



INTRUST BANK ARENA

2022 ANNUAL REPORT



◀ 2022 EVENTS ▶

1/1 Thunder vs. Kansas City
1/4 S.C. KS Legislative Delegation Public Forum
1/13 Thunder vs. Rapid City
1/14 Thunder vs. Rapid City
1/15 Thunder vs. Rapid City
1/21 Thunder vs. Tulsa
1/23 Thunder vs. Kansas City
1/26 Thunder vs. Newfoundland
1/28 Jeff Dunham
1/29 Thunder vs. Tulsa
2/4 Thunder vs. Idaho
2/5 Thunder vs. Idaho
2/6 Thunder vs. Idaho
2/10 Winter Jam
2/11 Harlem Globetrotters
2/16 Thunder vs. Idaho
2/18 Thunder vs. Allen
2/26-2/27 Monster Jam
3/3 NCAA Beyond The Baseline Event
3/4 Thunder vs. Kansas City
3/10-3/13 Disney On Ice
3/17 Thunder vs. Toledo
3/18 Thunder vs. Allen
3/19 Slipknot
3/26-3/28 NCAA Division I Women's Basketball
4/1 Korn
4/6 Thunder vs. Tulsa
4/8 Bare Knuckle Fighting Championship 23
4/9 Thunder vs. Allen
4/10 Thunder vs. Kansas City
4/16 Thunder vs. Kansas City
4/23 PBR: Pendleton Whisky Velocity Tour
4/28 Shinedown
5/7 Friends University Commencement
5/17-5/18 Paw Patrol Live!
5/20 Brooks & Dunn
6/13 WWE Monday Night RAW

6/22-6/25 2022 National Theatre On Ice Competition
7/16 James Taylor & His All-Star Band
8/4-8/5 Global Leadership Summit
8/6 Dierks Bentley
8/11 Orpheum Theatre Volunteer Appreciation Event
8/25 Morgan Wallen*
8/26 West Fest Featuring Ice Cube and Cypress Hill
9/6 All Staff Season Kick-Off Event
9/13 Backstreet Boys
9/17 Keith Urban
9/24 NHL Preseason Game: Arizona vs. St. Louis
9/25 Alabama With The Beach Boys
9/27 Founding Partners Luncheon
10/22 Thunder vs. Allen
10/28 Thunder vs. Tulsa
10/29 Jason Aldean
11/4 Thunder vs. Allen
11/6 Thunder vs. Tulsa
11/10 Get Hired! Job Fair
11/12 Thunder vs. Iowa
11/13 Thunder vs. Kansas City
11/15 Hillsong UNITED + Chris Tomlin
11/17 Trans-Siberian Orchestra
11/19 Reba*
11/20 Thunder vs. Kansas City
11/23 Thunder vs. Tulsa
11/26 Thunder vs. Tulsa
11/30 Thunder vs. Indy
12/3 Thunder vs. Kansas City
12/4 Thunder vs. Kansas City
12/17 WSU vs. OSU Men's Basketball
12/21 Thunder vs. Rapid City
12/22 Thunder vs. Rapid City
12/23 Thunder vs. Rapid City
12/28 Thunder vs. Allen

*Sold Out



◀ BEHIND THE SCENES ▶





A.J. Boleski,
General Manager

A LETTER FROM THE GENERAL MANAGER

The 2022 calendar year marked our industry's return to a full year of live entertainment and that was very much the case for our team at INTRUST Bank Arena.

To commemorate our building's return to hosting shows again, we unveiled a new slogan and branding, "Hang on Every Moment." This phrase carries a lot of meaning since our moments literally stopped on March 12, 2020 due to the pandemic.

INTRUST Bank Arena finished 2022 with the second-best financial year in its 13-year history with a net operating income of \$1,836,839.

We kicked the year off in January by welcoming the return of Jeff Dunham. In March, we hosted the first ever NCAA Division I Women's Basketball Regional Championship, which attracted more than 16,000 guests as we sent the Louisville Cardinals off to the Women's NCAA Final Four.

Rock concerts got off to a soaring start as we hosted Slipknot (March 16), Korn (April 1) and Shinedown (April 28) during a six week span in the months of March and April. In June, we partnered with Visit Wichita to welcome 4,000 athletes and their families to Wichita for the U.S. Figure Skating Theatre on Ice event.

August and September proved to be the busiest in arena history for those two months specifically as we hosted six concerts including Dierks Bentley, a sold-out Morgan Wallen concert, West Fest featuring Ice Cube and Cypress Hill, Backstreet Boys, Keith Urban and the venues first-ever NHL Preseason hockey game featuring the Arizona Coyotes and St. Louis Blues.

We ended the year with a strong 4th quarter that included a sold out Reba concert, the return of Trans-Siberian Orchestra and Wichita State University vs. Oklahoma State University men's college basketball.

In addition to hosting world-class events, ASM Global worked with Sedgwick County to complete some major capital improvements, including the replacement of all retractable seats in the arena bowl, AV upgrades in three meeting rooms, a phone system upgrade, parking lot reseal and replacement of the hockey dasher facades and acrylic glass.

ASM Global launched a new Corporate Partnerships Team, which led to the involvement of such new brands as Chargefuze portable charging stations, all new Clorox hand sanitizer stands, and DoorDash mobile ordering.

In 2022, ASM Global in Wichita welcomed 12 new full-time employees to our INTRUST Bank Arena Team as we looked to return to full staffing levels following the pandemic. We restarted our social committee and community involvement committee and held our first all-staff meeting since the Fall of 2019.

We are very thankful to Sedgwick County, our Founding Partners, Sponsors, Premium Seat holders and Community Partners for all of the support and patience provided to our organization as we endured the pandemic and reopened INTRUST Bank Arena.

On behalf of our ASM Global Team, we look forward to continuing to build on some very positive momentum as we roll into 2023!

AWARDS & RECOGNITIONS



VenuesNow
Ticketing Star Award
Christy Kerekes, Sr. Box Office Manager



Wichita Business Journal
Marketing Award Honoree
Lyndsey Cook, Sr. Marketing & Booking Manager



Kansas Restaurant & Hospitality Association
ProStart Mentor of the Year Nominee
Ben George, Executive Chef

MAJOR CONCERT & EVENT HIGHLIGHTS

BROOKS & DUNN

Returning to arenas for the first time in over a decade and to Wichita for the first time since 2010, Brooks & Dunn brought their Reboot Tour to the arena on May 20.



JAMES TAYLOR

James Taylor & His All-Star Band returned on July 16 for the first time since 2018. The “Evening With” performance had the audience enthralled all night.



MORGAN WALLEN

A concert for the record books, Morgan Wallen sold out the arena on August 25 for his first headlining appearance. More than 10,000 fans attended The Dangerous Tour with Special Guests Hardy & Iam Munsick.



WEST FEST FEAT. ICE CUBE

Rock & Roll Hall of Fame inductee, Ice Cube, teamed up with Cypress Hill to headline West Fest on August 26. Wichita partied with living legends of West Coast Hip Hop for a night full of hit songs.



BACKSTREET BOYS

Pop phenoms, Backstreet Boys, brought their highly successful DNA World Tour to INTRUST Bank Arena on September 13. The high-energy, fully choreographed concert had fans on their feet all night.



NHL PRESEASON GAME

The Arizona Coyotes and St. Louis Blues faced off on September 24 in the first-ever NHL game in the city of Wichita. In preparation for the game, INTRUST Bank Arena made several upgrades & enhancements to the hockey playing area & surface to meet the latest NHL Performance & Player Safety Standards.



ALABAMA & THE BEACH BOYS

Originally scheduled for November 15, 2019, Alabama's 50th Anniversary Tour was at last able to entertain fans on September 25, 2022 after four show postponements.



REBA

With 35 No. 1 hits under her belt, award-winning entertainer Reba brought an entertaining and flawlessly executed performance to Wichita on November 19. Special Guest Terri Clark opened the show to a sold-out crowd.



ROCK SHOWS & MARCH MADNESS HIGHLIGHT FIRST HALF OF 2022

Attracting a diverse lineup of events for our community is a main goal for INTRUST Bank Arena each year. In 2022, we experienced one of the busiest years in Arena history and were pleased to deliver a calendar full of variety.

INTRUST Bank Arena kicked off 2022 with a concert schedule headlined by major rock shows. Slipknot, KoRn and Shinedown all made stops at our venue between March and April.

On March 19, Slipknot brought their 2022 iteration of their infamous Knotfest Roadshow to downtown Wichita with Special Guests In This Moment and Wage War. One of the most thrilling and visceral musical collectives on the planet, this marked Slipknot's first appearance at the arena.

Korn may have started our April off with a bang, but the April 1 tour date marked the last stop of their tour. Accompanied by Special Guests Chevelle and Code Orange, every band left it all on the stage for the last show.

Rounding out the run of rock shows on April 28 was fan favorite and a band who is no stranger to INTRUST Bank Arena, Shinedown. The Revolution's Live tour featured Special Guests The Pretty Reckless and DIAMANTE. Shinedown, known for their exciting live performance, backed by their eye-popping production, did not disappoint their fans. This tour marked the first shows back in arenas for the first time since 2020.

For the first time in INTRUST Bank Arena history, Wichita was selected as one of four sites to host the Regional Rounds of the 2022 NCAA Division I Women's Basketball Championship. Wichita State University served as the host for the event and community partners Visit Wichita, Sedgwick County and the City of Wichita served as great assets to not only secure the bid, but also in ensuring we executed an extremely successful event.

After first and second round play in March Madness, four teams advanced to the Wichita Regional: Louisville, Michigan, Tennessee and South Dakota. Marking the first time that South Dakota was advancing to the Sweet Sixteen in program history, Coyote fans flocked to Wichita by the thousands.

Fans and teams alike were warmly welcomed to Wichita with signage blanketing local airports and team hotels. The community kicked off the Regional Rounds with a Fan Fest at the newly-redesigned Naftzger Park where pep bands and cheerleaders from several teams made appearances to pump up the crowds.

After two hard fought games, Louisville came out on top and was the team to advance to the Final Four from the Wichita Region. To cap off an incredible weekend of basketball, our site was informed that we achieved the highest ever attendance for a regional without a participating team within a 135 mile radius.



ASM GLOBAL IN THE COMMUNITY

ASM Global has introduced a new corporate responsibility platform, ASM Global Acts. ASM Global Acts is a renewed and refocused commitment to social equity and global sustainability and focuses on meaningful actions and measurable results at both the corporate and community levels.

COMMUNITY EVENTS

As the general public became comfortable in larger crowds once again, INTRUST Bank Arena was able to host a small lineup of community events throughout 2022. Kicking off the year was a special NCAA Beyond the Baseline event in March, celebrating Wichita as a host site for the NCAA Division I Women's Basketball Regional Championship. The event worked to engage the community in fostering further empowerment of women in business and basketball.

August brought back the Global Leadership Summit for an extraordinary two-day event. This faith-based leadership developmental series attracted thousands of attendees.

Also in August, ASM Global Wichita partnered with Visit Wichita to compete in the Corporate Challenge for the first time. The Wichita Corporate Challenge is the largest business-to-business athletic competition in the Wichita metro area. With activities ranging from disc golf to bowling, basketball, dodgeball and much more, there was no shortage of team-building fun for our staff during the two-week challenge.

Additional community events hosted at the arena included Friends' University Spring Commencement in May and the Get Hired! Job Fair in November.

COMMUNITY INVOLVEMENT

Our Executive Chef is heavily involved with ProsSart, the premiere culinary arts program for high school students, supported by the Kansas Restaurant and Hospitality Association. For several years, he has been teaching classes on a weekly basis to help educate and mentor the next generation about culinary arts and the business side of the food and beverage industry. Chef Ben was also nominated by ProStart in 2022 for their Mentor of the Year Award.

The Marketing Internship program at INTRUST Bank Arena has been a valuable program for not only the arena but also college students in the Wichita community. Interns are able to gain hands on experience in the entertainment industry by being a critical part of marketing an event from the on sale until the last song is played. The internship program has also created a successful pool of candidates for open positions, and to date, three past interns have been hired into full-time roles at ASM Global venues.

In 2022, our full-time staff volunteered their time with several organizations, including the Kansas Food Bank, Habitat For Humanity, Salvation Army and Special Olympics of Kansas.

INTRUST Bank Arena's staff is involved with or sit on the boards of the following organizations: 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 and Society of Human Resource Management.



FINANCIAL OVERVIEW

INTRUST Bank Arena's diverse lineup of events, including the first-ever NHL game in Wichita, helped to make 2022 our second highest grossing year with a net operating income of \$1,836,839.



Amanda Brown
Director of Finance

NUMBER OF
TICKETED EVENTS
65

ATTENDANCE
280,075

RENTAL INCOME
\$345,159

SERVICE
REVENUE
\$1,535,178

SERVICE
EXPENSES
(\$2,348,853)

TOTAL
DIRECT
EVENT
INCOME
\$(468,516)

NET FOOD AND BEVERAGE INCOME
\$2,563,455

NET NOVELTY
INCOME
\$191,916

ON-SITE PARKING REVENUE
\$23,940

TOTAL ANCILLARY INCOME
\$2,791,506

TOTAL OTHER
EVENT INCOME
\$3,441,747

NET EVENT
OPERATING INCOME
\$5,764,737

OTHER
INCOME
\$2,123,325

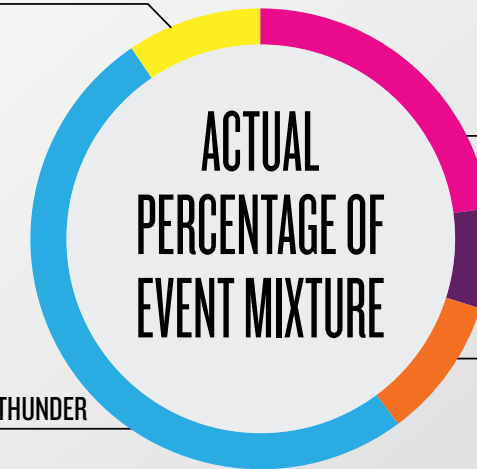
TOTAL INDIRECT EXPENSES
(\$6,051,223)

NET INCOME
\$1,836,839

*Monies paid to Sedgwick County companies: \$1,579,676 *Monies paid to 3rd Party Commission Groups: \$363,842

LOCAL EVENTS

8%



CONCERTS

23%

FAMILY SHOWS

7%

SPORTING EVENTS

10%

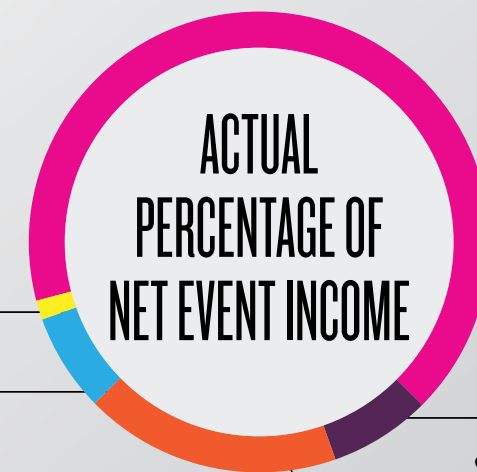
WICHITA THUNDER

52%

ACTUAL
PERCENTAGE OF
EVENT MIXTURE

LOCAL EVENTS

1%



CONCERTS

67%

FAMILY SHOWS

7%

SPORTING EVENTS

18%

WICHITA THUNDER

7%

ACTUAL
PERCENTAGE OF
NET EVENT INCOME

CONCERTS

38%

FAMILY SHOWS

11%

SPORTING EVENTS

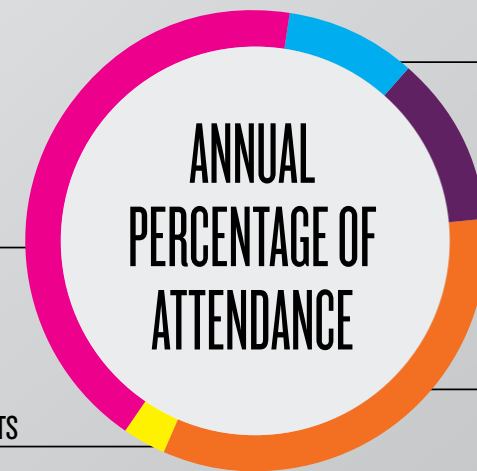
18%

WICHITA THUNDER

31%

LOCAL EVENTS

2%



ANNUAL
PERCENTAGE OF
ATTENDANCE

Sporting events include NCAA Women's Basketball Regionals, PBR, Bare Knuckle Fighting Championship, Monster Jam, NHL Preseason Game and Wichita State University men's basketball. Family shows include Harlem Globetrotters, Disney On Ice, PAW Patrol Live!, and National Theater On Ice. Concerts represented 23% of the events held at INTRUST Bank Arena and accounted for 67% of the net event income.

MARKETING & BOOKING

As the guest experience was re-imagined, the Marketing team was tasked with educating guests with what the new customer journey would look like in an effort to create a seamless experience come event days.

Christine Pileckas,
Director of Booking & Marketing

Additional communications were created and executed in advance of event days to ticket purchasers to prepare them for what to expect, and enhanced signage was implemented throughout the venue to assist guests with the new customer journey.

Creating unique and memorable experiences for not only our ticketed guests, but also the artists and touring personnel in the back-of-house was a large focus for our team as we returned from the pandemic. Photo opportunities with marquee letters and themed backdrops have been a huge

hit among concert goers, and decorated marquee signs, oversized wall wraps and welcome signage backstage have made tours feel very welcome and comfortable at INTRUST Bank Arena.

New branding was also created and introduced throughout the return to live events. Our "Hang On Every Moment" branding and slogan is a catchy and nostalgic reminder to not only our guests, but also our staff, to never take any moment for granted and enjoy every event you attend to the fullest.

The Booking team has made several dedicated and successful trips to visit promoters and agents across the country in an effort to attract tours to Wichita. These efforts are evident in not only the quantity but quality of events we were able to book in 2022, which resulted in the second best year INTRUST Bank Arena has ever seen.



INSTAGRAM
FOLLOWERS
18,442



FACEBOOK
FANS
225,225



EMAIL BLAST
SUBSCRIBERS
119,555



TWITTER
FOLLOWERS
36,517



BUSINESS DEVELOPMENT

Sponsorships were a focal point among many ASM Global venues in 2022 in an effort to continually enhance our guests' experiences.

Hayden Schrag,
Premium Seating Manager

SPONSORSHIPS

In the past year, INTRUST Bank Arena was involved in multiple multi-venue corporate partnership deals including DoorDash, the Arena's new technology dining solutions provider, making it easier for patrons to view, purchase and pick-up online food and beverage orders. Additionally, ChargeFuze stations have been installed on both concourses, allowing guests to utilize a phone charging bank for the entirety of the event from the comfort of their seat, never missing a minute of the action.

With safety and security always a top priority, a corporate sponsorship with Clorox was created to supply our cleaning solutions provider with electrostatic sprayers, proper disinfectant and multiple sanitizing stations to keep all surfaces throughout the venue safe for guests.

During the calendar year of 2022, these spaces generated \$63,874.08 in total revenue.

Premium suite members now have the option to add up to four (4) standing room only (SRO) tickets for each desired event. This creates 100 new seats for our members to utilize at their convenience to assist in hosting clients, employees, and friends. Partly due to this added initiative, the Morgan Wallen concert in August is now the highest premium grossing event since reopening from COVID-19.

Our Premium Seating ownership continues to be successful as nearly 80% of club seats are contracted along with 95% of loge boxes and 85% of suites.

PREMIUM SEATING

As our team continued to re-imagine the guest experience, new Premium Seating initiatives were introduced including the creation of the Brew Pub and 103 Club Platform, creating up to 52 new premium seats for every available event.



BOX OFFICE & TICKETING



With live entertainment making a full recovery in 2022, our ticketing team achieved a near-record year with more than 160 local events being sold through Select-A-Seat.

Christy Kerekes,
Sr. Box Office Manager

From sold-out concerts such as Morgan Wallen and Reba to returning favorites such as Monster Jam, WWE, Trans-Siberian Orchestra and Harlem Globetrotters, it was an incredible year for Select-A-Seat.

Returning from the pandemic, keeping up with the industry trend of digital ticketing was a large focus for the box office. With a majority of events making the switch to mobile-only ticketed events, simplified handheld scanners and contactless pedestal ticket scanners were new amenities added to help make entry into the venues faster and more efficient for guests. Additionally, mobile ticketing was made easier with the creation of online accounts that allow guests to forward

tickets as well as add tickets to Apple or Google wallets for easy access when arriving to an event.

The ticketing experience for our hockey tenant, the Wichita Thunder, is also getting an upgrade through our ProVenue ticketing software. Season tickets are now available digitally for new and returning members which allows for quick and easy online management of all season tickets beginning with the 2023-24 season.

Select-A-Seat is excited to announce several new ticketing clients, including the Midwest Jazz Festival at Andover Amphitheatre, American Theatre Guild of Broadway in Wichita and Century II Performing Arts and Convention Center. In addition to our long-standing clients The Miss Kansas Pageant Organization, Wichita Thunder Hockey and the Wichita Orpheum Theatre, buying tickets for local Wichita events has never been simpler with one stop shopping at the Select-A-Seat Box Office located inside INTRUST Bank Arena.

SELECT-A-SEAT CLIENTS

**INTRUST Bank Arena
Wichita Orpheum Theatre
Century II Performing Arts & Convention Center
Wichita Thunder
Miss Kansas Pageant
Midwest Jazz Festival
American Theatre Guild of Broadway**



CONCESSIONS & CATERING

SAVOR...

Leading up to and throughout 2022, the SAVOR team was challenged with navigating continuing to provide the great service our guests expect, while also creating a fan-friendly safe environment post COVID.

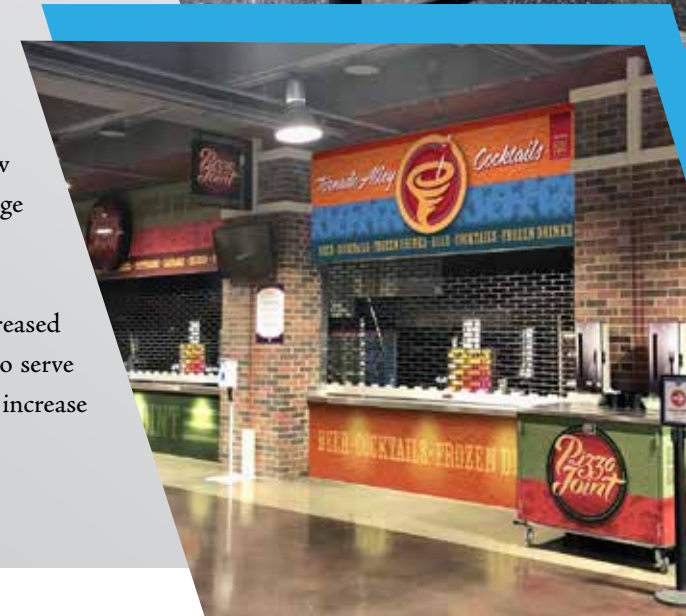
Shawn Chambers,
Director of Food & Beverage

One innovative food & beverage option that was implemented in 2022 was a Grab N' Go concession location featuring top-selling items such as candy, popcorn and beverages. This concept allows patrons the ability to grab items quickly while remaining socially distanced from lines at traditional concession stands. Additionally, INTRUST Bank Arena has partnered with DoorDash for mobile order pickup at concession stands. This amenity provides our guests with a recognizable brand to "skip the lines" while still receiving a quality product with excellent service.

In an effort to maximize our points of sale and increase our raving guest experience prior to our sold-out Morgan Wallen concert on August 25, the Food & Beverage and Marketing teams collaborated to convert under-utilized concession stand windows at six locations into bars, and rebranded the areas with names such as Tornado Alley Cocktails, Rising Star Saloon and Blueline Bar.

Enhanced menu offerings were added throughout the year, including hard seltzer on tap, specialty fishbowl drinks and four different batch cocktails including Tornado Alley Melonade, Sweet Kansas Peach and ICT Coco Cabana. Additionally, a full-service bar with six points of sale was created to service guests with floor seats and now regularly generates the highest sales within the arena for concert events. New portable hawkers carts were also added to further enhance beverage service to guests on both the floor and concourse areas.

Through the addition of new amenities, added services and increased points of sale, in 2022, the Food & Beverage department was able to serve 294,156 guests, an increase of 207,171 guests year over year, and increase concession stand revenue by \$207,200.



SAFETY & SECURITY



Tyler Slanovec,
AGM / Director of Event Services

Reopening after a global pandemic was not an easy task, but it offered the opportunity to completely re-imagine the guest experience at INTRUST Bank Arena.

Ensuring INTRUST Bank Arena offers the highest level of guest safety & satisfaction was an evident theme in several new initiatives that were rolled out in 2022.

Providing a safe environment for all guests, employees, contractors, artists and clients is always at the forefront of our operation, and this focus was exemplified with the purchase of new OPENGATE weapons detection technology at the end of 2022. CEIA OPENGATE technology is the newest wave of metal detection technology with the devices having the enhanced ability to separate the difference between regular, every day metal items such as cell phones, wallets and keys versus threat items like weapons, firearms, and knives.

Guests are now able to enter INTRUST Bank Arena without needing to divest personal items or have bags searched upon entry. INTRUST Bank Arena is one of the only arenas in the Midwest to feature this new technology.

To further enhance the overall experience for guests, in 2021 we began using the online parking platform, ParkMobile, to allow guests to pre-purchase parking spaces to provide a more seamless experience from the time they arrive in Downtown Wichita. ParkMobile not only allows guests to purchase parking at INTRUST Bank Arena lots, but also at several of the parking lots and garages off-premises, but still within walking distance of the arena.

For larger concerts we have seen more than 250 pre-paid parking spaces being purchased in advance by guests, in turn mitigating the amount of traffic around the arena during ingress, as guests know exactly where they are going to park before getting to the Arena Neighborhood.



CAPITAL IMPROVEMENTS



Frank Griffith,
Director of Operations

During the past three years, several major projects were accomplished thanks to the support and funding from both Sedgwick County and the Shuttered Venue Operators Grant.

The metal halide sports lighting fixtures in the bowl were replaced with instant on/off, color changing, and tunable white LED fixtures and a new lighting control system was installed, as the previous system was no longer supported by the manufacturer. The center hung scoreboard and the interior marquee were replaced with new technology LED panels, along with the addition of six new video boards located at the three entrances.

Portable ADA platforms showing signs of wear and tear from constant conversions were replaced with modular platforms to reduce the risk of possible safety issues with both guests and the employees handling the platforms.

Retractable portable seating units were also replaced by Irwin Seating due to constant operational issues with the original system. Audio/video conference technology was also upgraded in the Platinum Room, Vinyl Lounge and the Executive Conference Room to allow for internal and external users to join virtual meetings as needed.

In 2022, several capital improvement projects related to patron safety were completed, including a much-needed sidewalk that wraps around the east side of the arena complete

with protective bollards, and large limestone blocks were added to the north plaza for added protection for patrons against possible vehicular accidents stemming from St. Francis Street from the north.

Components of the hockey dasher system including new plastic faces, kick plate, soft cap, acrylic spectator shielding and protective netting were installed, which allowed the arena to host our first NHL exhibition game in September of 2022.



COX
Bringing us closer

SPIRIT
WARRIORS

INTRUST Bank Arena.

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

INTRUST Bank Arena

ARE ENJOY OUR PUBLIC WORKS

101

102

ASM
GLOBAL



*Sedgwick County...
working for you*

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