



Newsletter

Colorado, New Mexico, Oklahoma, Arkansas, Texas, Kansas, Mexico

April 2017

A Message From Brian Stovall, IAVM Region 6 Director

IAVM Region 6 has been my home for over 10 years and I am so very thankful to have had the honor and privilege of serving our membership as the Director of Region 6 for the past year. The venues and the members in our region are among the very best, and I am thankful for the opportunity to have worked beside you at our various regional and national activities over the years. Unfortunately, we can't always decide when and where our paths may lead us. I was recently contacted about a very unique opportunity in Nashville, TN and have accepted a GM position with Marriott/Gaylord/Ryman. So, with mixed emotions, will be leaving Region 6 at the end of the month. I do regret not being able to complete my full two-year term as Director, and hope that you will understand the circumstances. I will continue to be very involved with IAVM, and hope to see you at Venue Connect! I am so very thankful for my mentors and for the friendships I've made here in Region 6. It has truly been a testament to the accuracy of the IAVM motto, "creating connections for life". Information regarding filling the Director role as well as the other board positions will be forthcoming as those arrangements are finalized. Please let me know if you have any questions or concerns. Thank you again, and I wish only the best to each of you.

ASU Convocation Center Director, Tim Dean, Retires after 30-Year Industry Career



After a 30 year run, Tim Dean, long time Director of the Arkansas State University Convocation Center, will be retiring on March 31st. Dean began his career as the Concert Coordinator for the Student Union Board, while a student at the university before being hired as Assistant Director at the Convo in Feb. 1987. In September of 1998, Dean was named Director of the facility.

"I got into this business because of my love for music. I never dreamed I would spend 30 years getting to do what I loved as a career." Dean says. "I began this work as a student at ASU and timing was perfect for me to move to the Convocation Center after I graduated. Over the years, I've had some really great people here to work with, not only my staff, but at the University. I've also made many life-long industry friendships in this business with who I hope to continue. I am now ready for the next adventure in my life. Cindy and I plan to travel and spend time with our children and grandchildren and give back some of the time they've given me to pursue my career. We'll then take a look at what the future may hold."

Through his career, Dean has booked such notable talent as Garth Brooks, Ray Charles, George Strait, Carrie Underwood, Taylor Swift, Reba, Kelly Clarkson, Merle Haggard, Willie Nelson and 100's of other acts. Additionally, he has booked national touring shows including the Harlem Globetrotters, Ringling Brothers Circus, PBR, Monster Jam, Sesame Street LIVE and many others, while hosting ASU's annual Commencement exercises and ASU intercollegiate sporting events.

Multipurpose Arena Fort Worth Seeks Director of Sales for New Fort Worth Arena

Multipurpose Arena Fort Worth (MAFW), the not-for-profit operating entity of Fort Worth Arena, is looking to hire a director of sales for the venue.

Job Description: The Director of Sales is responsible for the marketing, sales and servicing of all advertising, premium seating, sub-naming right and promotional and sponsorship marketing relationships for the Fort Worth Multipurpose Arena on behalf of MAFW. Basic functions include selling corporate sponsorships and premium seating, managing staff to carry out commercial rights duties and client servicing and finding ways to grow revenue for Fort Worth Stock Show Rodeo, Events and the tenant sports teams.

(Continued, page 2...)

Duties Include both pre-opening and post-opening responsibilities such as:

- Prospecting, selling and cultivating the corporate sponsorships, advertising and premium sales for the arena
- Soliciting new cash partnerships, making cold calls and sales presentations, developing prospect target lists
- Establishing relationships with any current venue partners, and managing all relationships on behalf of MAFW
- Overseeing, coordinating and executing all aspects of corporate partnership fulfillment
- Servicing all corporate partnerships through various means, including direct contact, newsletters, corporate partner gatherings, etc.
- Creating and implementing new ideas and opportunities that will drive revenue for the arena

For a complete job description and to apply: <http://liveeventjobs.teamworkonline.com/teamwork/r.cfm?i=107515>



Denver’s newest concert venue, Levitt Pavilion Denver, announced its first wave of free concerts in 2017. The 7,500 seat outdoor amphitheater, located in Denver’s beautiful Ruby Hill Park, will host 30 free concerts this year, and 50 each following year. This venue will represent a positive shift in the Denver music scene. It is the first outdoor stage of its kind, allowing patrons of all ages and socio-economic status equal and open access to the arts.

“Levitt Pavilion Denver began as a dream five years ago. Since then, we’ve been working diligently to turn this dream into a reality. This July, we will finally be able to deliver free music and fair pay for artists to our community.” said Chris Zacher Executive Director of Levitt Pavilion Denver.

These concerts are part of five specific series that Levitt Pavilion Denver will present for all of Denver and beyond. Furthering Levitt Pavilion Denver’s commitment to helping local artists, each of these shows will feature at least one Denver-based opening act, to be announced at a later date.

The series and the announced artists include:

Local Series - [Slim Cessna’s Auto Club](#) on July 20, Rock/Pop Series - [The Stone Foxes](#) on July 23, Folk/Americana - [John Fullbright](#) on August 4, Eclectic - [The Suffers](#) August 3, Latin - [Gaby Moreno](#) August 24

Levitt Pavilion Denver, through a partnership with Emporium Presents, will also present a handful of ticketed shows, featuring artists like [UB40](#) and [311](#). These shows are supplemental to the free concert series which will continue to focus on new and emerging talent.

A full schedule of both free and paid shows, as well as parking info, can be found at www.levittdenver.org. New events and info will be added daily.

Questions about these shows or more information about Levitt Pavilion Denver? Contact: info@levittdenver.org.

Curtis Culwell Center Honored in Venues Today Magazine

The Curtis Culwell Center is proud to be honored in the March issue of Venues Today magazine. The CCC was named a TOP 3 STOP in Texas in its category of 5,001 – 10,000 capacity venues.

TOPSTOPS		TEXAS 2017		
Based on concert and event grosses from Jan. 1 – Dec. 31, 2016, as reported to Venues Today.				
> 5,001-10,000 CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. State Farm Arena, Hidalgo	7,500	\$8,598,852	164,955	49
2. H-E-B Center at Cedar Park	8,500	\$2,200,648	66,272	28
3. Curtis Culwell Center, Garland	7,500	\$1,695,104	57,944	31
4. Laredo (Texas) Energy Arena	10,000	\$1,123,933	19,643	9
5. Verizon Theatre at Grand Prairie	6,333	\$930,800	17,765	5

The CCC hosted the Year 2 Attendees of the Academy of Venue Safety & Security for on offsite activity on March 20th. The attendees as well as the entire CCC staff were treated to a safety and security presentation by IAVM Director of Education, Mark Herrera. The day ended with an Active Shooter table-top exercise where venue leaders from around the company were able to share their expertise.

Curtis Culwell Center Seeking Operations Manager

Please submit applications online at www.garlandisd.net/content/jobs.

Operations Manager – Curtis Culwell Center

Bachelor's Degree or equivalent experience relevant to the position required.

Summation of Duties:

- Directs, supervises and schedules all aspects of CCC Operations: Utility, Engineering, Janitorial, Landscape, and Changeover
- Knowledge of practices and procedures related to event set-up and conversions; typical methods and techniques for cleaning and maintaining the facility equipment
- Possess skills and experience in purchasing procedures and supervising/training personnel
- Analyzes event service orders and prepares work plans for set-up/tear-down crews
- Work extended and/or irregular hours including nights, weekends and holidays as needed
- Effectively supervises the work of conversion crews
- Proactively advises of maintenance/repair issues that need to be addressed
- Coordinates and oversees special projects, such as construction, remodeling or expansion. Plans and directs outside vendors/contractors work to assure compliance with contracts and safety requirements

Visit www.garlandisd.net/content/jobs for full job description

CHANING QUEEN NAMED SMG TULSA EMPLOYEE OF THE YEAR



SMG Tulsa, the management company of BOK Center and Cox Business Center, named Channing Queen 2016 Employee of the Year. Queen serves as the Premium Services Manager in the Food & Beverage department.

Queen was recognized for her passion and hardworking attitude, among other things. She will do whatever it takes to get the job done right and is always willing to go above and beyond. She successfully navigated the company through an extremely challenging liquor audit, took it upon herself to become a recruiting manager for her department in order to receive higher quality job applicants for open positions and created dozens on new options for premium bar service to make her clients happy.

"Channing embodies our SMG Tulsa mission of being 'Outrageously Excellent' as we relentlessly pursue superior experiences for our clients, guests and staff. In the past year she has played an integral role in the success of events at both BOK Center and Cox Business Center" said SMG Tulsa General Manager Jeff Nickler.

Nickler continued: "Channing's willingness to assist wherever needed coupled with her warm demeanor are all contributing factors in the decision to award her Employee of the Year."

"What an honor to have been selected as the 2016 SMG Tulsa employee of the Year. Over the past eight years, BOK Center and Cox Business Center have felt like my home away from home and the time has flown by," Queen said. "I admire the people I have been able to work for and am deeply indebted to the great staff that I have the pleasure to manage. We are a team here and this award is something I'll share with everyone who's played a part in OUR success."

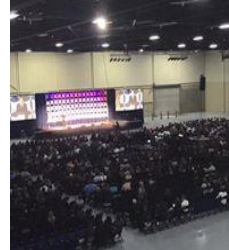
The SMG Tulsa Employee of the Year is voted on by an internal committee of coworkers who recognize and award the efforts of staff members who go above the scope of their positions for clients, guests and vendors.

BOK CENTER SEEKING MARKETING MANAGER

BOK Center located in Tulsa, Oklahoma is seeking a marketing manager. This position will work with minimum supervision and direction to prepare and execute social media campaigns as well as work with promoters to market shows as assigned. The marketing manager's ultimate goal is to assist the rest of the department in any way needed to ensure the success of all SMG Tulsa events. Ideally looking for someone with previous venue industry experience. A strong knowledge of and demonstrated ability in Adobe Creative Suite is a must. The complete job description and job application can be found here:

<http://www.bokcenter.com/job/1737-full-time-marketing-manager-bok-center/>

Cox Business Center Tulsa Events Calendar Cranking Up and Taking on New Look



March was a busy month at the Cox Business Center Tulsa. The facility hosted three cheer and dance groups, several dinners/galas, the Oklahoma Business Professionals of America State Leadership Conference, Sesame Street Live!, Tulsa Fire Department Cadet graduation, “Walkable City” meeting and the Oklahoma Fire Chiefs Association Annual Conference. In the middle of the month, while the BOK Center hosted the NCAA first and second-round games, CBC also hosted two fan pre-parties!



A New Look In Public Space: CBC has installed four new colorful wraps in our lobby space emphasizing area trivia and awards given to our city. We have also added some wall striping to help tie in our new branding, “Welcome to the ModWest”!

PANIC! AT THE DISCO ROCKS THE STAGE DURING SOLD-OUT PERFORMANCE AT THE FRANK ERWIN CENTER

Pop-rockers Panic! At The Disco performed for a sold-out crowd of 10,500 screaming fans with their critically-acclaimed Death of a Bachelor Tour at the Frank Erwin Center on Sunday, April 2.

In support of their latest album, “Death of a Bachelor,” the high-energy set featured several hits from the 2016 release including “Hallelujah,” “Victorious” and “LA Devotee” along with fan favorites that span the band’s nearly 13-year career, such as “I Write Sins Not Tragedies,” “Nine In The Afternoon” and “Vegas Lights.”

“It’s always very exciting for us to host artists with such passionate fan bases who fill our venue with an indescribable energy,” said Assistant Director for Marketing, Sales & Digital Media, Liz Land. “Their enthusiasm and happiness is contagious and we love being able to help make it happen.” The 35-city tour, which kicked off in late February, included supporting acts MisterWives and Saint Motel.

Panic! At The Disco was the second sellout for the Frank Erwin Center in 2017, following Stevie Nick’s 24K Gold Tour on March 12.



Erwin Center staff welcome Brendon Urie of Panic! At The Disco before his sold-out performance during the Death of a Bachelor Tour at the Frank Erwin Center on April 2.

L-R: John Graham, Romina Jara, Brendon Urie, Laura Bennett.

– Photo by Scott Moore



Panic! At The Disco’s Brendon Urie gives a powerful performance during the sold-out Death of a Bachelor Tour at the Frank Erwin Center on April 2.

. – Photo by Scott Moore

INTRUST Bank Arena Seeking Cleaning Services Manager

SMG Managed, INTRUST Bank Arena has an opening for a full-time **Cleaning Services Manager**. This is a working manager position and will work under the direction of the Operations Director; to manage, coordinate, supervise, and direct personnel, subcontractors, and the daily activities involved in the successful execution of cleaning during and after events along with daily cleaning and maintenance. INTERESTED? Check out a full job description at: http://www.intrustbankarena.com/arena_info/employment

SMG is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.

Apply to:
SMG/INTRUST Bank Arena
500 E. Waterman
Wichita, KS 67202

Recruiter: Kim Hillard
Fax: 316-440-9199
Email: careers@intrustbankarena.com

Walton Arts Center Promotes Two, Fills Two Vacancies

[Walton Arts Center](#) recently announced two promotions and two additions to the regional arts center's staff. For downloadable photos, visit the [Staff Dropbox](#).

Missy Kincaid has been named Vice President of Development. Kincaid will manage and lead the nonprofit organization's Development Department in their mission to continue growing contributed income for Walton Arts Center and Walmart AMP. Kincaid spent 13 years in public service in Washington, D.C. before returning to her home state. She has been with Walton Arts Center for 17 years, most recently holding the position of Director of Donor Engagement.

"We are thrilled to see Missy step in to the senior leadership role with our development team. She was a driving force behind the great success of our 2015-16 capital campaign, and I'm excited to see her lead our development efforts for the future," said Peter B. Lane, president & CEO of Walton Arts Center.

Taylor Harrison Speegle has been promoted to Director of Corporate Relations. In his new position, Speegle is responsible for all corporate fundraising for Walton Arts Center and Walmart AMP including the nonprofit's major corporate fundraising events, Masquerade Ball and AMP Fest. Speegle worked for Walton Arts Center from 2008-2010 before leaving for graduate school at Carnegie Mellon University. He returned to the area and re-joined Walton Arts Center's team in 2015. Previously Speegle was Director of Development at Walmart AMP.

Cheryl Kester has recently filled the Director of Grants position with Walton Arts Center. Kester has been a grants professional for 18 years, including more than a decade running a successful grant consulting firm. She holds statewide and national leadership roles in the Grant Professionals Association, is a frequent speaker and trainer on fundraising topics, and is the co-author of two books on federal grants. She has held the Certified Fund Raising Executive credential since 2003.

Jennifer Wilson has joined Walton Arts Center as Public Relations Director. Wilson brings more than 20 years of public relations and marketing experience to the role through her work in government, agency and corporate communications in Arkansas and California. Most recently, she was an account supervisor for Ivie and Associates in Bentonville.

3rd Annual VoiceJam Festival Brings Aca-Competitors from Around the World to Walton Arts Center



Six finalists from around the world converged on [Walton Arts Center](#) April 1 to compete in the 3rd Annual VoiceJam Festival in front of a sold-out crowd. Visit the [VoiceJam Dropbox](#) for photos from the competition.

Over a period of several months, groups from around the world submitted audition videos for a chance to compete. The selected finalists include high school, collegiate and community a cappella groups from around the U.S. and two international ensembles. (Continued, page 6...)

THE 2017 COMPETITORS

JHS Vocal Jazz – Jacksonville High School, AR. Beauties and the Beat – University of Texas at Austin. The Texas Songhorns – University of Texas at Austin. Lark – University of Colorado Denver. UC Vocaholics – University of Cincinnati. WOW Voice Group – South China University of Technology.

Lark from the University of Colorado in Denver was named the 2017 VoiceJam champion, on Saturday, April 1. The win qualifies Lark to compete at Walton Art Center's partner event, the 2017 Vocal Asia festival in Hong Kong, later this summer.

Lark had vocal precision and stage presence that won over both the judges and the crowd earning Erin Hackel the Best Choreography Award and the Aca-Fan Favorite Award chosen by the evening's sell-out crowd.

Founded in 2014 by vocal professor Erin Hackel, Lark, an all-female identified a cappella group, has performed and competed across the country, gaining attention from the a cappella world in the last three years. In 2015, they won both the Boston Sings a cappella festival and the SoJam a cappella festival. With a recently released music video for "Mad Hatter," Lark continues to strive for excellence in musicality, arrangement, performance and to push the boundaries of collegiate all-female a cappella.

UC Vocaholics from University of Cincinnati came in a close second place, and group member Rachel Brown took home the Best Solo Performance Award. The Texas Songhorns from the University of Texas at Austin came in third place. Shengliang Zhong with WOW Voice Band from South China University of Technology earned the Best Vocal Percussion Award.

VoiceJam, now in its third year, was formed to bring outstanding a cappella professionals together with collegiate, high school and semi-professional singers to nurture some of the best contemporary a cappella talent in the country. VoiceJam is supported by Cheyenne Products, Vocal Asia, CJCHT art & culture, Popcorn. Indiana, KNWA, and Kelly & Marti Sudduth.

Hosted by [Deke Sharon](#) who was dubbed by *Entertainment Weekly* as "the father of contemporary a cappella," VoiceJam energizes Northwest Arkansas with the excitement of a cappella. In addition to the competition, the festival includes fun and engaging opportunities for the community to learn about contemporary a cappella with events like a headliner concert featuring Naturally 7, a full day of workshops and performances in local schools.

SMG-DESTINATION EL PASO SEEKS DIRECTOR OF OPERATIONS & MANAGER OF OPERATIONS

SMG, the leader in privately managed public assembly facilities has an immediate opening for the following positions at Destination El Paso:

DIRECTOR OF OPERATIONS

Position Summary:

Responsible for scheduling and supervising personnel and subcontractors, implement daily activities for successful execution of events, and oversee maintenance of the facilities by performing a variety of duties personally, or through subordinate supervisors.

Education and Experience:

Bachelor's degree required, Engineering degree preferred. Minimum of 5 – 8 years related experience in the public assembly industry in a supervisory position.

OPERATIONS MANAGER:

Position Summary:

Responsible for the overall management of the Safety and Security Department, Parking, Production, Shipping and Receiving, Engineering, Custodial Housekeeping and Changeover Departments, encompassing administrative functions, efficient daily operations, activities and maintenance for all SMG facilities. Oversees all administrative and management functions necessary to ensure efficient departmental operations by performing the following duties personally and through subordinate personnel.

Education and Experience:

Must have two or more years of college level work in business management or related field, three years of experience working in a business related field and knowledge of forecasting methods is preferred.

For the complete job description or to apply, visit: <http://www.elpasolive.com/contact/jobs> or contact Emilio Velez, Human Resources Manager at: HRecruiter@destinationelpaso.com

SMG is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor

BRO^ADMOOR World Arena Seeking Director of Ticketing

SUMMARY: The Director of Ticketing is responsible for and will oversee all aspects of ticketing for The Broadmoor World Arena Box Office. Facilities currently include the Pikes Peak Center for the Performing Arts, The Broadmoor World Arena, and adjoining Ice Hall a designated Olympic Training Site for Figure Skating.

DUTIES AND RESPONSIBILITIES:

- Oversee the direction of all ticketing activities for the Broadmoor World Arena (BWA), Pikes Peak Center for the Performing Arts (PPC), Ice Hall, and their customers.
- Liaison with AXS Ticketing and their staff.
- Creation of seating manifests for all ticketed events (reserved and general admission).
- Create, maintain, and modify ticketed events in Veritix ticketing platform for Broadmoor World Arena and Pikes Peak Center. Manage all aspects of dynamic pricing and inventory management as required by promoter.
- Develop operational strategy to build, check, and maintain events in Veritix ticketing platform for Broadmoor World Arena and Pikes Peak Center to ensure accuracy and efficiency.
- Coordinate with GM, Event Promoters and Marketing the execution of Fan Club, Pre-sales, and On Sales to the public.
- Direction and oversight and fulfillment of ticketing needs for Tenants/Promoters/AXS Ticket Agency/Team Members on individual event sales, season subscription renewals, season ticket sales, dynamic pricing, promotions, discounts, group sales, etc. (Resident Tenants –Broadway, Philharmonic, Colorado College)
- Establish, maintain and strengthen Promoter/Tenant/Season Ticket Holders relations.
- Building liaison to contracted Ticket Agency. Direction and oversight and coordination of all ticketing details of events to AXS for accuracy in the accounting and selling of tickets through the network of Ticket Agency's Box Office, Outlets, Phones, and Internet Online Sales.
- Timely and consistent coordination of reports and information with The Broadmoor World Arena GM, Assistant GM, Finance, Events, Marketing and building Promoters/Tenants on event ticketing setup (maps, capacities, scaling, holds, technical kills, consignments, comps, on-sales, ticket prices, dynamic pricing, discounts, ticket limits, cash advances, reporting requirements, etc.) to determine the exact needs of the event.
- Daily sales reporting: internal to staff, external to promoters, and to the designated trades.
- Coordination with Marketing, Club Concierge and Group Sales on seating requests and special needs/requirements for advance sales and order fulfillment.
- Prepare event settlements, statements, and required reports necessary for day/night-of-event settlement with building and Promoters/Tenants. Day/Night of event ticketing problem resolution and customer service representative
- Adhere, communicate and reinforce the policies of the Broadmoor World Arena and Pikes Peak Center.
- Personnel placement, evaluation, training, discipline, scheduling, and supervision for The Broadmoor World Arena Ticketing Management staff.
- Direct supervision of Associate Director of Ticketing. Indirect supervision of Box Office Manager and Box Office Ticketing Staff
- Liaise with AXS Box Office Manager at the Pikes Peak Center on day-to-day operations.
- Communicating with the general public for quick resolution of customer service matters involving ticketing problems, questions, or concerns from patrons of the facility.
- Informing and coordinating any special accessible seating needs (wheelchairs, hearing enhancement devices, etc.) with the Director of Events Services.
- Adhere to ADA compliant ticketing practices.
- Current ticketing trends.
- Perform other duties as assigned.

QUALIFICATIONS: Minimum of five to ten years proven track record with computerized ticketing systems and prior supervisory experience required, preferably in an arena and theatre setting. Applicants should possess a bachelor's degree in Business Management, Finance, Accounting, or a similar field. Applicant must be skilled in operating in a Microsoft works environment (Word, Excel, Outlook, etc.). Position requires long and irregular hours, nights, weekends, and holidays. Applicant should be very organized and well versed in written and verbal communications. Must have ability to work in a fast-paced environment. A demonstrated ability to follow directions and complete assigned tasks with a minimum of instruction and supervision is essential. Must have strong customer service skills. Prior experience in managing a box office team.

For a complete job description and application instructions, go to: <http://www.broadmoorworldarena.com/arena-info/jobs>

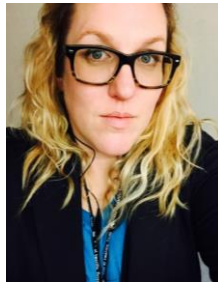
Amarillo Civic Center Complex Welcomes New Employees

panhandletickets.com – Manager
(Amarillo Civic Center Complex Box Office)



Jodi Miller was born and raised in Amarillo, Texas. She moved to Austin, Texas after high school to attend the University of Texas at Austin as a music performance major. In her years living in Austin, her work experience included Special Education focus on Visual Impairment, Customer Service and Division Management in the museum and visitor industry at the State Capitol. She also worked at the Austin Convention Center/Palmer Events Center and the Long Center for the Performing Arts. After retiring from the City of Austin, she moved back to Amarillo where she now fills the position of the Amarillo Civic Center Complex (ACCC) Box Office Manager for **panhandletickets.com**. Her goals with the ACCC are to help build and grow the future of ACCC's events by directly interacting with the citizens in the local community and panhandle businesses, and to encourage visitors as well as the community to experience the incredible variety of events that the ACCC has to offer.

Event Supervisor



Melinda Landry came to the ACCC as an Event Supervisor from Fresh Start of Monroe as an Event Planner and a Zone Leader from Penny Arcade. Landry graduated from Abilene Christian University with a Bachelor of Arts degree in Instrumental Performance. "I have always loved the entertainment world... with this new opportunity at the ACCC, I want to be more involved in trade shows and hope to learn more about the front of house procedures." Landry has two beautiful daughters, Lorelei and Laila, and a four legged fur baby named Prince Charles.

Event Supervisor



Andrew Sanders joined the ACCC in February as an Event Supervisor. Sanders attended West Texas A&M University and studied Health Sciences with an Emphasis in Sports and Exercise Science. Sanders had worked as an Event Supervisor for the Charlotte Hornets of the NBA, Guest Relations Personnel for Carolina Panthers and Customer Service Supervisor for the Amarillo Town Club. With this new position, Sanders enjoys the public relations aspect of the job such as meeting new people and helping the community. He hopes to gain more knowledge in different events other than sports, and will continue to provide the best customer service to clients to improve their experience with a positive attitude.

Smart Financial Centre Serves Diverse Community

In addition to concert heavyweights like Dave Matthews, Sting, Reba and more, Smart Financial Centre has embraced the diverse local community by hosting shows with distinct ethnic and religious appeal. Houston, Texas will soon top Chicago as the third largest city in America, and the City of Sugar Land sits in the heart of the Fort Bend County Region, one of the fastest growing in the United States. Fort Bend County has been named the most ethnically diverse county in America, defying the cowboy and oil-baron caricatures of the Houston region.



Catering to the diversity of the marketplace, Smart Financial Centre presented its first South Asian show with Indian Superstar Mika Singh, who played to a packed house on March 25th. The venue has recently confirmed events for Buddhist, Hindu, Muslim, Jewish, and Christian audiences. Open just over 3 months, the venue has shows booked with artists hailing from around the world including Britain, India, Pakistan, China, the Philippines, Canadian, Scotland and Ireland.

“Smart Financial Centre was created to be a beacon for live entertainment in this community and our programming embraces the diversity of the population and in turn, they have embraced us” said Smart Financial Centre GM Randy Bloom. “In the next several weeks we will be presenting three more Indian shows with the Bollywood production Taj Express, singer Arijit Singh and The Dileep show. Pakistani/Muslim artist Rahat Fateh Ali Khan, a Jewish Federation event with Seth Meyers, and African-American Gospel sensation CeCe Winans are also on our schedule. We continue to look for programming that sets us apart in the market including major rock, pop, country, family events as well as these artists with diverse community appeal. Our slogan is we are ‘The Centre of Live’ and in the three months that we have been open, we have certainly lived up to that ambition.”

Smart Financial Centre at Sugar Land is a state-of-the-art, indoor performance venue that is strategically-located 22 miles from downtown Houston off of Highway 59 and University Boulevard. Designed for flexibility, the 200,000-square-foot venue incorporates innovative moveable walls that can expand and contract to create four different seating capacities that range from an intimate setting of 1,950 seats to a maximum of 6,400. It also features 2,500 guest parking spaces, 14 luxury suites, corporate hospitality areas, and the latest sound, light and video technology. Smart Financial Centre at Sugar Land is managed by ACE SL, LLC in partnership with the City of Sugar Land.



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Thank you to our newsletter contributors this month!

Laura Bennett – Frank Erwin Center, University of Texas at Austin
Meghan Blood (Doyle) – BOK Center
Alissa Cunningham – Multipurpose Arena Fort Worth
Tim Dean – ASU Convocation Center
Kim Hillard – INTRUST Bank Arena
Andrew Huang – Smart Financial Centre
Dot Lischick - The BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall
Han Owens – Amarillo Civic Center Complex
Brian Stovall – Allen Event Center, Region 6 Director
Andy Thomas – Levitt Pavilion
Kathy Tinker – Cox Business Center Tulsa
Emilio Velez, Jr. – SMG Destination El Paso
Kevin Welch – Curtis Culwell Center
Jennifer Wilson – Walton Arts Center & Walmart AMP

Past Region 6 Newsletters: <https://www.iavm.org/regions/region-6-newsletters>