



Newsletter

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

July 2017

Six Weeks Packed with a Number of Events at College Park Center!



College Park Center at the University of Texas at Arlington had an impressive spring season—working a remarkable number of events from May 5-June 11. During this six week period, the venue hosted a slate of events including the Casting Crowns concert, six UT Arlington commencements, 22 high school graduations and six WNBA Dallas Wings basketball games—a total of 30 events bringing more than 138,513 guests through the doors of the College Park Center.

The Dallas Wings tipped-off their pre-season game on May 6 along with their home opener of 17 games on May 20. During the same time the University of Texas at Arlington had a record number of more than 5,600 college students walking the CPC stage—a projected 8 percent increase over the number of 2016 spring graduates. And, the high school graduations came from cities throughout the D/FW Metroplex including Arlington, Cedar Hill, Colleyville, Grapevine, Keller, Lancaster and Red Oak.

“May and June are some of the busiest months for our venue,” says Jeff Davis, CVP, director and general manager of the College Park Center. “This year we set record attendance numbers for this period of time, introducing guests to the University, celebrating with families and creating countless memories for those that came through the doors. This is a testament to the dedication and passion our staff has at College Park Center.”

UT ARLINGTON SPECIAL EVENTS FACILITIES AND COLLEGE PARK CENTER PROMOTES JAMIE WEBB



College Park Center and UTATickets is pleased to announce that in March **Jamie Webb** was promoted to UTATickets Assistant Director of Ticket Operations.

Jamie has been instrumental in her performance for the University of Texas at Arlington Special Events Facility during the last five years; coordinating all ticketing information between event promoters, facility personnel and the ticketing company.

She has worked in ticketing at the University of North Texas, AT&T Performing Arts Center, and the University of Texas at Dallas. She holds a bachelor’s degree in communication studies from Northwestern University and a master’s degree in sport management from the University of Texas at Austin.

Her influence on finance, operations, problem solving and working with event promoters/organizers at the Box Office has been substantial. She carries out all her responsibilities well along with the support, assistance and encouragement of her team.

Amarillo Civic Center Complex in Amarillo, TX Seeking Full-Time Event Supervisor



The Amarillo Civic Center Complex in Amarillo, TX is seeking to fill the position of a full-time Event Supervisor. The Complex is comprised of two landmark buildings in downtown Amarillo including the Amarillo Civic Center and the Globe-News Center for the Performing Arts. Events typical of the Complex include banquets, galas, meetings, conferences, trade shows, concerts, touring Broadway shows, comedians, rallies, arts performances, and sporting events. A staff of three full-time Event Supervisors who report to the Event Manager work as a team to ensure client and patron satisfaction throughout all events taking place in these facilities. Essential job functions include coordinating incoming events, supervising events while on site, overseeing a team of Building Attendants who maintain facility cleanliness and room set-ups, and providing extraordinary customer service. Preferred qualifications include experience coordinating events, front of house experience, and experience with basic software such as the Microsoft Office Suite and event-related software such as event management and CAD diagramming software. All interested applicants are encouraged to visit <http://careers.amarillo.gov/> to apply for this position.

THE BROADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall Seeks Director of Sales, Marketing & Promotions

The Director of Sales, Marketing & Promotions is responsible for the overall supervision and performance of the Sales, Marketing and Promotions Department. Specific duties include: Responsible for sales and marketing of all events at the Broadmoor World Arena, Pikes Peak Center and the Ice Hall; Promotions that maximize ancillary sales; Develop and manage marketing and promotional plans for each venue and its events. Negotiate and purchase media buys; Sponsorship fulfillment; Supervise and direct the overall performance of the Department which includes New Media Manager, the Group Sales Manager, the Technical Marketing Manager and the Penrose Club Concierge.

For a complete job description and qualifications, and instructions on how to apply for this position, look here:

<http://www.broadmoorworldarena.com/arena-info/jobs>

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 and graphic design skills. 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/327-full-time-marketing-manager-bok-center/>

FRANK ERWIN CENTER'S JIMMY EARL FEATURED IN SPORTSBUSINESS JOURNAL



Senior Associate Director of the Frank Erwin Center, Jimmy Earl, CFE, was featured in the June 19 issue of Street & Smith's SportsBusiness Journal's special section, Power Players: Facility Managers. Earl was one of 56 venue professionals recognized in the 2017 special section, which highlighted facility managers whose day-to-day leadership and innovation make it possible for millions of fans across North America to witness history being made on the field, court or ice. Individuals were selected based on their experience and leadership, revenue generated by the facility/facilities they manage, their ability to train and mentor staff and the creativity they have exhibited keeping their venues booked through the year.

Street & Smith's SportsBusiness Journal (SBJ) provides breaking news and comprehensive reporting and analysis on the world of sports business. From media and marketing to facilities and finance, each week SBJ provides the critical information that top executives need to compete in the fast-paced world of sports business.

FRANK ERWIN CENTER'S JOSH HERNANDEZ ACCEPTED INTO IAVM'S 30|UNDER|30 PROGRAM



Sales and Premium Services Manager for the Frank Erwin Center, Josh Hernandez, was recently accepted into the International Association of Venue Managers Foundation 2017 30|UNDER|30 Program.

The 30|UNDER|30 program focuses on identifying and developing the talent of venue industry professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

Josh began his career at the Frank Erwin Center as an intern in 2014 and joined the organization as the Sales and Premium Services Manager in September of 2015.

SMG TULSA TEAM MEMBERS SELECTED FOR INDUSTRY HONORS

Three SMG Tulsa team members have been selected to the International Association of Venue Managers (IAVM) Foundation's 30 Under 30 Class of 2017 to be recognized at VenueConnect, IAVM's Annual Conference & Trade Show in Nashville, TN from August 7-10, 2017.



BOK Center garnered one honoree: Eric Schleicher, Senior Marketing Manager. Danielle Wright, Sales Manager, and Sarah Kate Rogers, Event Coordinator, at Cox Business Center, part of the SMG Tulsa team were also selected for the 30 Under 30 program.

As part of the Build an Amazing Future campaign focused on students, young professionals and mid-level venue management, the 30 Under 30 program is designed to engage the best and brightest young professionals in the venue management industry by recognizing emerging leaders and their talents, which help accelerate the industry and carry it into the future.

"We (Board of Trustees) are extremely proud to announce the third class of your IAVM Foundation 30 | UNDER | 30. This group truly represents the talent, passion and drive we all have for the industry. These 30 deserving individuals will come together at VenueConnect 2017 to represent the Foundation at the Legacy Project, UpSTART Emerging Leaders Program and at the Foundation Lounge on the trade show floor. We encourage everyone to come by and meet the next 30 | UNDER | 30 class," said Bob Hunter, Board of Trustee Chair.

In its third year, the 30 Under 30 program focuses on identifying and developing the talent of venue industry professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. Honorees were awarded based on their professionalism, creativity and industry insight. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

The 30 Under 30 Class receives one full, complimentary registration to VenueConnect along with a travel stipend to be used on travel accommodations to the conference. Honorees will be recognized formally at the Venue Industry Awards luncheon on Wednesday, August 9, 2017.

"Eric, Danielle and Sarah Kate are incredibly deserving of this recognition they have received from IAVM. We are lucky to have such dedicated and talented people as part of our team," said SMG Tulsa General Manager Jeff Nickler. "Being a part of this 30 Under 30 class will help them grow and thrive in the industry even more than they already do."

New MCL Grand Arts Center Manager hired

Lewisville City Manager Donna Barron announced this week that Denise Helbing has been hired as the city's new Arts Center Manager for Medical City Lewisville Grand Theater.



"I'm excited to be joining such a remarkable team at the City of Lewisville and the MCL Grand," Helbing said. "It's a world-class facility, with a top-notch staff, that puts on hundreds of high-quality musical productions, art shows, and concert events each year."

Helbing has worked in the North Texas arts community for nearly a decade. She comes to Lewisville after spending past four years with the City of Dallas, Office of Cultural Affairs at the Morton H. Meyerson Symphony Center where she served as Operations Manager. Prior to that, she spent five years at Dallas Museum of Art, working as the Manager of Partner Programs.

Helbing is a St. Louis native, but has lived the past few years in Lewisville. She has a Bachelor's of Science in Arts Administration from Drury University. She has been a member of several singing and theater groups throughout high school, college, and after. She has even performed at MCL Grand several times – including the opening weekend festivities in 2011.

"My goal is to grow the MCL Grand's offerings," said Helbing. "It's a place where the community enjoys many performances, art exhibits, and musical shows, and I think it's important to provide fresh shows, and expand the enjoyable, family-friendly experience." Helbing begins her new job with the City of Lewisville on Monday, July 10.



Cox Business Center Tulsa is looking for enthusiastic team members to join us in our Sales & Marketing, Events and Catering departments. For more information, visit our website: <http://coxcentertulsa.com/careers/>

DESTINATION EL PASO WELCOMES NEW SPORTS MANAGER AND ACCOUNTANT

Destination El Paso is proud to announce the addition of two employees to the SMG family.

Jor Arcila is the new Sports Sales Manager at DEP. Jor is a graduate from The University of Texas at Austin with a BS in Kinesiology and New York University with a MS in Sports Business. He has worked in Austin and Houston in the areas of sports promotions, marketing, community outreach and other programs. He is fluent in Spanish and has a passion for digital photography, specifically landscapes, nature and architecture.



Michael Melendez is an Accountant in the Finance Department. Michael received his BBA in Accounting at the University of Texas at El Paso and is currently pursuing a Masters of Accountancy. He is experienced in account and bank reconciliations, auditing, cash collections and other accounting functions. When not crunching numbers, Michael loves to travel and play video games.



Welcome Jor and Michael to the DEP team!

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:

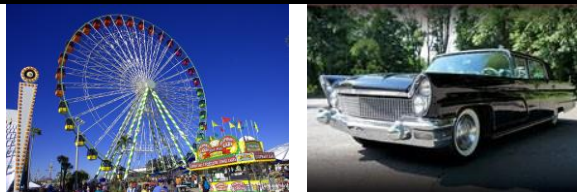
Responsible for the overall management of the Safety and Security Department, Parking, Production, Shipping and Receiving, Engineering, Custodial Housekeeping and Changeover Departments, encompassing administrative functions, efficient daily operations, activities and maintenance for all SMG facilities. 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 descriptions or to apply, visit: <http://www.elpasolive.com/contact/jobs> or contact Emilio Velez, Human Resources Manager at: HRecruiter@destinationelpaso.com

NEW ATTRACTIONS & EXHIBITS TO VISIT THE 2017 OKLAHOMA STATE FAIR IN SEPTEMBER



The “BIGGER BETTER BEST” 2017 Oklahoma State Fair kicks off its 111th annual event on Thursday, September 14, 2017 in Oklahoma City. This year, the Oklahoma State Fair will be incorporating various new events, exhibits and activities, while still including the old favorites of years past.

One of the exhibits unique to this year's annual fair, is the JFK Exhibition. Step back into time, and view hundreds of authentic presidential items and artifacts, including JFK's presidential limousine that had driven in the motorcade the day of his assassination. Fairgoers can also soar to new heights on the Sky Eye Wheel – the largest portable Ferris Wheel in North America. This magnificent giant towers at an astounding height of 155 feet tall. Visit the latest exhibit thriller, the Live Shark Encounter, in order to meet and learn more about the ocean's greatest predator. Please visit www.okstatefair.com for the most current information on the 2017 Oklahoma State Fair.

Study Demonstrates Impact of Nonprofit Arts and Culture Sector on Northwest Arkansas' Economy



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NORTHWEST ARKANSAS, July 10, 2017 – A recent study by Americans for the Arts has found that Northwest Arkansas' nonprofit arts and culture industry generated \$131.2 million in economic activity in 2015 - \$67.5 million in spending by arts and culture organizations and an additional \$63.7 million in event-related spending by their audiences. This activity supported 4,647 jobs and generated \$14 million in government revenue. The complete report for Benton and Washington counties is available in the [AEP5 dropbox](#).

The *Arts & Economic Prosperity*[®] Study is conducted nationally every five years. AEP5, the fifth study to be completed, documents the economic contributions of the nonprofit arts industry across the country as well as in 341 study regions, representing all 50 states and the District of Columbia during Fiscal Year 2015. Northwest Arkansas, defined for this purpose as Benton and Washington counties, was the only Arkansas study region included in the report.

“Arts and Economic Prosperity 5 quantifies the economic benefits of arts and culture organizations within a community,” said Randy Cohen, vice president of Research and Policy for the American for the Arts. “This study changes the conversation about the arts from that of a ‘charity’ to one about an ‘industry’ that provides both cultural and economic benefits to the community.” Cohen detailed the findings today during a news conference at the Rogers World Trade Center.

Walton Arts Center staff compiled data for the study from 23 eligible nonprofit arts and cultural organizations located in Northwest Arkansas. Each partner provided detailed budget information for FY15 including labor, payments to local and nonlocal artists, operations, administration, programming, facilities and capital expenditures/asset acquisition. Patrons also were surveyed about spending around their attendance to arts events. Project economists customized input-output models for each study region to ensure reliable and actionable localized results.

Key AEP5 Findings for NWA:

- Nearly 1.8 million people attended arts and culture events in Northwest Arkansas in 2015. Event-related spending by these attendees totaled \$63.7 million, excluding the cost of admission, or roughly \$35.89 per person. That’s slightly higher than the national average of \$31.47 per person and almost double the \$19.54 per person spending in the Northwest Arkansas region documented by Arts and Economic Prosperity IV (AEP4), covering Fiscal Year 2010.
- The economic impact of the arts accounts for more than the monies spent in communities by residents. Cultural tourists spend money, as well. Twenty-five percent of attendees traveled from outside of the county in which the event took place. Their event-related spending on average was 199% more per person than local attendees (\$71.20 vs. \$23.85).
- A vibrant arts community not only keeps residents and their discretionary spending closer to home, it also attracts visitors who spend money and help local businesses thrive. Eighty-six percent of nonlocal attendees indicated that the primary purpose of their visit was “specifically to attend this arts or cultural event.”
- Among local attendees, 42 percent said they would have traveled to a different community to attend a similar cultural event, if the arts event they wanted to attend was not taking place.
- Comparing results from AEP4 and AEP5 shows that the arts industry in Northwest Arkansas has grown significantly, due in large part to the addition of the Walmart AMP and Crystal Bridges Museum of American Art between FY10 and FY15.
 - Total economic impact is up 124%.
 - Number of jobs is up 212%
 - Local and state revenue is up 248%
 - Resident spending is up by 50% and non-resident spending is up 97%

Key AEP5 Findings Nationally:

- Nonprofit arts industry generated \$166.3 billion of economic activity in 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences.
- This industry supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments—a yield well beyond their collective \$5 billion in arts allocations.
- Money spent by nonprofit arts and cultural organizations supported a larger share of the U.S. workforce—0.83 percent—than the legal or public safety sectors.

“With current threats of cutting funding for nonprofit organizations, this study is timely,” Cohen said. “The \$27.5 billion generated in revenue by the arts industry nationally back to the government shows that municipal, state and federal arts support is not a one-way street. Arts organizations provide jobs, support the economy and the government while they also educate, entertain and increase our quality of lives.”

The full report, a map of the 341 study regions and an economic impact summary for each can be found at www.AmericansForTheArts.org/EconomicImpact.



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Ashley Peacock – Amarillo Civic Center Complex
Tina Silva - THE BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall
Kathy Tinker – Cox Business Center
Kristen Wasemiller - State Fair Park | Home of the Annual Oklahoma State Fair
Pamela Webb – UTATickets, University of Texas at Arlington
Jennifer Wilson – Walton Arts Center & Walmart AMP

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