



## WELCOME to our July 2022 Newsletter!



The peak of summer is here - with hot temperatures and a hot fall lineup of entertainment coming to UWA!

We want to keep our loyal subscribers informed of everything we are doing here at the United Wireless Arena and the Boot Hill Casino & Resort Conference Center, so keep a lookout for a monthly newsletter from us, with insights to our buildings, upcoming events, videos, and fun facts thrown in! As always, information about upcoming events and our calendar are posted on our website at

[www.UnitedWirelessArena.com](http://www.UnitedWirelessArena.com) and you can call us with any questions at (620)371-7390.

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## 2022 DODGE CITY DAYS ANNUAL CELEBRATION JULY 28 - AUGUST 7

The biggest annual celebration in Dodge City is almost upon us! The [2022 Dodge City Days](#) will last from July 28 – August 7 and consists of the world-famous Dodge City Round Up Rodeo,



concerts, street dances, parades, a longhorn drive, BBQ competitions, live band performances, and more! The first step in accessing all the fun is to buy a commemorative lapel pin, which gets you free or discounted access to some activities, along with a prize drawing on July 7th!

Dodge City Days began back in 1960 as a three-day event with rodeo tickets costing approximately \$0.75. It has now grown into a 12-day festival that is the 2nd largest in Kansas and recognized across the U.S.A.

Approximately 100,000 individuals attend at least one event during Dodge City Days and several committees collaborate to bring you a bigger and better festival every year! 2022 is especially exciting as it is the 150th anniversary of Dodge City!

As a tradition to kick off Dodge City Days, the [United Wireless Arena](#) is hosting the official concert and this year is bringing crowd-favorite [JON PARDI](#) with special guest [KYLIE MORGAN](#) on Saturday, July 30th. A very limited number of tickets remain but are going fast! Tickets sell for \$49 - \$89 plus taxes and fees and are available at the United Wireless Arena Ticket Office or online at [Ticketmaster.com](#). Details for the concert can be found on the [United Wireless Arena's website](#).



### United Wireless Arena and Boot Hill Casino & Resort Conference Center

Total number of events: 152

Number of event days: 234

Number of set-up/tear down/turf install days: 73

Attendance: 64,998\*

Combined Economic Impact: \$6,434,802\*

\*These numbers represent 1/1/22 through 7/28/22 & estimated through 7/31/22  
(Economic impact calculations based on KS Travel Industry Association calculation)

## **Year To Date 2022: COMMUNITY IMPACT**

The last two years have been extremely rough in the entertainment and hospitality industry as COVID ravaged the country and many venues closed their doors; some temporarily and others permanently. United Wireless Arena and the Boot Hill Casino & Resort Conference Center was lucky to only close for a couple months and reopen adapting new safety and sanitizing protocols. 2022 has truly been a bounce-back-better year and staff are excited to have a full calendar almost all year long. "Dark" weekends are extremely rare as they are dedicated to being THE place of entertainment in southwest Kansas, even bringing back the availability of roller skating weekends for family-fun at the Arena. As explained previously, the Arena and Conference Center has a huge impact on the surrounding community with each event. Guests coming to conferences, shows, or sporting events spend money in the surrounding community for hotel rooms, restaurants, and shopping. So far, in 2022 United Wireless Arena and the Boot Hill Casino & Resort Conference Center has brought a combined Economic Impact of approximately **\$6,434,802\*** to the Dodge City area with estimated attendance of **64,998\***!

(Economic impact calculations based on KS Travel Industry Association at \$150 of spending from 66% of attendees)  
(Attendance is 1/1/22-7/28/22 and estimated through 7/31/22)

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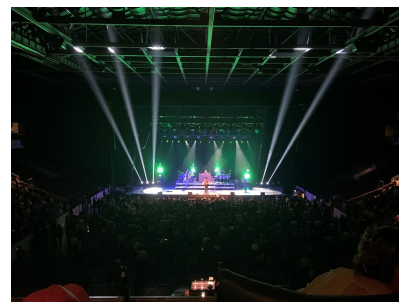
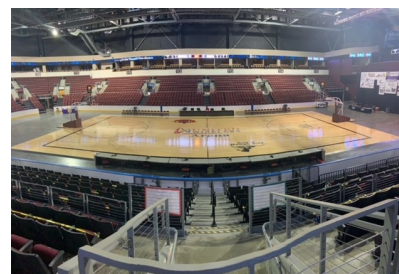
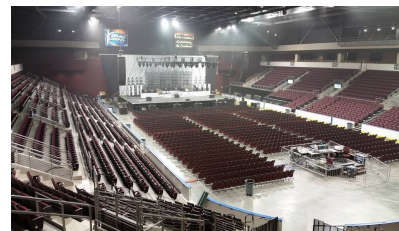
## **Arena Receives Upgraded Lighting Control**

While many patrons are excited by the sights and sounds of

sporting and entertainment events held in the United Wireless Arena, very rarely is any attention paid to very important part of the Arena's infrastructure: the lighting system. UWA opened in 2011 and has been meticulously maintained, to avoid needing major upgrades as long as possible. Unfortunately, the lighting system controls the arena and part of the conference center has become obsolete in the last few years and urgently needed an upgrade and received that during the initial weeks of July.

Arena lighting is comprised of several systems that create a lighting environment unique to the event in process. The systems are as follows: \*Event lighting system \*Catwalk lighting \*Temporary lighting \*Portable spotlights \*House/Emergency lighting \*Suite lighting \*Lobby & Concourse lighting \*Advertising/Score boards \*Aisle/Vom lighting \*Exit signage.

Knight Sound & Lighting supplied the new relays & control wires and UWA hired local contractor Stegman Brothers Electric to install the equipment in 14 panels throughout the arena and catwalk. Operations Director, Brett Hoffman, said "We like to hire local contractors as often as possible to support the surrounding community. And Stegman Brothers has done a great job in a quick turnaround for such a large job." This update to the lighting control system is upgradeable and should last for decades without another major replacement process, which is a cost savings in the long-run. With all hardware and software is also brand new with a long lifetime expectancy. The arena operations crew is still fine-tuning the system but have full control over the lights and is excited to upgrade the technology.



## KC Metaphysical Fair Returns to Dodge City August 27-28, 2022



In 2021, the [KC Metaphysical Fair](#) tested the waters in southwest Kansas and the response was so great, they are coming back! For \$8 admission, you have access to free workshops, tarot readers, aura photographs, crystals, Reiki,

candles & incense, books about any meta topic you would want, beautiful jewelry, and more! Plus there are hourly door prizes! Check out the video for a preview of what you can shop from!

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## AUGUST 30th - RED CROSS BLOOD DRIVE SCHEDULED

Help save a life by donating blood to the American Red Cross! The [Boot Hill Casino & Resort Conference Center](#) is once again hosting a blood drive and want YOU to be a part of helping others. Just an hour of your time could make a lifetime of difference to someone in need. Sign up your donation time at [RedCrossBlood.org](#)

Share life  
Give blood



CALL

**1-800-RED-CROSS**  
TO SAVE A LIFE



**American  
Red Cross**

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## Hiring Now! Full-Time & Part- Time at United



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2022 OFFICIAL DODGE  
CITY DAYS CONCERT  
WITH  
**JON PARDI**

FRIDAY, JULY 29

BUY NOW



**JO DEE MESSINA**  
FRIDAY, SEPTEMBER 16

BUY NOW



**AMANDA MIGUEL & ANA  
VICTORIA VERDAGUER**

FRIDAY, OCTOBER 14

BUY NOW



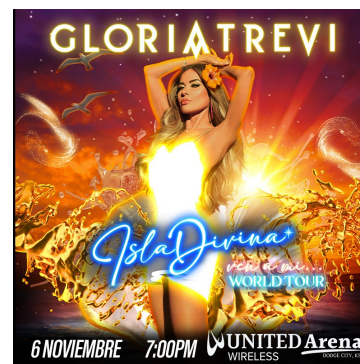
**LOS ANGELES AZULES**  
SUNDAY, OCTOBER 23

BUY NOW



**JAKE OWEN**  
SATURDAY, NOV. 5

BUY NOW



**GLORIA TREVI**  
SUNDAY, NOV. 6

BUY NOW

**SCAM ALERT!**

Don't fall for fraudulent websites! When purchasing tickets online, ONLY purchase through Ticketmaster.com. United Wireless Arena is an exclusive Ticketmaster facility and cannot guarantee tickets purchased through other websites.

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