



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

April 2018

Region 6 Conference a Big Hit in South Padre Island!



Wow! What a conference! If you weren't able to join us in South Padre for the Region 6 Conference, here are a few highlights:

- 90 attendees!
- 14 outstanding education sessions
- First time offering two tracks of education, with one geared toward young professionals and mid-level managers
- A fun-filled pirate adventure to kick things off
- Tours of four amazing venues
- Plenty of professional networking
- And raising over \$14,400 for scholarships!!

It's hard to believe we packed all of that into just a few days.... But we did! I would like to thank all of the planning committee members for the planning that took place over the past few months, the many presenters we had who helped teach, inspire and challenge us all in our professional careers; and each of you who attended this year's conference!



Let's not forget our conference sponsors listed on next page who continue to support IAVM, our region and programs like this.

Looking forward to Fayetteville, AR in 2020!
Jeff Davis, CVE CMP
2018 Conference Planning Chair

EDLEN
The Power People eventbooking

TicketForce

SICO SmartCity

THEATRE PLANNERS / LIGHTING DESIGNERS
Schuler Shook

Irwin Seating Company

McAllen CONVENTION CENTER

PEARL
SOUTH PADRE

South Padre ISLAND

The University of Texas
Rio Grande Valley
Performing Arts Complex

State Farm
Arena

AECOM HUNT

CSC

DeWitt Stern
Insurance & Risk Advisory | Since 1899
A DIVISION OF RISK STRATEGIES

IAVM Allied Member Offers Experience and Perspective on the 2018 IAVM Region 6 Conference in South Padre Island

By Stacey Cohen White of TicketForce

Technically, my trip to South Padre Island for the IAVM Region 6 Biennial Conference started in Phoenix on Sunday, April 8th – but I think the journey really started six months earlier when the Planning Committee had our first call and I joined the Marketing Subcommittee as an Allied Rep.

What followed was several hours of me having way too much fun designing graphics to support our digital marketing efforts – luckily I had an all-star team of committee members to keep me from getting *too* creative with our efforts to encourage all of Region 6 to join us in South Padre.

As much as I enjoyed the planning process, the real fun began when we arrived on the island for our opening reception. As an Allied Member and a Region 6 rookie I expected to feel like a bit of an outsider, but that could not have been less true – the crew in Region 6 was so welcoming and immediately made me feel like part of the group.

Getting to hear the insider's view of venue life is so beneficial to me as an Allied Member – and I learned a ton from the diverse group of attendees. A highlight was the “Be A Better Buyer” session, where Allied Members and venues came together to share tips on how to make more informed technology purchases – the group was so engaged and contributed valuable feedback that will help TicketForce and our fellow Allied Members be better partners to Region 6 venues.

Time to start brainstorming promotional ideas for Fayetteville in 2020 – I look forward to a Region 6 reunion in Toronto this summer!

Region 6 Conference First-Time Attendee Offers Unique Perspective

By: Melinda Landry – Amarillo Civic Center Complex

IAVM Region 6 Conference was truly an experience for me. I teach our in-house Customer Service class here at the Amarillo Civic Center Complex and one thing I bring up pretty repeatedly is that for so many people, our venue is the only venue a person has ever visited. “*They’re used to us.*” I personally have only been to three other convention centers and didn’t take a tour of any, just went to pretty specific parts of them, so you could almost say the same of me. Because of this, the part of the conference that really stayed with me were the venue tours. It was really neat to see how other venues, ones that are similar in events and spaces to ours, use their arenas, theaters, and expo halls in ways that are *different* from ours. Walking into that massive chair storage in the McAllen Convention Center had me feeling like a kid in a candy store! Seeing how UT RGV specifically designed their theatre seating to give performers a sense of “fullness” was neat as well. I also loved how the State Farm Arena used vinyl stickers to dress up white brick walls, which was something that inspired me to make a list of ideas that my managers may one day have filling their inboxes. Since we all practically live in our respective venues, it’s great to have the opportunity to see what others are doing. We get used to “how things go here” and our typical shows. Knowing that other people can have a room like ours, but have dramatically different uses for them, really helps to promote that “out of the box thinking” we all need to propel our venues forward.

Hearing Loop System at Civic Center Music Hall in Oklahoma City

The Civic Center Music Hall in Oklahoma City invested in improvements for patrons with hearing aids with the installation of a new hearing loop system in the Thelma Gaylord Performing Arts Theatre. Patrons with a hearing aid or cochlear implant are able to use the telecoil in their hearing device to pick up sound from the new loop system installed in the floor. Patrons using hearing devices no longer need to check out a neck loop before the performance, as they did with the previous system.

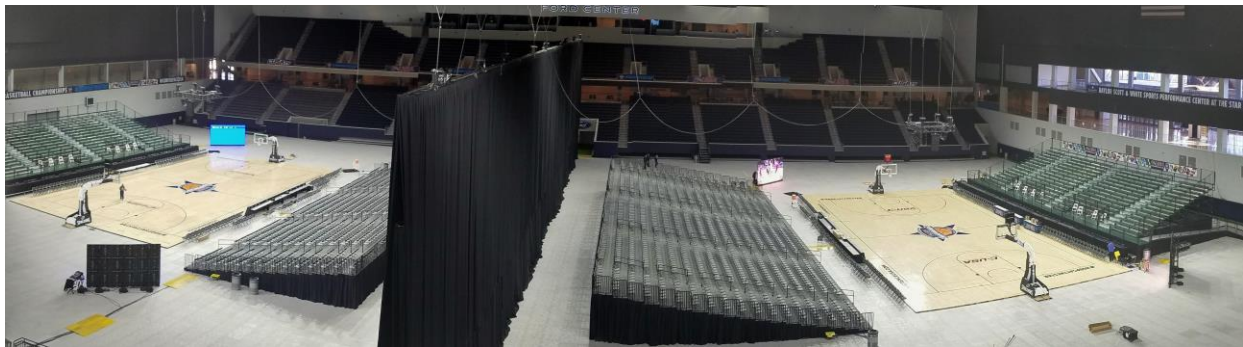
“Our new hearing loop system welcomes people with hearing aids and cochlear implants back to the Civic Center,” said Interim Civic Center Manager John Siska. “People who use a hearing device can now hear the performance as well as, if not better than, the person seated next to them, with no additional equipment. The Civic Center is committed to improving the experience for all patrons.”

Consult your audiologist for information about activating telecoil mode in a hearing aid or cochlear implant. Many people with hearing aids have a telecoil and don't know it, and it's often activated with a switch. The hearing loop is a copper wire in the floor that serves all 2,477 seats in the Gaylord Theatre – the Civic Center's main performance space – plus the concession stands and box office. The copper wire and telecoil work together to connect the hearing device to the theater's sound system using a magnetic field. It dramatically improves sound clarity for patrons using hearing aids.

Note about this article’s author, Kelly Haikin Hadsall. Kelly is now a Systems Analyst for the City of Oklahoma City, performing business analyses and system application support for the Civic Center Music Hall and various venues with the City’s Parks and Recreation Department.

Ford Center at The Star hosts C-USA Basketball Championships; Frisco, TX

The stadium operations team at Ford Center in Frisco, TX checked event type off their ‘To Do’ list. For the first time the facility hosted the Conference USA basketball championships with four days of basketball. The tournament consisted of 22 collegiate basketball games on two courts. This unique layout provided two basketball courts sitting on top of the Dallas Cowboys indoor practice field. Congratulations to the whole team for pulling off this historic event in Ford Center.



TULSA RANKED AS ONE OF TOP CONCERT CITIES

Tulsa continues to garner accolades as one of the top live music destinations in the nation. In a recent article, Tulsa ranked number eight among markets with the most major concerts per capita (*Source: SeatGeek*). Other iconic music hubs like Las Vegas, Nashville, Austin, and Denver were included in the top ten. Of the top 100 grossing tours over the past five years, Tulsa had 10.9 concerts annually per 100,000 residents. The 100 most populous markets had an average of 6.1 concerts between 2013 and 2018. The number eight ranking puts Tulsa ahead of other cities such as San Diego, Boston, Pittsburgh, New Orleans, Detroit, San Francisco and Philadelphia.

"Tulsans have a great appreciation for live music," says Jeff Nickler, BOK Center General Manager. "The arena has enjoyed incredible success this past decade and this is primarily due to the fans in this community who continue to purchase concert tickets in record numbers."

Other information in the data revealed that Tulsa also ranked in the top 10 for specific genres such as country, pop and rock.

Quickly approaching its tenth birthday, BOK Center continues to prove why Tulsa is ranked as the number eight market with the most concerts per capita. 2017 was highlighted by eight of *Pollstar's* Year-End Top 20 Worldwide tours in 2017. Those concerts included: Guns N' Roses, Ed Sheeran, Roger Waters, Billy Joel, The Weeknd, Tim McGraw & Faith Hill, Red Hot Chili Peppers and Ariana Grande. Out of the other 12 concerts that ranked in the top 20 Worldwide tours in 2017, seven of them have played at BOK Center before and four of them are scheduled to play at BOK Center in 2018.

In addition, BOK Center has already announced a stellar line-up for the arena's 10th anniversary "Ten For Ten" Concert Series with artists to include: George Strait, PINK, Blake Shelton, U2, The Eagles, Justin Timberlake, Elton John, Bruno Mars, Imagine Dragons and Metallica.

SMG TULSA ANNOUNCES PROMOTIONS AT BOK CENTER

The SMG-managed BOK Center is pleased to announce two recent promotions from within the organization that occurred this month.

Lindsey Bollinger has been promoted to Director of Special Events & Festivals after previously serving as Premium Services Manager since August of 2012. As Director of Special Events & Festivals, Lindsey will have an expanded role in the daily management of the special events department as she oversees the creation and execution of special events and festivals for SMG Tulsa. The 2018 roster of special events will include: High School Hoops, Dodgebrawl, Winterfest and a brand new sand volleyball/street party event, Beach Street.



**Lindsey Bollinger / Director of
Special Events & Festivals**



Christina Foley / Brand Manager

Christina Foley has been promoted to Brand Manager after previously serving as Executive Assistant since April of 2017. As Brand Manager, Christina's executive assistant role has expanded to also be a liaison between artists, agents, promoters and VIPs to help create unforgettable experiences. She collaborates with marketing, booking and the executive team to deliver good vibes and experiences for everyone that the BOK Center brand touches.

University of Denver Seeking Executive Director of Conference, Events and Special Programs.

The University of Denver is accepting applications for an **Executive Director of Conference, Events and Special Programs**. This position will be responsible for the overall management and daily operation of Conference, Events and Special Programs (CES). Provides leadership in terms of the direction and focus for CES and activities/events for the University. Oversees and supports managers for major initiatives and programs in the unit including summer conferences, and internal and external events. Oversees budget and operations to create innovative programming and expand outreach based on sustainable budget development.

The ideal candidate will have bachelor's degree, 5-7 years of work experience with conference/event coordination, program planning and/or event management, demonstrated success managing events, previous supervisory experience, experience working with diverse stakeholders including executives, faculty, board of directors and the Denver Metro community and budget management experience including setting and achieving revenue goals.

To view the complete job posting and apply for the position, please visit www.du.edu/jobs.

Curtis Culwell Center Hosts First Ever WE Day in Texas

The CCC was proud to be one of only five US stops for the WE Day tour. Other destinations included Madison Square Garden and the The Forum in Los Angeles. WE Day united young change-makers in Texas with special guests, Ann Curry, Ally Brooke, Rico and Raini Rodriguez, Lizzy Greene, Jack & Jack, Pat and Emmitt Smith, Johnny Orlando, Lonnie Chavis of NBC series This Is Us, and many more.



The world's largest youth empowerment event is an unparalleled celebration of young people committed to making a difference. WE Day Texas brought together over 5,000 students and educators from across the state for a powerful, life-changing experience featuring renowned speakers, innovative thought leaders and celebrity performers.

The exciting lineup shared their passion for change, energized the crowd and motivated young people to continue to take action on pressing issues to affect positive change in their communities and around the world.

INTRUST BANK ARENA RANKED AS 39th BUSIEST ARENA IN THE U.S. THROUGH FIRST QUARTER

The SMG-managed INTRUST Bank Arena finished as the 39th busiest arena in the United States and 79th in the world in *Pollstar* Magazine's 2018 First-Quarter Top 100 Arena Venues Rankings. Rankings are based on tickets sold worldwide for shows played between 1/1/18 and 3/31/18. INTRUST Bank Arena was also the fifth highest ranked arena in the continental United States managed by SMG, the Philadelphia-based venue operator that manages more than 230 facilities, nearly 70 arenas and over 1.75 million seats worldwide. The totals do not include tenant sport team ticket counts, some family shows, or SMG-produced special events. *Pollstar* is a weekly trade publication covering the worldwide concert industry.

(Continued, page 6...)

Additionally, INTRUST Bank Arena hosted 5 of the Top 100 Tours through the first quarter, including Pink, The Harlem Globetrotters, Avenged Sevenfold, Winter Jam and Disney On Ice.

“It has been a tremendous first three months of 2018 for our team at INTRUST Bank Arena,” said A.J. Boleski, SMG General Manager. “From the sold out P!nk concert to the NCAA Division I Men’s Basketball Championship First/Second Rounds, we could not have asked for a better way to kick off this year. The success of these events, especially the NCAA tournament, is a huge testament to the outpouring of support from the community and the tireless efforts from our staff here at the arena. Thank you to everyone involved with making Wichita shine this past quarter.”

Upcoming events at INTRUST Bank Arena include Kevin Hart (April 12), Outcry (April 13), Wichita Force Football (April 14), Wichita Thunder Playoffs (April 14 & 15) and PBR (April 28). For a full list of upcoming events, please visit www.intrustbankarena.com.

INTRUST BANK ARENA GEARING UP TO HOST 5 EVENTS IN 5 DAYS

INTRUST Bank Arena is set to host thousands of guests this week when it hosts five back-to-back events in five days. Kevin Hart, Outcry, a Wichita Force football game and two Wichita Thunder hockey playoff games will all take place at INTRUST Bank Arena this Thursday through Monday.

Between the five events, nearly 15,000 guests will make their way to downtown Wichita over the next five days. Kicking it all off is Kevin Hart on Thursday, April 12, followed by Outcry April 13, Wichita Force April 14 and Wichita Thunder April 15 & 16.

“Hosting multiple events of such a wide variety in a short period of time provides unique challenges, but ones that our staff are prepared for and well-versed in,” said A.J. Boleski, SMG General Manager. “A run of events like this one truly offers something for everyone and we’re excited to create lasting memories for thousands of fans throughout the next five days.”

Kevin Hart’s ‘The Irresponsible Tour’ will mark his first appearance at INTRUST Bank Arena. Tickets are still available and range from \$69.50 to \$124.50. The show begins at 7:00 p.m. and doors will open at 6:00 p.m.

Outcry, featuring Elevation Worship, Bethel Music, Mosaic MSC, and Vertical Worship with speaker Christine Caine, will also make its first stop at INTRUST Bank Arena the following day on Friday, April 13. Fans can register for this rare opportunity to worship at www.intrustbankarena.com.

Wichita Force football takes on the Sioux City Bandits on Saturday, April 14. Tickets start as low as \$5 and fans can enjoy appearances by the Wichita State Shocker seniors as part of College Night. The game kicks off at 7:05 p.m. and doors open at 6:00 p.m.

Wichita Thunder will round out the busy string of events on Sunday, April 15 and Monday, April 16 as they host the Colorado Grizzlies for games 1 and 2 of the first round of the Kelly Cup Playoffs. Sunday’s game will begin at 4:05 p.m. and Monday’s game will begin at 7:05 p.m. Tickets are on sale now for both playoff games at www.selectseat.com.

Two Rivers Convention Center and Avalon Theater Report a Great 2017 Under New Management, the Two Rivers Convention Center and Avalon Theatre had One of the Best Years Ever Resulting in a \$195,000 Decrease in City Subsidy.

In January of 2017, the City of Grand Junction entered into a contract with Pinnacle Venue Services (PVS) to manage Two Rivers Convention Center (TRCC) and the Avalon Theatre, and they delivered impressive results within the first year. Since that time PVS has been providing full management and operational services of the multipurpose convention center in addition to the historic Avalon Theatre. Last spring, PVS also signed an addendum to the contract with the City to include the management of large, ticketed events at the new Amphitheater at Las Colonias Park.

(Continued, page 7...)

PVS announced their 2017 year-end results this week, and they are impressive. In the first year under their management, the venues delivered increased profitability, decreased expenses, recognized better cost management and improved the guest experience. Additionally, the team implemented several venue improvements, streamlined operations and introduced new and successful events to Grand Junction.

“It’s been a busy and transforming year for our team and venues,” said Pinnacle Venue Services’, Maria Rainsdon, General Manager of the Two Rivers Convention Center and Avalon Theatre. “We had an aggressive action plan when we took over and are pleased with our results thus far. With that being said, we have a long way to go to achieve our ultimate vision for the venues. One area we will continue to focus on is offering a diverse line-up. Last year’s event listing had something for everyone, and our focus will continue to bring a diverse event line-up to the area.”

City Manager Greg Caton added, “This is nothing but good news for the community and for the users of these facilities. Pinnacle has been doing an outstanding job implementing improvements and sharpening the operation. We are extremely pleased with what we have seen. This solidifies our belief that this partnership was the right decision.”

A number of notable achievements were made during the past year under PVS management including:

- **The operating subsidy was decreased by over \$195,000** by focusing on revenue growth and expense controls. Budgetary guidelines were implemented for both revenue projections and expense controls resulting in accurate monthly reporting.
- **Technology upgrades** were carried out at both venues including building-wide WiFi and Fast-Trak High-Speed Internet access. The upgrades were a much-needed feature to attract meeting planners and have delivered a better guest experience by decreasing wait times concessions.
- **Guest experience improvements** for meeting planners, attendees, and concert-goers were advanced through the implementation of a customer service program, launching a new user and mobile-friendly website, creating new events, and revamping the food and beverage offerings at the venues.
- **Focus on using local business partners** took priority for the management team. They worked with ProVelcoity on the technology upgrades, contracted Webcreate to redesign and host their new website, aligned with local breweries and food providers to sell their product, and partnered with Monumental Events to provide ticketing services to the venues.
- **Venue operations** were overhauled by implementing Standard Operating Procedures for all departments. Food and Beverage operations were improved with new inventory processes that improved the freshness of product. This change aided in improved profitability by the reduction of waste. The menu and food offerings were revamped and now focus on sourcing local and fresh products over using premade, frozen, or canned items.
- **Employee relations** were improved by creating and implementing training programs for all event-based employees as well as introducing PEAK, their employee recognition program.

Pinnacle Venue Services has recently merged with the Oak View Group to form Oak View Group Facilities. Oak View Group, was founded in 2015 by Irving Azoff, Tim Leiweke, with Madison Square Garden Entertainment is a full-service venue management company. They operate and book arenas, theaters, convention centers, and amphitheaters throughout the U.S. delivering customized management plans for each of their venues. OVG Facilities specializes in event programming, booking services and creating unique experiences that focus on delivering premium content to enhance the guest’s experience.



Kerry Painter – CFE, CEM, CMP,
Region 6 Director
Assistant General Manager
Cox Business Center
KPainter@smtulsa.com

Jeff Davis – CFE, CVP, CMP,
Region 6 Assistant Director/Vice-Director
Director/General Manager
College Park Center, University of Texas at Arlington
jeff.davis@uta.edu

Sherman Bass, CFE – Past Region 6 Director
General Manager
Amarillo Civic Center Complex
sherman.bass@amarillo.gov

Kyle Baun – Region 6 Treasurer
Vice President of Ticket Sales and Event Sales
Western Stock Show Association
kbaun@nationalwestern.com

Meredith Imes – Region 6 Scholarship Chair
Assistant Director
United Supermarkets Arena
meredith.imes@ttu.edu

Nick Zazal, CVP - Region 6 Secretary
Director, Events & Patron Services
Walton Arts Center/Walmart AMP
nzazal@waltonartscenter.org

Tim Seeberg – Region 6 Newsletter Editor/Distribution ‘Guy’
General Manager
Fort Smith Convention Center
tseeberg@fortsmithar.gov



Thank you to our newsletter contributors this month!

Brian Bethea – The Star Dallas Cowboys Football Club
Meghan Blood (Doyle) – BOK Center
Jeff Davis – Region 6 Assistant Director/Vice Director, IAVM Region 6, College Park Center
Marissa Dionne – OVG Facilities/Pinnacle Venue Services
Kelly Haikin Hadsall – City of Oklahoma City Information Technology Dept.
Stuart Halsall - University of Denver Athletics & Recreation
Melinda Landry – Amarillo Civic Center Complex
Christine Pileckas – INTRUST Bank Arena
Kevin Welch – Curtis Culwell Center
Stacey Cohen White - TicketForce

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