



Sedgwick County...
working for you

INTRUST Bank Arena Management

April 2010

The INTRUST Bank Arena is a modern, first-class sports and entertainment venue owned and operated by Sedgwick County.

What is a facility management company?

The day-to-day management of large facilities, such as theaters, convention centers, arenas and stadiums involves many moving parts and requires expertise in employment, marketing and booking services. Often, companies specializing in facility management are hired to oversee these functions.

Who manages the INTRUST Bank Arena?

While Sedgwick County owns the building, SMG was hired in 2007 as the building operator to oversee the business, management and contract administration aspects of the Arena.

SMG is responsible for ensuring high-quality services and has a unique arrangement with Sedgwick County, incurring any operating losses during any fiscal year of the contract period.

How are events booked at the INTRUST Bank Arena?

Events typically are booked in one of the following ways:

- The management company - SGM - contacts the promoter to "lure" the event to the arena.
- The promoter is booking dates within a particular region and contacts the management company.
- The agent is routing a tour, books the venue, then contacts a promoter.

Relationships and an opportunity for the promoter to make money ultimately are what bring an event to the INTRUST Bank Arena.

What are the roles for booking events?

SMG

- Develops and maintains relationship with promoters
- Partners with sports and live entertainment management companies
- Periodically co-produces an act with a promoter

Promoter

- Owns/manages acts
- Manages touring schedule
- Accepts financial risk of shows

What are the roles for ticket sales and event management?

SMG

- Facilitates ticket sales
- Provides direct services for events
- Coordinates settlement of event
- Manages premium ticket sales

Promoter

- Sets ticket prices in coordination with the promoter
- Sets on-sale date(s)
- Determines configuration of venue
- Reimburses direct costs of the event
- Responsible for advertising the event

What are the roles for building management?

SMG

- Serves as food and beverage manager
- Serves as merchandise sales manager
- Responsible for all indirect costs
- Serves as premium seat manager
- Serves as advertising and sponsorship manager

Promoter

- Responsible for lease/rental of facility

When I purchase a ticket, who gets the money?

There is a recognized hierarchy of payment when a sporting event or entertainment act performs:

1. Artist/talent
2. Manager
3. Agent
4. Promoter
5. Building operator (taxes and fees, employee salaries and benefits, repair and maintenance, contracted services, supplies, insurance, utilities, other)