby Bones Show, Meri Barnes, Founder of The Shop Forward, and Celebrity Trainer, Erin Oprea for a unique Brunch & Burn event on June 29. The event, which sold out in minutes, featured a workout from Erin, encouraging talks with Amy and Meri, followed by brunch, with all of the proceeds benefitting espwa. Espwa means "hope" in Haitian Creola and is an organization that sells items for a cause that directly benefit Haiti.

The Envision Gala, held October 19, supports the mission to improve the quality of life and provide inspiration and opportunity for people who are blind or visually impaired through employment, outreach, rehabilitation and education. More than 1,000 guests were in attendance at INTRUST Bank Arena for a night of fun, food and entertainment while fundraising for Envision.

August brought back the Global Leadership Summit for an extraordinary two-day event this year. This faith-based leadership developmental series attracted more than 1,600 attendees over the course of three days.



TICKETS & DONATIONS

In 2019, INTRUST Bank Arena donated 7,808 tickets for a total value of \$516,905.29 which is an increase of \$195,000 in ticket donations from the previous year. Ticket donations are made to local non-profit groups, charitable fundraisers and organizations.



COMMUNITY INVOLVEMENT

INTRUST Bank Arena, in partnership with the Orpheum Theatre which is also managed by ASM Global, had two record-breaking fundraising events in 2019. First, the team raised \$4,140 for Kansas Big Brothers and Big Sisters for its annual Bowl for Kid's Sake event, and second, our annual United Way of the Plains event raised \$6,393.09 through employee donations. In addition to these efforts, our team raised an additional \$10,866 throughout 2019 through a combination of monetary, clothing, food and supply donations to local organizations such as Union Rescue Mission Wichita, Kansas Humane Society, Goodwill Industries of Kansas, Dress for Success, ICT Food Rescue, Lord's Diner, Eisenhower Girls' Softball, Lake Afton Sheriff's Camp for Kids, Dunbar Early Childhood Services USD 259, Zoobilee, Leukemia Society and Goddard Youth Softball League.



In 2019, our full-time staff attributed more than 880 hours volunteering with several organizations, including the Kansas Food Bank, Ascension Via Christi Hospital, Ronald McDonald House Charities, Salvation Army, Sedgwick County Zoo, Kansas Humane Society, Kansas Big Brothers Big Sisters, Special Olympics of Kansas and more.

INTRUST Bank Arena's team of Directors are involved with or sit on the boards of the following organizations: Rotary Club of East Wichita, Wichita Festivals, Inc., Wichita Wagonmasters, USD 259 Parents as Teachers Advisory Board, Rotary Club of Wichita Downtown, Visit Wichita Executive Board, Visit Wichita Board of Directors, Wichita Regional Chamber of Commerce Board of Directors.



MARKETING & BOOKING

Planning and preparation for the celebration of INTRUST Bank Arena's 10 Year Anniversary in 2020 was the main focus throughout the year for the marketing & booking team.

Christine Pileckas,
Director of Booking & Marketing

10 Year Anniversary plans have included a commemorative logo, a new branding campaign and a 10 Year Anniversary Concert Series to commemorate the milestone year. In December, commemorative banners were hung in the South Lobby of the arena that highlight some of INTRUST Bank Arena's most significant milestones over the past decade. The banners showcase various achievements, from hosting Brad Paisley, our sold out, grand-opening concert in 2010, to Metallica, our highest attended show in arena history, and everything in between.

One of our favorite anniversary projects all year, however, was teaming up with Wichita Brewing Company to create Showstopper Ale, the new official beer of INTRUST Bank Arena. Brewed to have the approachability and drinkability of a flavorful English-Style Pub Ale, Showstopper Ale is 5% ABV and will pair well with whatever taste fans have in music. Showstopper Ale first debuted on draft at the Guns N' Roses concert, the first show in the Arena's 10th Anniversary Concert Series, and in both Wichita Brewing Company

Brew Pubs on Oct. 7. Since then, the craft brew has been available on tap at arena concession stands during all INTRUST Bank Arena events and in January, Showstopper Ale became available in cans at the Brew Pubs and select liquor stores, while also being available to guests in premium seating areas at INTRUST Bank Arena.

In March, Lyndsey Cook, Marketing & Booking Manager, was named to the 2019 Movers and Shakers Winners List by The Social Shake-Up. Lyndsey was named a winner in the Rising Star award category which recognizes individuals who have stepped into a new role or faced a new social media challenge in the past year, met it and exceeded expectations. Cook was honored for her commitment to creating exceptional content for INTRUST Bank Arena's social media platforms, including Facebook, Twitter and Instagram.



**INSTAGRAM
FOLLOWERS**
14,401



**FACEBOOK
FANS**
95,390



**EMAIL BLAST
SUBSCRIBERS**
119,555



**TWITTER
FOLLOWERS**
38,164

BUSINESS DEVELOPMENT



*Kandace Day,
Premium Seating Manager*

PREMIUM SEATING

With INTRUST Bank Arena approaching its 10 Year anniversary, contract renewals and maintaining client relationships was a main focus within premium seating this year. Throughout the year, seven executive suite owners renewed their contracts and six new suite owners were welcomed to the premium seating family.

At the conclusion of 2019, premium seating ownership remained strong with 95% of all suites sold, 98% of all loge boxes sold, 83% of all club seats sold and 30% of all premier seats sold. Premium Seating Rentals also had a successful year, bringing in more than \$69,000 in revenue. In an effort to enhance our guest experience and maintain a luxury atmosphere for our premium seating guests, all of the Arena's loge box and brew bub chairs were replaced this year with a more comfortable and versatile high-back chair that features an embroidered arena logo.

SPONSORSHIPS

Our Founding Partner sponsorship renewals kept the sales team busy in 2019. Three key relationships were not only renewed, but exciting changes were made to the existing advertising agreements. Cox Business installed a new experiential photo booth kiosk which allows our guests to take selfies and share them on social media platforms. Additionally, Pepsi updated all the digital graphics aspect of their agreement. Lastly, as part of the House of Schwan sponsorship, the Brew Pub area of the Arena's main concourse will be getting a fresh new look.

In addition to the renewals, 2019 also saw many new sponsors come on board including Meddys, Standard Beverage, Kansas Turnpike Authority and Figeac Aero North America.

Our fifth annual Wingapalooza event in August saw a record number of sponsors participate. Returning sponsors included Standard Beverage, Visit Wichita, ABC Discount Liquor, Kansas Air National Guard and Martin Event Services. New sponsorships adding to the fun were Midwest Single Source, Cox Business, All Things Barbeque, First Responder, Midwest Kia, State Farm, National Baseball Conference, Grace Hill Vineyards and Old Town Courtyard. Sponsorship sales played a major role in the success of Wingapalooza, totaling \$22,250.



*Kat Lyon,
Sponsorship Sales Manager*

BOX OFFICE & TICKETING

Select-A-Seat's commitment to continually improving the customer ticket purchasing experience was on full display in 2019.

*Lauren Dugan,
Director of Ticketing*

The initiative to update the online ticket buying process led to the launch of a completely redesigned website in December. Designed and programmed by local integrated marketing agency Howerton+White, the major focus for the new website was creating a mobile-first design with an easy transition throughout the entire purchase flow. The new design enhanced the user experience while also creating a seamless flow for the customer with a new sleek and modern look.

To match the new design, Select-A-Seat also updated its purchase flow website and mobile tickets, and introduced new email blast designs with responsive templates.

Exploring new ways to enhance Select-A-Seat's offerings was also on the agenda for 2019. In 2019, Select-A-Seat was excited to successfully integrate

its ticketing software with Fevo. Fevo has designed an API that allows sport teams and promoters to create a special group offer assigned to specific seats within the Select-A-Seat ProVenue software. The offer can then be sent through Fevo to a group leader who can share this specific link with individuals. Those individuals are then enabled to purchase tickets separately while still keeping all of their group's seats together.

The National Baseball Congress (NBC) was welcomed back as a client in 2019 with a new venue - Eck Stadium at Wichita State University. Select-A-Seat worked closely with NBC on proper ticketing hardware set-up, scanning locations and creating a brand-new manifest for the new venue. On-site support and staffing during their two-week tournament, which welcomed visitors from all over the nation, was also provided by Select-A-Seat.



**INTRUST Bank Arena
Wichita Orpheum Theatre
Wichita Thunder**

**Wichita Grand Opera
National Baseball Congress
Wichita Force**

**Miss Kansas Pageant
Scottish Rite Center
US Baseball**



Greg Read,
Director of Food & Beverage

CONCESSIONS & CATERING

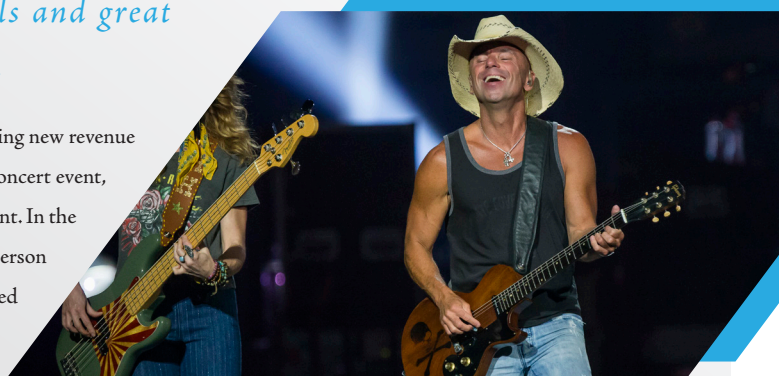
SAVOR...

2019 was a record year for SAVOR and our team worked hard to enhance the overall guest experience through delicious food offerings, creative cocktails and great customer service.

In March, we kicked off what would eventually be a yearlong streak of setting new revenue records. Metallica not only set the Arena's attendance record for a single concert event, it also set the record for our largest food & beverage gross for any single event. In the same week, UFC Fight Night broke the record for highest per cap per person for a single event. The combination of these two monstrous events paired with the rest of the month's busy lineup led to March culminating as the best month for food and beverage in arena history, grossing over \$1 million in sales. The Kenny Chesney concert in May and Chris Stapleton concert in August also generated record-setting per caps for single events.

The success of our shows in both the front and back of house led to multiple requests from events throughout the year for our team to handle backstage catering. We take these requests as the highest form of a compliment, as tours have several options when it comes to who they trust to cook and feed their entire crew. Executive Chef Ben George's creativity in delivering excellent menus for many of the biggest stars in the world was not only exciting but very rewarding as our team received great feedback and many compliments throughout the year.

Despite the successes we have enjoyed, we're always looking for ways to improve and enhance our offerings. Rebranding many of our concession stand concepts was once again a main priority in 2019. One of the most comprehensive rebranding efforts was the conversion of our "Wild Leaf" concession stand to a more sustainable and customer-friendly concept now named "Good Guys Sandwich Shop." The new concept has generated new business as we fulfilled a niche that didn't previously exist anywhere else in the arena. Additionally, cocktail portables were created and added to our main concourses to keep up with the overwhelming demands for these types of drinks. Featured specialty cocktails such as "Sweet Kansas Peach" and "ICT Coco Cabana" have become instant favorites. The addition of the cocktail portables has been one of the most profitable and positive guest experiences of the year.



SAFETY & SECURITY



*Brent Lackey,
Director of Event Services*

2019 was a year focused on Innovation and Raving Guest Experience for INTRUST Bank Arena's Event Services team.

Through guest comments and surveys, the need for our staff to address the lines that form at access points to the floor for guests with floor seats was revealed. The lines being formed were impeding the view of guests in surrounding sections who had already taken their seats and creating a poor guest experience. After evaluating the issue, it was decided the method to alleviate this problem would be to reduce the number of guests using down aisles to access the floor. To accomplish this, additional floor access points were introduced in the Arena's south lobby through doors that directly access the floor. This change allows guests with floor seats to enter the arena through Entrance A and access the floor directly. The added entrance also allows for direct access to general admission pit areas. This change not only enhances the guest experience, but increases guest safety, as guests

with general admission tickets are very eager to access this area as quickly as possible once doors have opened.

Another focus for 2019 was expediting the overall entry and ingress process for guests to our events. One method to achieve this goal was to eliminate the printing of Seat Locator Slips for guests with mobile tickets. Through this change, the average wait time for guests has been reduced and our ingress has been able to move at a quicker speed. These changes have been well received and guest feedback has been positive.

While a lot of focus was placed on the guest experience at INTRUST Bank Arena, venue safety and security remained a top priority. Throughout 2019, we continued the Arena's SEMP (Security and Emergency Management Plan) Committee which meets regularly with local authorities to review procedures, new threats to safety and security and overall best practices as they relate to live events and venue management.

Table top exercises are also conducted at these meetings. Additionally, all full-time staff became trained and certified in adult/child/infant First-Aid/CPR. Along with this training, bomb threat, severe weather and emergency evacuation drills were also carried out.



CAPITAL IMPROVEMENTS

The 2019 Capital Improvement Program featured an extensive list of projects that enhanced the overall appearance, efficiency and guest experience for our guests and touring events.



Frank Griffith,
Director of Operations

The 2019 Capital Improvement Program (CIP) covered a variety of projects, including new access control software, the replacement of computer monitors and telephone headsets and the purchase of new carpet for the backstage dressing rooms and meeting rooms. Other completed projects for the year included creating a storage area behind the Guest Services Desk in the Arena's South Lobby to store walk-through metal detectors and other equipment, and installing larger 4K televisions in the suites and throughout the main concourse. The loge box chairs were also replaced with a sleeker designed chair to allow for more space for guests in the boxes.

The dishwashing area in our main kitchen was reconfigured to allow room for a higher capacity dishwasher and more space for drying racks. This improvement allows our kitchen staff to more efficiently service high-capacity catering events that use a high volume of dishware. Additional bar portables were also purchased for the Arena's concourses to allow for more points of sales for guests during events.

Mechanical capital improvement projects included the replacement and relocation of faulty restroom mixing valves and new brine

pumps for the Cimco ice plant. Engineering work was also completed for the upcoming replacement of the sports lighting in the arena bowl. The replacement, which will take place during the summer of 2020, will include an all-new LED lighting system featuring dimmable, temperature tune-able and color changing capabilities and a complete new lighting control system.

Also in 2019, in partnership with a local landscaping contractor, all of the landscaping areas surrounding the arena were overhauled and refreshed. Enhancements included replacing the knock-out roses in certain areas with ornamental grasses, nandinas and drift roses and adding new mulching to the landscaping beds.





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