







## WELCOME to our March 2022 Newsletter!

We are gearing up for a great year and the 1st Quarter of 2022 is almost in the books, including basketball tournaments, a steady booking for our conference center, and a sold-out concert! 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 <a href="https://www.UnitedWirelessArena.com">www.UnitedWirelessArena.com</a> and you can call us with any questions at (620)371-7390.

### 2022 State Basketball Highlights

United Wireless Arena was fortunate to host the KSHSAA 1A-D1 State Basketball tournament again in 2022. There were some great teams present, and the outpouring support from the fans was really amazing! Here's a quick highlight reel of the championship games!



#### United Wireless Arena and



#### Boot Hill Casino & Resort Conference Center

Total number of events: 59

Number of event days: 117

Attendance: 38,330

Economic Impact: \$3,794,670

\*These numbers represent the "Quarter through 3/29/21 (Economic impact calculations based on KS Travel Industry Association)

#### 1st Quarter 2022: COMMUNITY IMPACT

We've had an overwhelmingly busy first quarter of the year - both events and attendance have surpassed previous years and our calendar is really filling up for the rest of the year! As we explained in last month's newsletter, our Arena and Conference Center has a huge impact on the surrounding community with each of our events. Guests coming to conferences, shows, or sporting events also spend money in the community for hotel rooms, restaurants, and shopping. This first quarter of 2022 brought an Economic Impact of approximately \$3,94,670 with estimated attendance of 38,330! (Fun fact: the State basketball tournament March 9-12 accounted for 7,667 tickets sold PLUS the teams, coaches, cheerleaders, bands that came through the pass gate! That's some awesome community support and school spirit!) (Economic impact calculations based on KS Travel Industry Association)

#### **Bridal & Women's Day Out Expo**

**Sunday, April 24th** is the annual Bridal & Women's Expo at the Boot Hill Casino & Resort Conference Center from noon until 4pm. This is the largest bridal show in a 200 mile radius and we've got some great plans in mind - including lots of shopping vendors, catering samples, DJ's, decorators, a bridal fashion show, and a cash bar (try the Champagne Margarita!). This is free to attend so grab your best girlfriends and make it an afternoon all about YOU! Interested in being a vendor at the **show?** We can accept a few more businesses! Email Nick at ngiannino@unitedwirelessarena.com for details!





# Career Day visit Behind-The-Scenes: United Wireless Arena

On February 16th, our marketing & event manager, Sandy, traveled to Ulysses High School to partake in their Career Day. She spoke to three different groups of students about how many people it takes to put on a concert and the many different career opportunities available at the United Wireless Arena. In total, there were about 60 students that got an inside glimpse to a day at the Arena.











# Fluffy brought a SOLD OUT audience!

We are happy to say that crowds felt safe enough to pack the Arena, as Gabriel "Fluffy" Iglesias' show sold out at nearly 4,500 tickets on Friday, March 25th! The crowd had to go through additional security screening, and we brought extra help on board from the DCHS JROTC program for parking help, and DCPD was here to run the metal detectors before entering. We want to extend a HUGE thank you to everyone that helped make this show a success, and to the FANS that cooperated and laughed so loud!



