



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 www.UnitedWirelessArena.com 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 1st 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!



