



April 25-27, 2016

Denver, Colorado

2016 NEW YEAR'S RESOLUTIONS

As a busy event professional I resolve to...

- Visit a beautiful, fun, city...like Denver, Colorado.
- Find time for a few days off!
- Network with other event professionals.
- Learn something new to enhance my career.
- DO ALL OF THE ABOVE** at the
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April 25-27, 2016 - Denver, Colorado

<http://iavm.org/regions/region-6-meeting-overview>

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MEMBERS & ALLIEDS**

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Event Tickets.*

**For questions, contact*

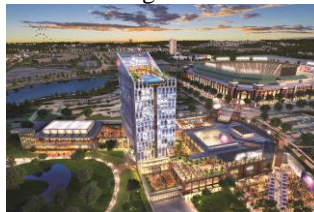
Tim Dean at timd@astate.edu or 870-972-3870

Come & join us for a very
exciting time with good
people
& supporting
a great cause!

**This to raise money for
our scholarships to
help us keeping from
tapping our budget
try to be as creative &
have fun as you like to
be in your
donations & helping
raise
\$10, 000.00!**

**ARLINGTON CITY COUNCIL APPROVES TEXAS LIVE!
THE CORDISH COMPANIES SELECTED AS DEVELOPMENT PARTNER FOR \$200 MILLION
MIXED-USE DISTRICT FEATURING DINING, ENTERTAINMENT,
HOTEL & CONVENTION FACILITY**

Arlington continues to build on its economic momentum and world-class entertainment district with the City Council on Tuesday evening approving a major economic development project that will include Texas Live!, a 100,000 square foot world-class dining and entertainment district, adjacent to Globe Life Park in Arlington.



The \$200 million project is a public-private partnership between the City of Arlington and a partnership of the Texas Rangers and The Cordish Companies, with the City investing \$50 million and \$150 million of private sector investment. The Texas Live! entertainment district will create approximately 1,800 total jobs including 1,000 construction jobs and 800 permanent jobs. Texas Live! will generate approximately \$100 million per year of economic output to the City of Arlington and Tarrant County and will generate approximately \$2 billion in direct and indirect salaries during its first forty years.

The agreement also includes plans to develop an upscale, full-service convention hotel with a minimum of 300 rooms and 35,000 square feet of meeting and convention facility. The development team intends to bring in a leading hotel operator and brand for the convention hotel. Should the hotel/convention facility proceed by the end of 2016, the City would provide the Rangers performance based incentives that include retaining income from the following sources: hotel occupancy tax, property tax, sales tax and mixed beverage tax for 30 years from the City and hotel occupancy tax and sales tax from the state for 10 years. The hotel and convention facility will generate approximately an additional 1,225 jobs including 1,000 construction and 225 permanent jobs. (Continued, page 3....)

The Rangers have selected The Cordish Companies as its development partner for Texas Live! The Cordish Companies, a fourth generation, family-owned business, is widely considered the country's leading developer of mixed-use/entertainment developments. The Cordish Companies developments welcome over 50 million visitors a year to destinations across the country and the Company has been recognized with an unprecedented 7 separate Urban Land Institute Awards for Excellence for its work, which is more than any developer in the United States. The Cordish Companies partner with many of the leading sports and entertainment brands in the world such as: NBC Sports, Fox Sports Midwest, St. Louis Cardinals, AEG, PBR (Professional Bull Riders), Philadelphia Flyers and Comcast Spectacor.

Texas Live! will feature multiple best-in-class restaurants, retail and entertainment venues, along with a signature event space with a capacity of 5,000 people. Texas Live!, will be inspired by the country's leading sports entertainment districts such as The Cordish Companies' and St. Louis Cardinals' Ballpark Village in St Louis, but will be uniquely authentic to Arlington and will set a new national standard for sports anchored districts.

Construction of the \$200 million hotel and entertainment district will be designed and sequenced to allow the 100,000 square feet Texas Live! to start construction in 2016. The sequencing of the hotel will be determined. The facility will be constructed on what is currently the A parking lot at the corner of Randol Mill Road and Nolan Ryan Expressway.

"This project is another significant investment in an Arlington economy that already has tremendous momentum," said Arlington Mayor Jeff Williams. "This state-of-the-art development will expand the city's ability to host even more major events and conventions. We greatly appreciate the Texas Rangers' continued investment in our community and we applaud their selection of The Cordish Companies, the premiere mixed-use developer in the country, as their development partner.

"I am pleased to state that the Texas Rangers and The Cordish Companies have made significant commitments to ensure that construction and ongoing operation of Texas Live! will generate maximum benefits to our local community with initiatives such as local and minority hiring, purchasing and hosting of free community events and festivals, and the creation of a community advisory board. Texas Live! will be a model project for community-based development that we hope other developers will emulate."

"The Rangers are proud to be partnering with Arlington on this very significant project," commented Rangers Co-Chairman Ray Davis. "Commercial development around Globe Life Park in Arlington has been a vision of the Rangers for a number of years. We are also extremely pleased to have selected The Cordish Companies as our development partner to help us fulfill this vision. We join with the City of Arlington and Cordish on a commitment to deliver the leading sports and entertainment district in the country."

Blake Cordish, Vice President of The Cordish Companies, stated, "We greatly appreciate the partnership of the City of Arlington. We are thrilled and humbled to have been selected by the Texas Rangers as their development partner on this ground breaking development. The Texas Rangers are one of the great teams in all professional sports with a fan base to match. In keeping with this rich legacy, our partnership is committed to delivering a transformative project that will create thousands of jobs, attract millions of visitors and generate maximum benefits to the local community."

SPECTRA - SEEKS DIRECTOR OF FOOD & BEVERAGE AT THE BICENTENNIAL CENTER IN SALINA, KS

Position Summary:

Responsible, with the assistance of the Food & Beverage Manager, for the supervision of all Food and Beverage operations and areas which are assigned to the Food and Beverage Department. Give direction to the Food & Beverage Manager and part time F&B staff as needed as well as communicate effectively with other department heads regarding departmental needs and coordination for events.

Essential Duties & Responsibilities:

Provides direct oversight of Food & Beverage Manager and part time F&B staff. Reviews menus for all food service locations considering customer base, popularity of various dishes, holidays, costs, and a wide variety of other factors. Reviews, schedules and coordinates the work of service staff, and other employees to ensure service is economical and technically correct. Establishes controls to minimize food, beverage and supply waste and theft. Evaluates food & beverage products to ensure that quality standards are consistently attained. Reviews operational and financial controls, to insure compliance, and makes the necessary changes to correct any deficiencies. Other duties as assigned by the General Manager.

Minimum Education & Experience

Bachelor's degree from a four year college or university in Communications or a related field preferred. Minimum of two years management experience in food & beverage or related sales. Facility/industry experience strongly preferred. For the complete job description or to apply, visit <http://www.spectraexperiences.com/careers/>

National Philanthropy Day Recognizes Missy Darwin Kincaid

Northwest Arkansas National Philanthropy Day, sponsored by the Association of Fundraising Professionals Northwest Arkansas Chapter, set aside a special day to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropic community – have made in the lives of many.

This year, Missy Darwin Kincaid, Director of Donor Engagement at the Walton Arts Center was recognized as Outstanding Fundraising Executive.

“The celebration of philanthropy is a part of each day at Walton Arts Center, and we are thrilled to see Missy recognized for her hard work and commitment to our community,” said Peter B. Lane, president and CEO of Walton Arts Center. “Missy embodies the spirit of this award. She is a natural and inspiring leader, personable and trustworthy. Most of all, she holds exceptional relationships with our benefactors and understands what it interests our donors, patrons and community.”

Missy Darwin Kincaid joined Walton Arts Center in 2000 as the director of development and led a development team of three in raising \$1.3 million to support a \$3.7 million operating budget. Since then, she has helped to lead the development staff to outstanding fundraising success each year. Most recently, Missy has led the organization’s \$23 million capital campaign currently in progress that will renovate and expand the Fayetteville facility. Her leadership has allowed Walton Arts Center’s annual Art of Wine Festival to grow from one evening to a full weekend of dinners, wine tastings and auctions raising more than \$1.5 million for arts education since 2000.

“It is truly an honor to receive this award,” said Kincaid. “I am so blessed to work with an amazing team at Walton Arts Center and the donors whose support allows us to bring world class artists to our community.” Walton Arts Center congratulates all honorees receiving awards this year, many with close ties to Walton Arts Center. Northwest Arkansas is a better place because of their outstanding contributions to advancing philanthropy in our community.

Long-Time Walton Arts Center Employee Announces Retirement

NORTHEAST ARKANSAS, Dec. 14, 2015 [Walton Arts Center](#) announces Jenni Taylor Swain, Vice President of Programming will retire from her position in June 2016. Swain has spent the past 25 years leading education and programming at Walton Arts Center and is widely regarded as a visionary programmer and one of the most enthusiastic arts advocates in Northwest Arkansas.

“Twenty-five years ago I was hired to start the education program for a new arts center opening in Fayetteville. I will never forget my first day of work when I met Helen Walton for the first time and walked the construction site with her as Walton Arts Center was rising from the ground. Last week, I walked a similar path to see the steel being installed in the lobby for the renovation project. It has been an incredible journey as part of Walton Arts Center’s founding and growth and I am deeply grateful for the privilege of being part of the organization,” Ms. Taylor Swain commented.

Ms. Taylor Swain began her career with Walton Arts Center in 1990, creating regional-based arts education programs that have grown prolifically. During her tenure, she has contributed an exceptional flair for building key industry relationships and a commitment to artistic excellence.

“Jenni has been the heart of all programs at Walton Arts Center and positioned Northwest Arkansas as a major destination for artists from all over the world,” said Peter B. Lane, president & CEO, Walton Arts Center. “As we look toward the future, we hope to build upon her legacy that has impacted millions of attendees and set the trajectory for artistic growth in Northwest Arkansas.”

Under Ms. Taylor Swain’s direction, she formed the first AWE (Arts with Education) Institute, a professional development workshop for teachers, initiated the region-wide Colgate Classroom Series and JB Hunt Bussing Subsidy program, where hundreds of school children in Northwest Arkansas have participated in exceptional arts experiences. She led the WAC commissioned film installation, *Slow Dancing* by David Michalek, and negotiated the technical mounting of the first performing arts center national tour of Blue Man Group.

Taylor Swain is a voting participant of the Tony Awards and is currently a member of the Broadway League. She has served as Chairman of the Southwest Performing Arts Presenter Presenters. She was Walton Arts Center’s founding member of the Performing Arts Centers and Schools’ Partners in Education program of the John F. Kennedy Center for the Performing Arts. She has been a two-time participant at the National Dance Presenters Leadership Forum at Jacob’s Pillow Dance Festival. She served as Presenting Partner in the Arts Americas project and continues to serve as a consultant both locally and nationally.

“I have grown immensely in my time at Walton Arts Center and I will always be a loyal patron and supporter. I look forward to new opportunities ahead to explore, innovate and create,” she said.

Taylor Swain lives in Fayetteville with her husband David Swain where they raised two sons Aidan and Dominic, who are currently attending universities and seeking their own adventures with curiosity and creativity.

Robert J. Sullivan CFE, announces Retirement

Wichita Falls, TX – Robert J. Sullivan, CFE, is set to retire from his duties as Executive Director of the Multi-Purpose Events Center (MPEC) effective January 31, 2016.

Sullivan's career, spanning over thirty five years, includes senior management stints at the MetroCentre in Rockford, Illinois; the Cow Palace in San Francisco; the Tucson Convention Center; Shoreline Amphitheater in Mountain View, California; the Sheffield Arena in Sheffield, England; and MPEC in Wichita Falls, Texas where he has served as the Executive Director for the Kay Yeager Coliseum and the Wichita Falls Convention & Visitors Bureau over the last eleven years.

"It has been a most extraordinary journey these past thirty five years. I have been fortunate to witness historic events, incredible live performances, and being involved with an industry that provides so much to the communities we serve." Sullivan commented on his retirement. "The friendships that I have developed as well as the memories of events that I have been involved with will always be a part of me. I have always been in awe of the creative forces that develop the events that we, as facility managers, are privileged to present to our communities every year."

The City of Wichita Falls has appointed Lindsay Greer, currently the Director of the Convention & Visitors Bureau, to serve as interim Executive Director effective with Sullivan's retirement.

Sullivan can be contacted at 940-704-5556 or by email r2sullivan@gmail.com for further comment.

Don Haskins Center Sell-Out



Photo by Ivan Pierre Aguirre, UTEP News Service.

Legendary Mexican singer-songwriter Juan Gabriel returned to El Paso on December 6 with his Bienvenidos al Noa Noa Tour. It was his second stop in the Sun City in 2015 and the second time the icon entertained a sold-out crowd at UTEP's Don Haskins Center. Bienvenidos al Noa Noa Tour concludes a successful 2015 for the Office of Special Events and continues its sell-out concert trend.

Magoffin Auditorium Tradition



Photo by Roger Spencer-Jones

UTEP's Magoffin Auditorium hosted the only local production of "The Nutcracker", presented December 4–6 by the El Paso Conservatory of Dance and El Paso Youth Ballet. With more than 50 local children performing, it comes as no surprise that this has become an El Paso tradition. It is the sixth consecutive year the venue has welcomed regional audiences through its doors.

SMG-TULSA SEEKS FULL TIME CREATIVE SERVICES MANAGER AT COX BUSINESS CENTER

Position Summary:

Self-starter who can work independently as well as with other departments to market the Cox Business Center (CBC). Must have a complete creative vision to manage from beginning to end all elements of creative projects to promote and maintain brand of facility and relevant marketing messages. The expectation of this position is to be a strategic part of the sales marketing team, and to self-create the elements necessary while working in a very limited capacity with outside vendors/agencies to include social media, promotions, traditional advertising, public relations and other methods to increase sales and public awareness. Must have the ability to see a creative project through from beginning to end, for example, a trade show booth attendance project might include: booth graphics, theme of booth, messaging before during and after follow-up, purchasing and labeling themed gifts, social media on the show's site, and collateral.

(Continued, page 6...)

This position serves all departments of the facility to maintain graphic standards and public messaging to a superior level that is consistent at all times. (i.e. concession signage design, wall/directional signs, sponsorship integration, etc.). Project management is a large part of daily work load, so organizational skills will be essential for success.

Essential Duties & Responsibilities:

Graphic Design (for newsletter, collateral, print pieces, print and digital signage, mailers, etc.) using Photoshop, Adobe Suite, Illustrator, etc. Coordination of sales projects for clients, promotional sales initiatives, client gifts or promotions and RFP responses which may include a variety of activities such as: printing labels, note cards, power points; place cards, name tags, and other associated projects to achieve a fully integrated promotional package. Website content/management. Social Media – Regularly update accounts, build audience in FB, Twitter, LinkedIn, Instagram, Pinterest and YouTube. Photography – take event photos, maintain files. Media relations. Writing to include collateral, website, press releases, sales support and newsletter. Create/update website content for coxcentertulsa.com as needed using content management system. Create and update all digital venue signage. Works within given budget to deliver projects on time. Work with BOK marketing staff on any ticketed event needs at CBC. Develop promotional and advertising partnerships to meet facility sales goals. Create cross-promotional opportunities with websites, community organizations and businesses that reach target demographics. Maintain organized files of marketing assets. Manage Google Analytics account and track trends/traffic. Manage and direct grassroots campaign for all applicable events. Maintain files (i.e. press clips, photos, booking notices). Review industry publications and provide input on new trends, marketing ideas, and competitive strategies to the Director of Sales and Marketing. Provide input to the Director of Sales and Marketing to use in development of the sales/marketing plan for the Cox Business Center. Occasionally suggest and place appropriate media buys. Plan media and public events for building exposure. Other duties as assigned.

Qualifications & Skills

A strong communicator: be able to communicate effectively both verbally and in written format to management and staff as well as to all types of clients. Organized, able to prioritize, and have strong time management skills with the ability to timely and accurately fulfill deadlines. Able to work flexible schedule including weekends and holidays. Advanced, accurate oral and written communication skills. Excellent organizational, planning, communicating, and inter-personal skills. Ability to undertake and complete multiple tasks. Ability to be creative with marketing presentations and maintain a quality product.

Minimum Education & Experience

Associate's or Bachelor's Degree in graphic design, marketing, communications or a related field preferred. 2 years of experience in graphic design, project management, marketing, public relations or a related field. Convention or hospitality industry experience a plus.

For the complete job description or to apply, visit <http://www.coxcentertulsa.com/contact-us/employment-opportunities>

Chesapeake Energy Arena Enjoys Successful 2015



The SMG-managed Chesapeake Energy Arena in Oklahoma City had one of its strongest years in 2015 according to *Pollstar's* year-end ranking of the Top 200 arena venues based on ticket sales.

The arena sold 212,042 tickets for touring acts in 2015 according to the *Pollstar* chart, the third-highest year-end total in its history. The arena finished the year ranked 37th in the United States and 76th in the world based on ticket sales.

“We would like to thank the event promoters and our staff for making 2015 a memorable one for SMG and Chesapeake Energy Arena,” Assistant General Manager John Goetz said. “We look forward to bringing more of the best in entertainment to Oklahoma City in 2016 and beyond.”

Many of the top tours of 2015 made stops at the arena, including seven that finished in the Top 25 of *Pollstar's* ranking of North American tours: Kevin Hart (5), Shania Twain (10), Fleetwood Mac (11), Trans-Siberian Orchestra (15), Chris Brown (21), Def Leppard (23) and Foo Fighters (24). The arena also hosted several multi-day events, such as Cirque du Soleil's Varekai, Marvel Universe Live, a women's NCAA basketball regional, Ringling Brothers and Barnum & Bailey and the 2015 North American Youth Congress.

Chesapeake Energy Arena already has an exciting lineup of shows for 2016, including Jason Aldean Feb. 5, TobyMac Feb. 23, Brantley Gilbert Feb. 25, Winter Jam March 12, Cirque du Soleil's TORUK April 6-10, Luke Bryan May 14 and Journey Aug. 16. (Continued, page 7...)

As always, the home of the NBA's Oklahoma City Thunder will boast a slate of exciting sporting events in 2016. Both the Big 12 Women's Basketball Championship and the first and second rounds of the NCAA Division I Men's Basketball Championship will return to Oklahoma City this March.

A full schedule of upcoming events at Chesapeake Energy Arena and ticket information can be found at ChesapeakeArena.com. The full Top 100 arena ranking and Top 100 tour ranking is available in the most recent issue of *Pollstar*.

SMG Oklahoma City's Doyle Named to 16 to Watch in 2016 List



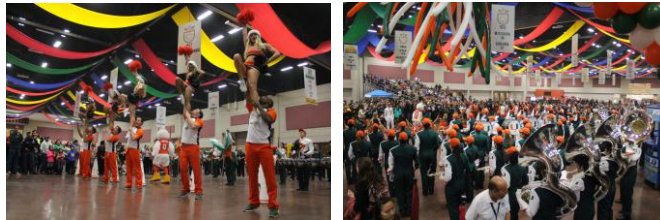
SMG Oklahoma City congratulates Laura Doyle on being named as one of Amplify Media's 16 to Watch in 2016.

Doyle, the Guest Relations and Event Security Manager at Chesapeake Energy Arena and Cox Convention Center, was identified as an outstanding individual in the music and event industry. According to its release, "Amplify selected 16 professionals (they) believe are on the rise and represent the next generation of leadership."

A graduate of the University of South Carolina, Doyle came to SMG Oklahoma City in June 2013. She told Amplify her goal for 2016 is to, "continue to grow and develop my staff and give them the tools to succeed and enjoy coming to work."

Congratulations, Laura, and thank you for your hard work and dedication.

El Paso's Fan Fiesta



Neither Christmas day nor an unusual West Texas snow storm could hinder SMG El Paso's chance to put on a show that the 2015 Sun Bowl competitors will never forget.

Around Christmastime every year, the NCAA Sun Bowl football game comes to El Paso. It's a nearly week-long event filled with many activities for players, fans, and tourists. The game, and everything it is tied to, brings a sense of pride to those who call this city home.

If it is difficult to fathom how important the event is to the city, just look at SMG El Paso Sales Manager, David Lindhuber. For about 18 years, he used his own vacation days to volunteer his time for the event. "I get to bring good exposure to the city while seeing these visitors experience our great hospitality" said Lindhuber.

In addition to Lindhuber's efforts, SMG El Paso General Manager Bryan Crowe serves on the Sun Bowl Association Board of Directors and SMG El Paso Director of Convention Development Brooke Underwood serves on the Sun Bowl Association Advisory Board.

One of the most important and popular events, besides the game itself, is Fan Fiesta. It is held every year in in the El Paso Convention Center, a venue managed by SMG EL Paso. This year the half-day long party was held on Christmas Day, meaning a large portion of staff had to hold off on their own holiday celebrations.

Fan fiesta is comprised of a battle of the bands, a concert, various performances, games for kids, and food. In many ways it's a pep rally for the football teams. This year it was the University of Miami taking on Washington State University. Miami lost 20-14 as the teams battled it out in snowy conditions.

SMG El Paso will soon begin preparing to make next year's Fan Fiesta even more extravagant than ever.

Sunrise Christian Academy Named Winner of "ART ROCKS" Mural Project

The "Art Rocks" Community Mural Project, which features 8'x12' murals created by five local high school art departments, was completed on December 1. From December 11 to January 7, the public was encouraged to vote for their favorite mural. Over 3,300 votes were cast, and today, Hartman Arena announced the winning mural and winning school!



Winning mural created by Sunrise Christian Academy Art



Heights High School's "Guitar and Microphone"

Out of the five murals that now hang inside Hartman Arena, the winner of the public vote was "Welcome to Hartman" by Sunrise Christian Academy. For their hard work, creativity, and attention to detail, the five schools will each receive a cash award for their art department. Sunrise Christian Academy will be awarded \$1,000, and the four runner-up schools will each receive \$150. Hartman Arena's management company, Venuworks, donated the winnings for the "Art Rocks" Mural Project.

JIM SACHS RECEIVES INDUSTRY BOX OFFICE STAR AWARD



(Wichita, Kan.) – Jim Sachs, SMG Director of Ticketing for INTRUST Bank Arena and Select-A-Seat, has been named a winner of the *Venues Today Magazine* 2016 Box Office Star Award. *Venues Today Magazine* recognizes outstanding ticketing professionals each year for their newsworthy achievement or outstanding service in their own ticket office or in the ticketing industry at large.

Sachs was honored for the preparation and execution of the Garth Brooks ticket set-up and on sale at INTRUST Bank Arena. Leading up to the announcement of Garth Brooks, Sachs worked tirelessly to ensure a successful on-sale through training new phone operators, writing new phone message scripts based on show information, and increasing the Select-A-Seat website capability in order to accommodate the anticipated higher volume of traffic. On Oct. 23, Sachs orchestrated the selling of 65,000 tickets in 45 minutes for six Garth Brooks concerts, all of which would completely sell out in less than 72 hours. In addition, Sachs was also nominated for overseeing the launch of digital ticketing for Select-A-Seat which included a tickets@home delivery method, an enhanced tickets@phone delivery method that utilizes Apple passbook/wallet, and the My Select-A-Seat platform.

“Jim is extremely deserving of this award and the entire team here at INTRUST Bank Arena is very proud to see him recognized,” said SMG Assistant General Manager & Director of Finance, Chris Kibler. “The industry knowledge that Jim possesses from his years of ticketing experience keeps Select-A-Seat on the cutting edge of ticketing for live entertainment and it is rewarding for all of us at SMG to see his hard work acknowledged through this prestigious industry award.”

SMG ANNOUNCES HIRING OF MERYL LOOP AS GUEST EXPERIENCE MANAGER AT INTRUST BANK ARENA

(Wichita, Kan.) – The SMG-managed INTRUST Bank Arena is excited to announce the hiring of Meryl Loop as Guest Experience Manager. Meryl began in her role on Dec. 9, 2015.

In her role as Guest Experience Manager, Loop will interview, hire, train, schedule and manage the Guest Experience team. She will also be responsible for implementing policies and procedures for staff, supervising staff before, during and after events, and ensuring the needs of all Arena guests are met.

(Continued, page 9...)

"We're thrilled to welcome Meryl to the SMG staff here at INTRUST Bank Arena," said SMG Director of Event Services, Jason Gibson. "Her knowledge of live events, positive attitude and strong work ethic will be tremendous assets to our Guest Experience staff and we look forward to having her on our team."

Prior to SMG, Meryl served as the Game Day Staff Manager and Merchandise Manager for the Wichita Wingnuts. In this role, she was responsible for managing game day staff for all events held at Lawrence-Dumont Stadium in addition to purchasing merchandise for and managing the team store.

Meryl earned her undergraduate degree from Friends University in Fine Arts in photography and graphic design and is currently working on completing her MBA from Newman University with emphasis in management.

BOK CENTER HIGHLIGHTED AS TOP STOP IN INDUSTRY

(Tulsa, Okla.) December 7, 2015 – The SMG-managed BOK Center was highlighted in the November issue of trade publication *Venues Today* as one of the industry's "Top Stops" based on concert and event grosses from September 16, 2015 through October 15, 2015.

The venue finished 12th in the world and 8th in the United States in *Venues Today* "Top Stops" for venues with a capacity between 15,001 or more. During that time period, BOK Center hosted many events including The Price Is Right Live, Florida Georgia Line, Ariana Grande, Def Leppard and the Oklahoma City Thunder vs. Dallas Mavericks pre-season game.

"It's amazing that after seven years, BOK Center is stronger than ever and not looking to slow down anytime soon. We couldn't do what we do without our loyal fans in the community who come out show after show and promoters who continue to believe in the Tulsa market and BOK Center," said BOK Center General Manager Jeff Nickler.

Madison Square Garden (New York) finished in the top spot while the Air Canada Centre (Toronto) came in second. The SMG-managed Chesapeake Energy Arena (Oklahoma City) placed 35th in the world.

Also in the November issue of *Venues Today*, BOK Center finished 21st in the Social Media Power 100 Chart ranking for venues with a capacity of 15,001-30,000. The quarterly feature measures a facility's influence on Facebook, Instagram, Twitter and other social media platforms. BOK Center currently has more than 82,000 Facebook followers, more than 8,900 Instagram followers and nearly 37,800 Twitter followers. Follow BOK Center on Twitter @bokcenter and on Instagram @bokcenter.

BOK CENTER NAMED MOST INSTAGRAMMED LOCATION IN OKLAHOMA FOR 2015



Time Magazine recently named the top 50 Instagrammed locations in all 50 states for 2015 and BOK Center was named the most Instagrammed location in Oklahoma for the second year in a row. Time used data from the Facebook-owned photo and video-sharing network, Instagram, to figure out the locations.

"Being the most Instagrammed place in all of Oklahoma is quite an honor," said BOK Center General Manager Jeff Nickler. "This once again shows the tremendous amount of support that the community has for this building."

[This](#) map from Time allows users to click on each state and see the location that was geotagged most on Instagram for 2015.

Sports arenas make up a large part of the list:

Alabama: Bryant-Denny Stadium, Illinois: Wrigley Field, Indiana: Lucas Oil Stadium, Kansas: Kauffman Stadium, Kentucky: Churchill Downs, Maryland: Oriole Park at Camden Yards, Massachusetts: Fenway Park, Michigan: Comerica Park, New Jersey: MetLife Stadium, **Oklahoma: BOK Center**, Pennsylvania: PNC Park, Texas: AT&T Stadium, Wisconsin: Miller Park

SMG TULSA'S WINTERFEST FEATURED IN PEOPLE MAGAZINE



(Tulsa, Okla.) December 18, 2015 – Each state in America has its own unique way of celebrating the Christmas season, so *People Magazine* listed 50 of the best ways to get into the holiday spirit, one for each state. In a story titled "Christmas Across America: A Unique Way to Celebrate the Holidays in Each State," SMG Tulsa's Winterfest was named as the most unique way to celebrate the Christmas season in Oklahoma. Check out the story [here](#).

In seven short years, attendance for this event has soared from 35,000 visitors in 2008 to more than 150,000 in 2014. The seasonal celebration is open to the public for 52 days again this year. The extended season guarantees everyone a chance to enjoy skating beneath Tulsa's skyline while watching free entertainment from the outdoor stage and taking in the beautiful, gleaming holiday lights.

Winterfest includes a 9,000 square-foot outdoor ice rink and Oklahoma's tallest Christmas Tree that stands 44 feet tall and features 35,700 glowing lights.

"Winterfest has become the kick-off for the Holidays in downtown Tulsa," said Jeff Nickler, SMG Tulsa General Manager. "As Oklahoma's best holiday tradition, we are excited to welcome our guests as they celebrate the season with family and friends."

AMERICAN AIRLINES CENTER ANNOUNCES PARTNERSHIP WITH PARKHUB.COM TO ENABLE CREDIT CARD PAYMENT CAPABILITY AT ALL PARKING LOTS

DALLAS, March 4, 2015 – American Airlines Center, the premier event center ranked #4 in the U.S. and #9 in the world by Venues Today in 2014, is proud to announce their partnership with ParkHub.com to rollout their new mobile point-of-sale program: "PRIME" by ParkHub.com. Always on the cutting edge of technology integration, American Airlines Center recognized the intrinsic value of ParkHub.com's software and hardware solution that enables their attendants to not only validate all pre-purchased parking and season ticket holders' passes via Ticketmaster, but, more importantly, accept all major credit cards in all their parking lots.

This functionality is accomplished from a handheld unit slightly larger than a pack of cards.

Craig Courson, Executive Vice President and CFO at American Airlines Center, stated that he, "...look[s] forward to exploring other vertical marketing opportunities that ParkHub.com's platform supports in an effort to maximize the system and our revenue potential. I have no doubt that ParkHub.com will continue to deliver."

What patrons of American Airlines Center may be aware of is that this new technology has been in effect since January 5th of this year. Mr. Courson and his colleagues wasted no time in implementing PRIME, going through the transition and training process in the middle of the Stars' and Mavericks' seasons. Speaking on ParkHub.com's process, Courson stated, "They have gone above and beyond to make this a seamless and enjoyable experience."

American Airlines Center is excited to notify their attendees that from now on, their lots will be accepting credit cards.

It comes as no surprise that American Airlines Center and ParkHub.com, a Dallas-based technology company and Ticketmaster Certified Partner, will be responsible for turning what traditionally was an analog and antiquated process into a speedy digital exchange. This is parking for the 21st century, and American Airlines Center patrons will have front row seats for everything that it entails; from brand new parking garages, less time in traffic and lines, and new apps created specifically for American Airlines Center.

Strategic Property Partners Taps ParkHub.com to Manage Parking Operations

DALLAS and TAMPA, Fla., November 24, 2015 – ParkHub.com, creators of PRIME – a mobile point-of-sale (POS) platform purpose built for the unique needs of parking lot attendants and operators, today announced completion of an agreement to manage parking operations for Strategic Property Partners, the real estate development joint venture between Cascade Investment, LLC, and Jeff Vinik.
(Continued, page 11...)

SPP's parking operations, which include parking for sports and entertainment events at Amalie Arena, will utilize PRIME's cloud-based software and the platform's associated handheld processing device. This speeds up the parking process for customers by enabling parking attendants to accept credit cards, record cash payments and validate QR/bar codes from pre-purchased parking reservations.

"Parking is often a venue operator's first point of contact with customers, so we recognize that SPP has entrusted ParkHub with something special, and we will seize this opportunity to make a lasting positive impression," said George Baker, founder and CEO of ParkHub.com. "With PRIME powered by ParkHub, parking customers get more payment options and less time in line while delivering real-time information that makes the overall parking enterprise operate more smoothly."

PRIME powered by ParkHub provides parking operators a level of control they have never experienced, such as the ability to dynamically adjust pricing based on supply and demand, and manage personnel assignments to maximize efficiency. This is made possible by a real-time cloud-based dashboard that enables parking operators to view parking inventory, transactions and traffic flow. The system reports this information in real-time via an LTE network and WiFi to a cloud-based platform that operators can view on any connected device.

"SPP has been impressed with ParkHub's innovative use of technology and information to improve the parking experience," said Jim Shimberg, Chief Operating Officer of Strategic Property Partners. "We expect ParkHub's involvement in managing parking operations will help SPP concentrate on our core business: developing downtown Tampa's as a connected urban multi-use project on the waterfront."

College Park Center ranked #1 "Greenest" College Basketball Arena in America

On January 6, 2016, LawnStarter.com featured the College Park Center at the University of Texas at Arlington as America's top "Greenest" College Basketball Arena. Designed and built as a sustainable venue, the CPC received LEED Gold Certification as a new construction. More information on the award can be found at: <https://www.lawnstarter.com/blog/environment/greenest-college-basketball-arenas>.

College Park Center seeks Assistant Director for Guest of Guest Experience and Front of House Operations

College Park Center seeks a dynamic individual to fill the role of Assistant Director of Guest Experience and Front of House Operations. This position will lead all aspects of event-related functions that are key to our guest experience, which include guest services, crowd management and event services. The ideal candidate should have five plus years of experience related to guest services and event management, including experience developing and implementing first-rate guest experience programs in a multipurpose sports venue. For a full job description or to apply, visit: <http://ow.ly/WLvXR>

College Park Center/UTA Tickets seeks Box Office Manager

College Park Center and UTA Tickets seek a dynamic individual to join our Box Office management team. This newly created Box Office Manager position will oversee box office technology, and assist our other managers in the daily operations and oversight of Box Office operations for UTATickets.com. For a full job description or to apply, visit: <http://ow.ly/WLAIO>



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- Meghan Doyle – BOK Center
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- Nicolaas Koppert – El Paso Live!
- Abby Marr – Hartman Arena
- Rob Matwick – Texas Rangers
- Ryan McGhee – Chesapeake Energy Arena and Cox Convention Center
- Charly Petrek – Will Rogers Memorial Center – IAVM Region 6 Secretary
- Christine Pileckas- INTRUST Bank Arena
- Ron Rideout – Bicentennial Center
- Erin Rogers – Walton Arts Center
- Bob Sullivan - Multi-Purpose Events Center (MPEC)
- Julian Valdez – University of Texas at El Paso (UTEP)

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