



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

July 2019

Join Us For The Region 6 Business Meeting at Venue Connect in Chicago!

Hey Region 6! Summer is upon us, and I hope you all are finding ways to enjoy the season – whether it be vacationing someplace tropical, spending time with family around the patio, splashing and cooling off in a pool, or just simply finding a few days to unwind from work and relax. And if you’re like me, you’re also looking forward to reconnecting with colleagues and friends in a few days at IAVM’s VenueConnect.

If you are attending VC this year, mark your calendar to join us for the Region 6 Business Meeting on Tuesday morning, July 23 at 8:00 AM. We have a handful of items on the agenda, such as a recap of our recent Future Leaders Conference and discussion on the future plans for this program, updates on scholarships we’ve awarded, as well as information about our upcoming regional conference in Fayetteville, AR next Spring. We’ll also start taking interest for any cities/venues that would like to host future conferences. And if all this isn’t enough, we’ll even have some breakfast items and coffee available!

Looking forward to seeing you all in Chicago at VenueConnect! - Jeff Davis

HOUSTON FIRST CORPORATION MANAGED-VENUES OFFER FREE ACCESS TO AIRA NAVIGATION APP FOR BLIND AND LOW-VISION



Houston First Corporation has joined the network of businesses and public institutions offering free access to Aira, an app and optional wearable device to aid blind and low-vision people conduct tasks and navigate public spaces with enhanced ease and independence. In an effort to increase accessibility, Houston First has partnered with Aira, developers of the visual information technology, to cover the cost of any minutes used through the service within the George R. Brown Convention Center, Avenida Houston, Wortham Theater Center, and Jesse H. Jones Hall for the Performing Arts in downtown Houston’s Convention and Theater Districts. Houston First joins the Houston Airport System in providing free access to Aira in their facilities.

“Houston First venues are among the top in the nation, and we are continually looking for ways to offer the highest levels of service to our customers and patrons. Working with Aira to provide free access to their service for blind and low-vision guests will increase the number of users we can reach with this incredibly helpful technology and improve the guest experience,” said Luther Villagomez, HFC Chief Operating Officer- Convention Center and Houston First Theaters. “Part of our mission is to enhance quality of life for Houstonians and visitors alike. We are only successful if we can ensure those tenets to all and deliver on our promise to provide an enjoyable, safe, and accessible experience for everyone.”

Aira works by connecting blind and low-vision people with access to a highly-trained, professional agent who provides visual information through an app on their smartphones or smart glasses. The service acts as an enhancement to orientation & mobility skills to allow for more independence when conducting virtually any task, including navigating through unfamiliar spaces. Once a user subscribes to Aira and downloads the app, they can immediately access Aira agents to assist with real-time navigation and providing information about the surrounding environment.

(Continued, next page...)

“Aira opens up a world of opportunities for blind and low-vision people in our venues. Along Avenida Houston, the outdoor event and entertainment space in front of the convention center, we host public events and live music performances, we have dining and retail options that Aira users can explore with confidence. By providing this service at no charge to our guests, Houston First has made using Aira more convenient in both the convention center and our Theater District venues,” said John Gonzalez, HFC Senior Vice President of Operations and General Manager of the GRB. “As the first convention center in Texas with free access to Aira, we are proud to offer this service which will so positively impact blind and low-vision guests from Houston and around the world.” For more information about Aira and how it works visit aira.io.

Overland Park Convention Center Announces Seven Certified Meeting Planners on Staff

Two additional members of the Overland Park Convention Center staff join the prestigious ranks of other industry meeting professionals.

The Overland Park Convention Center today announced an additional two staff members are now recognized as Certified Meeting Planners (CMP) with Event Managers, Ashley Oppermann and Alex McKee joining in 2019. The convention center now has a total seven full-time CMPs on staff.

This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry, demonstrates an individual's comprehensive knowledge of meeting management as well as a commitment to the profession. The CMP is achieved based on experience, education and a rigorous examination.

“This is a monumental achievement for any individual in our industry,” Brett C. Mitchell, General Manager of the Overland Park Convention Center, said. “Almost one-third of our management team are now CMPs, and that number will continue to grow. Having staff so dedicated to our profession is why we are recognized as one of the best convention centers in the industry.”

- Ashley Oppermann, Event Manager—certified January 2019
- Alex McKee, Event Manager—certified January 2019
- Ashley Flagler, Event Manager—certified November 2016
- Scott Riesterer, Director of Events—certified May 2016
- Barb Silin, Sales Manager—certified January 2015
- Jessica Corona, Director of Food & Beverage—certified November 2015
- Dan Vaglahn, AV Manager—certified September 2005

The CMP credential is represented by over 10,000 industry professionals in 55 countries globally.

Overland Park CC: www.opconventioncenter.com. CMP program and the CIC: www.conventionindustry.org.

Midland County Horseshoe Welcomes Christy Fosse as Associate Director of Marketing, Promotions, and Sponsorship Sales



Christy Fosse joined the Midland County Horseshoe team on May 31, 2019. Fosse received her bachelor's degree in Public Relations from Texas Tech University and has a background in the hospitality, entertainment, and sports industry. Most recently, she was the Training Manager at Gaylord Texan Resort & Convention Center (Marriott International). Fosse has also served as Box Office and Ticket Operations Manager with the Midland RockHounds, minor league affiliate of the Oakland A's. In her new position, Fosse will coordinate marketing strategies, promote the facility via social media, serve as the media liaison, and manage the Horseshoe's sponsorship program.

BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts and World Arena Ice Hall Seeking Division Head of Events and Guest Services

- A big picture thinker who is proactive, anticipates, communicates and can lead our Event Services Division from good to World Class.
- This candidate will have the ability to direct, lead by example, collaborate with the other support departments within our organization, and think on their feet.
- The staff reporting to the Division include Event Manager/Coordinators, Admin Assistant, Supervisors, Guest Services, Stagehands, Production and contracted providers (medic, rigging, police, and security).
- The organization owns two of its venues The Broadmoor World Arena and World Arena Ice Hall and has a long term management contract for the Pikes Peak Center.
- Our tenants include College Hockey, US Figure Skating, Philharmonic, and Broadway Across America.
- Collectively the venues host over 300 events annually.
- Our business model is built on quality service, relationships, an entrepreneurial spirit, and proactive support for tenants and coworkers. We rent, we self-promote, we co-promote, and we create events..... We haven't had an unsuccessful year yet!
- We are not seeking a seasoned veteran nor the recent graduate but rather a "generalist" in the sports and entertainment world. The candidate must have a proven track record of 10 full time years with in the industry. They must have grit, familiar with settlements, and experienced in fulfilling the needs of a tech rider looking for a long term home with the opportunity to demonstrate your skills and a willingness to accept the opportunity for upward mobility within an organization that is on the precipitous of its next growth cycle.
- Salary commensurate with experience.

If this is you, submit your credentials and fill out an application by going to <http://www.broadmoorworldarena.com/arena-info/jobs>. If it is not you, but you know who it is, submit their name and contact information, and if they are hired we will pay you a finder's fee.

FAIR PARK WELCOMES 20 INTERNS TO INAUGURAL FAIR PARK INTERNSHIP PROGRAM

FAIR PARK FIRST AND SPECTRA WILL AWARD \$20,000 IN SCHOLARSHIPS AT THE PROGRAM'S CONCLUSION



Members of the Inaugural Fair Park Internship Program pose with Dallas City Council Member, Adam Bazaldua (middle).

Fair Park First and Spectra, managers of Fair Park, recently welcomed 20 high school students from James Madison High School and Lincoln High School to the inaugural Fair Park Internship Program. The annual program will run until August 1, 2019.

"One of the pillars of Fair Park First is community involvement. This program will be the cornerstone of that pillar. We're excited to see what this can become," said Darren L. James, President of Fair Park First.

The eight-week program will involve hands-on training within multiple departments at Fair Park and its resident institutions, including marketing, event planning, operations, sales, corporate partnerships, and guest services. Fair Park First and Spectra will also provide weekly workshops, such as workplace readiness, college preparedness, and resume writing, that will provide useful skills beyond the classroom. (Continued, next page...)

Other components of the program include daily lunch provided by local South Dallas caterers and field trips to local entertainment venues, including AT&T Stadium, the Kay Bailey Hutchison Convention Center and the American Airlines Center.

“Out of all the things that I believe Spectra and Fair Park First have to offer in the new management agreement with Fair Park, promoting community engagement and giving back to the surrounding community are some of the most important. I see that being put into motion with this program, and I’m very excited and proud to partner with them. What they are doing with the youth is invaluable,” said District 7 City Council Member, Adam Bazaldua.

Upon completion of the program, each student will receive a \$1,000 scholarship to put towards a four-year or two-year college, or a trade school.

“By providing these game-changing opportunities to students of both Lincoln and Madison each summer, Fair Park First and Spectra are signaling a new era at Fair Park and South Dallas,” said Marian Willard, Principal of James Madison High School.

“Through these internships, Fair Park First and Spectra are demonstrating their commitment to being a great neighbor and community partner to the South Dallas community,” said Johnna Weaver, Principal of Lincoln High School.

Students went through a rigorous selection process led by Dallas Independent School District (DISD) representatives, which required them to create a resume and write why they wanted to be a part of the program. Ten students from each school were selected. Fair Park First and Spectra will look to expand the annual summer program to other DISD schools in the Fair Park area in the future.

“When we partnered with Fair Park First, we created goals to provide opportunities to the local community. Our internship program is one of these goals, and we look forward to providing a valuable learning experience,” said Peter Sullivan, General Manager of Fair Park.

Beat Bobby Flay winner, former White House and Ohio Governor’s Mansion chef is the executive chef at the Overland Park Convention Center

Winner of Food Networks famed culinary competition, Beat Bobby Flay, and former White House and Ohio Governor’s Mansion chef is the new executive chef at Overland Park Convention Center. An award winning chef, he brings a dynamic, innovative energy to the dining experience at the convention center.

Chef Freeman brings more than 25 years of culinary experience from around the world. Originally from Granville, Ohio, he has held previous positions in five different countries including Russia, Philippines, Kenya, Portugal and several major cities throughout the United States.

“My food is influenced by my multicultural experiences,” Tim Freeman, Executive Chef at the Overland Park Convention Center, said. “You just pick up on different techniques when you’re travelling around the world learning about other cultures. I’m excited to plant some roots in Kansas, and bring new ingredients and fresh ideas to the convention center.”

Chef Freeman’s accolades include working alongside Chef Wolfgang Puck; defeating celebrity Chef Bobby Flay on *Food Network* series, *Beat Bobby Flay*; cooking at the White House for former President Bill Clinton and the Ohio Governor’s Mansion.

Freeman will be responsible for elevating the menu and cultivating new ideas at the convention center, in addition to enhancing the culinary team and the customer experience for the venue’s high-profile banquets and catering events ranging in size from small meeting to large galas of 3,500 plus.

Website on Freeman: <https://opconventioncenter.com/executive-chef-tim-freeman/>

Photos of Freeman and his work: https://drive.google.com/open?id=15Aa7P0_X_anCjeTwIqe7L9HwcfgP132K

Overland Park Convention Center: The venue that says “Yes”

Business View Magazine interviews Brett Mitchell, GM of the Overland Park Convention Center, as part of our focus on best practices of American venue.

The Overland Park Convention Center, which opened in November 2002, is owned by the AAA-bond-rated city of Overland Park, the largest suburb of Kansas City, a very corporate-dense and very well-off suburb. The Center cost about \$46 million to build, has a footprint of about 237,000 sq. ft., and is connected to a 412-room Sheraton Hotel. One of the most successful convention centers in the country, the Center will do over \$13 million in revenue this year, in a venue that has about a 100,000 sq. ft. of event space. It has had an operating surplus every year, with the exception of the year it opened, and that operating surplus is then used to fund future capital projects. It has been voted the best meeting facility in Kansas City, 16 years in a row.

Hosting around 350 events per year, the Center has about 75 full-time employees and roughly 200 part-timers. “We live in a well-to-do corporate environment, so we are going to have an event mix with a heavy dose of corporate business,” Mitchell notes. “But there’s also a heavy dose of galas and fundraisers in our mix. Right now, we have five or six of the top ten fundraisers in Kansas City hosting their events with us. A lot of that has to do with where our gala and fundraiser attendees live, in addition to not having to drive far and fight for parking, which are obstacles related to a downtown environment. We tend to have a more balanced portfolio; even though we could always do more business on the corporate side, we strategically place well-produced consumer shows and trade shows to help drive commerce to the area. Shows like this have staying power, longevity and consistency, which reduce the economic ebbs and flows that a lot of places experience. It gives us a little more stability.”

Mitchell’s marketing approach focuses on the needs of the clients and turning good reviews into testimonial marketing. “We always try to be the easy place to do business,” he maintains. “Meeting planners have enough headaches—the logistics of putting on a program are incredible. We always try to be the venue that says ‘yes,’ the venue that’s easy. The culture we have is a relaxed and welcoming culture. Our clients feel that, and they report that to us, and that loyalty is what keeps them coming back.”

- Business View Website <https://businessviewmagazine.com/overland-park-convention-center-venue-says-yes/>
- Digital Magazine <https://businessviewmagazine.com/digital-magazines/jun-2019/61/>

General Manager, Brett C. Mitchell named one of Ingram's Magazine's 50 Kansans You Should Know in June

The job and the location were enough to make Brett Mitchell general manager of the Overland Park Convention Center—twice. He took the job in 2001 while working for Global Spectrum, the company that manages the center, left for a corporate job in operations three years later, and after six years, decided that he needed to get back to Overland Park. In between the two stints, he oversaw Global Spectrum’s convention center group in North America “and we were growing accounts right and left. It was competitive, and I enjoyed it,” he recalls. “But I missed my family. My kids were getting older and I didn’t want to miss it.” This role could combine career and family—at the expense of neither. A California native who majored in sports business management at BYU, he knew he was into something special during his first job interview, with former city manager John Nachbar. “He taught me about the Overland Park Way,” Mitchell says. “He came to my office the first week we opened, unannounced, and as only John can, gave me the very quiet, non-emotional, very direct message: ‘This had better go well. This is Overland Park, so don’t mess this up. We don’t want just another convention center.’” And it isn’t: This year, it will generate \$30 million in economic impact for the city.

- Article link: <https://ingrams.com/article/50-kansans-you-should-know-blossoms-in-the-sunflower-state/?fbclid=IwAR3bVdPEne8vmG9RIz8y9k8hXz4sZS7KWunYnk-jaCWisY7lZHH92lhYDU>

Day to Day Management Transition of the Kay Bailey Hutchison Convention Center Dallas Complete



The Kay Bailey Hutchison Convention Center Dallas has completed the transition in day to day management and is now a Spectra Venue Management facility. Since the start date of April 1, Spectra has hosted several notable events at the KBHCCD, including, but not limited to, Tyler Technology's Tyler Connect, DreamHack, the American Thoracic Society Conference, and the SAS Global Forum.

Spectra is partnering with the City of Dallas to accomplish improvements to the facility. On top of the art installations and lobby furniture that the City implemented prior to the transition, Spectra has begun efforts towards restroom enhancements and roof repairs. All of these updates will continue to happen in conjunction with the City of Dallas' new master plan to revitalize the convention center's campus.

As an industry leader in hosting and entertainment, Spectra works with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships.

Fireworks and Family-Friendly Activities Brought the Community Together at the Walmart AMP



The Walmart AMP is home to *Fireworks Spectacular – An American Salute* with Symphony of Northwest Arkansas. For the last five years, the City of Rogers, Walmart and Sam's Club have supported the tradition around the patriotic holiday at the Walmart AMP.

It is a community party, and this year more than 5,000 people attended. Patrons enjoyed a free, family fun festival with a DJ, balloon artists, face painters, airbrush portrait artists, superhero photos and Hershey's s'mores station. Community partners, Riders United for Children hosted a finger printing station for families and children to promote safety at the event.

From there, the community attended the outdoor symphony performance of patriotic tunes at a low entry price of \$3 lawn tickets. This event truly brought the region together under the tent of the Walmart AMP.

More awesome downloadable photos: [Fireworks Spectacular Dropbox](#)

Celebrating 10 Years of Artosphere Walton Arts Center's Arts + Nature Festival



Full of free and low cost performances at venues across Northwest Arkansas, Artosphere Arts + Nature Festival celebrated its 10th anniversary at Walton Arts Center. This year, the festival coincided with the 50th anniversary of man walking on the moon, so the theme was space. Space has been a source of wonder, innovation and artistic inspiration for the entire world's people since the beginning of time.

The cornerstone of Artosphere is the Artosphere Festival Orchestra (AFO), a world-renowned group of musicians that return year after year under the baton of Corrado Rovaris, Opera Philadelphia's music director. A signature event for AFO is called "off the grid" where artists travel to area parks and downtown districts to bring the music to the people with pop-up concerts in two cities. AFO also performed the *Romantic Masterworks of Mendelssohn and Brahms* in our 10x10 Arts Series, and the finale performance featured a U.S. premier composition with an out-of-this-world multi-media presentation.

In addition to the wonder of AFO, Artosphere highlights also include a family-friendly Trail Mix event and the scenic Chapel Music Series. Trail Mix featured local artists, poets and organizations to share interactive and educational activities with the public, followed by a special screening of Disney's *WALL-E* and planetarium experience in Starr Theater. The Chapel Music Series incorporated world renowned musicians in some of the area's most pristine chapels and venues.

Artosphere capped off an incredible season at Walton Arts Center with over 29 events held from June 10-29 with 23 of them being off-site and 16 events were free to the public.

More great downloadable photos: [Artosphere Dropbox](#)

Save The Date For Region 6 Biennial Conference - Fayetteville - April 2020!



EL PASO LIVE'S SIZZLING SUMMER SUCCESSES AND SELL OUTS

As El Paso desert temperatures soared past the century mark in June, so did the need for hosting cool, fun and enjoyable indoor events and live entertainment for area patrons.



The **4th Annual El Paso Ice Cream Festival** was reimagined as an indoor event on “Sundae,” June 30 from 12 p.m. to 6 p.m. inside the El Paso Convention Center, a departure from the mainly outdoor event in previous years. The craving for cool, sweet and frozen treats was in high demand as evidenced by the high attendance of the more than 8,000 guests--over 60% of expectation.

Ice cream lovers enjoyed over 4,000 scoops of sweetness (reported by three ice cream stands only), consumed nearly 1,500 *Fruitiki* bars and enjoyed free and paid games, live D.J. music entertainment, prizes and more. Social media followers increased by 29.3% across all platforms from 2018, with 14.7k event responses, 6.8k link clicks and 918k impressions. Women ages 25-34 comprised 34% of the event ticket clicks.



Tickets were also available for purchase for food, beverages (including a 21+ bar), inflatables, mechanical bull-riding and more. The event was a sweet success proving that when the weather heats up in El Paso. *we all scream for ice cream!*



El Paso kicked off its **Pride Parade** downtown on June 22, and the **Amigo Man** was this year's Grand Marshall along with more than 30 El Paso Live and Visit El Paso employees and their families. Post parade, Destination El Paso hosted a **Pride Brunch** for the first time inside the El Paso Convention Center in the Mount Franklin Lobby.

The **sold-out** event featured performances, raffles and a delicious brunch including orange and cranberry mimosas for those 21+ for purchase and more. The brunch benefited the El Paso Sun City Pride Scholarship program that helps fund local LGBTQI+ students.

Photo from left to right: Brooke Underwood, Assistant General Manager for Visit El Paso; Pat Genera, DEP Director of Finance; Amigo Man, AKA Grand Marshall; Bryan Crowe, DEP General Manager; and Trudy Sweeten, Assistant General Manager for El Paso Live.

Jeff Dunham and his zany cast of characters played once again to an enthusiastic, **sold-out** crowd at the **Plaza Theatre** with his *Passively Aggressive Tour* on June 15. His famous cohorts include Walter, Bubba J, Peanut and more. Dunham is an El Paso “fan favorite,” and has a strong YouTube fan base amassing over a million followers and a billion views. He has carved out his own unique space in the comedy world leading to record-breaking viewership with his comedy specials on Comedy Central and NBC.



SMG-DESTINATION EL PASO SEEKS TO FILL VARIOUS POSITIONS

SMG, the leader in privately managed public assembly facilities has an immediate opening for the following positions at Destination El Paso, featuring nationally recognized venues including: El Paso Convention Center, Abraham Chavez Theatre, Plaza Theatre Performing Arts Centre, McKelligon Canyon and Pavilion.

Director of Sales

Position Summary:

The Director of Convention Development manages and leads convention sales and services, convention marketing and communications. Responsible for identifying market opportunities; developing long and short-term marketing and sales strategies and development of training programs for staff with the objective of attracting conventions, meetings, and events securing hotel room nights.

Education and Experience: Bachelor's Degree, 5 years of Hospitality and Tourism industry sales management experience, 5 years of supervisory experience and Certified Meeting Planner certification desired. Ability to adjust work schedule to coincide with events and travel up to 20%.

(Continued, next page...)

Production Manager

Position Summary:

Under general supervision, the Production Manager is responsible for establishing the technical requirements, equipment, and manpower requirements (client labor requirements) to service events at Judson F. Williams Convention Center, Abraham Chavez Theatre, Plaza Theatre, Performing Arts Centre, Arts Festival Plaza, Cohen Stadium, and McKelligon Canyon Amphitheatre and Pavilion, collectively the El Paso Convention and Performing Arts Centers (“EPCPAC”). This is a working Production Manager position.

Education and Experience: Bachelor’s degree required or equivalent combination of experience and education, 2 years related supervisory experience, Knowledge of Microsoft Office and familiarity with Computer Aided Design Software and ETCP Rigging Certification preferred.

Director of Event Services and Facility Sales

Position Summary

Under general supervision of the Assistant General Manager, direct and coordinate personnel, subcontractors and daily activities involved in the successful execution of events. Provides professional client services and support in the planning, organization and management of all events within the venues, and monitors the logistics of these events. Directs the establishment, implementation, and monitoring of all facilities sales. Prepares monthly forecasts and reports and manages preparation of special projects as assigned by management.

Education and Experience: Bachelor’s degree from accredited four-year college or university in hospitality, business or related field preferred, Three to five (3-5) years of increasingly responsible experience in event management in a convention center or public assembly facility setting, Customer service experience is required, Sales experience is required, Food and Beverage Knowledge desirable, CMP certification desirable.

Event Manager

Position Summary:

Under general supervision from the Director of Event Services and Facility Sales, the Event Manager provides professional client service and support in the planning, organization and management of events within the venues, and monitors the logistics of these events. The Event Manager handles all tasks from the time the events are turned definite through the conclusion of the event and becomes the main means of communication between the client and the departments of El Paso Live.

Education and Experience: Bachelor’s degree from accredited four-year college or university in hospitality, business or related field preferred, Three to five (3) years of increasingly responsible experience in event management and/or venue operations. Convention Center experience is preferred, Customer service experience is required.

Director of Food and Beverage

Position Summary:

Under general supervision of the Assistant General Manager, the Director of Food & Beverage will direct, coordinate and be responsible for all food and beverage services at Destination El Paso, including banquets, concessions, bar service, catering (on and off premise), and retail outlets by performing the following duties personally or through subordinate supervisors.

Education and Experience: Bachelor’s degree from accredited four-year college or university in hospitality, business or related field preferred, three to five (3-5) years of increasingly responsible experience in management level position in Food & Beverage in a convention center or public assembly facility setting, customer service and sales experience required.

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

Allen Event Center Partners with Courtyard Marriott



Allen Event Center has formed a new partnership with its next-door neighbor, the Courtyard Marriott. Formerly known as Courtyard by Marriott Dallas/Allen at the John Q. Hammons Center, the hotel has changed its name to Courtyard by Marriott at Allen Event Center. Combined, the facilities offer 82,000+ square feet of conference and event space with 228 hotel rooms.

“The hotel is located just steps away from Allen Event Center, which presents us a unique opportunity to market the facilities as a package and work collaboratively on booking events,” said Nigel Cossey, general manager of Courtyard by Marriott at Allen Event Center. “Late last year we approached Allen Event Center about changing our name to better solidify the business partnership and open the door for new opportunities to attract larger groups who may not have considered us before as individual options.”

Courtyard’s new name will further extend brand awareness for tourism in Allen by attracting business that may require space in both facilities.

“Allen Event Center partnering with Courtyard by Marriott, an international brand, is a statement to the quality of our space and success of programming,” said David Angeles, assistant director, City of Allen Parks and Recreation Department that manages the facility for the City of Allen. “This pairing is a big step forward in the marketability of both facilities, and we know planners will be impressed with the layout of the facilities, superior finishes, and proximity to entertainment.”

The hotel and arena are conveniently located within The Village at Allen, a one-million square feet mixed-use shopping and dining destination.

SEE YOU NEXT TIME!





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Thank you newsletter contributors this month!

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Jeff Davis – Region 6 Director, College Park Center/Texas Hall/UTATickets

Christy Fosse – Midland County Horseshoe Arena, Pavilion and Amphitheater

Katherine Ganoung – Walton Arts Center & Walmart AMP

Alex Gilbert - Kay Bailey Hutchison Convention Center Dallas

Dot Lischick - BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall

Brian Nickerson – Allen Event Center

Katelyn Orenchuk – George R. Brown Convention Center

Emilio Velez – Destination El Paso

Britaney Wehrmeister – Overland Park Convention Center

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