

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**City Hall**  
**City Commissioners Chambers**  
**Wednesday, September 19, 2018**  
**6:00 P.M.**  
**Agenda**

**Welcome:** Chair Ryan Rabe

**Roll Call:**

**Call to Order:** Chair Ryan Rabe

**Visitors:**

(Limit of five minutes per individual and fifteen minutes per topic. Final action may be deferred until the next CFAB meeting unless an emergency situation does exist).

**Consent Calendar:**

1. Approval of Minutes from March 28, 2018 Meeting
2. “Why Not Dodge” Sales Tax Fund Monthly Financial Report

**Report:**

1. Progress Reports for 2018 CFAB Organizational Funding Grantees- Report by Assistant City Manager/Public Affairs Melissa McCoy

**Unfinished Business:**

- 1.

**New Business:**

1. 2019 “Why Not Dodge” Sales Tax Budget-Report by Assistant City Finance Director Nicole May

**Next Meeting Date(s):**

1. Wednesday, November 7, 2018 City Commissioners Chambers

**Adjournment**

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**Legends Park**  
**Conference Room**  
**Wednesday, March 28 2018**  
**6:00 P.M.**  
**Minutes**

**Welcome:** Chair Ryan Rabe welcomed everyone to the meeting.

**Roll Call:** Ryan Rabe, Michael Martinez, Paul Yaroslaski, Christa Roy, Michael Brakey, Michael Burns Commissioner Chris Boys, Assistant County Administrator Shawn Fletcher and City Manager Cherise Tieben

**Call to Order:** Chair Ryan Rabe

**Consent Calendar:**

1. Chair Ryan Rabe asked if there were any questions on the minutes from the meeting on February 7. Michael Burns noted that he was missing from roll call but was present at the meeting.  
**Action:** Paul Yaroslaski moved to accept the minutes with the roll call change to include Michael Burns. Christa Roy seconded the motion that passed 5-0.
2. **Why Not Dodge” Sales Tax Fund Monthly Financial Report:** Finance Director Nannette Pogue answered questions from the previous meeting in regards to the financial report.

**Reports:**

1. **Dodge City Raceway Park Update-Report by DCRP Manager/ Operator Tommie Estes-**Tommie Estes presented the new rack card and pocket schedule for the 2018 season. He also presented their promotional efforts for the upcoming season. Tommie commented that the track had had 48 cars for practice night at the track and mentioned the stock car class is improving. He also shared that the World of Outlaws will be returning on October 20.
2. **United Wireless Arena & Boot Hill Casino and Resort Conference Center Update-Report by Executive Director, Chris Ragland-**Chris Ragland gave a recap on the success of their 2017 season including approximately 74,000 in attendance for events and the success they have had with naming rights for the conference center and arena with the partnerships with Boot Hill Casino and Resort and United Wireless. He also presented a flyer on upcoming acts including Skillet, Rain and Jeff Dunham.
3. **Long Branch Lagoon Update-Report by Assistant to the City Manager/Project Development Coordinator Melissa McCoy-**Melissa McCoy shared that preparations are underway for the 2018 season which will open Memorial Day weekend. She added that fees will remain the same for this year and that the buy three get 1 season pass free sale will end in April. New additions, for the park this year will include four cabanas with furniture that will be available for rent. In other updates, Melissa shared information on Senate Bill 307 which is an amendment on amusement park rides. The City is watching

this bill closely because it affects slides that are 35 feet or higher. The City is working with the Southwest Kansas Coalition which includes the City of Garden City who is also affected by this proposed legislation.

4. **Soccer Update- Report by Assistant to the City Manager/Project Development Coordinator Melissa McCoy**-Outdoor soccer has begun at Saint Mary's Complex with the first tournament being held last weekend. The Why Not Dodge fencing project is complete and the City is working on alternate locations for practice fields. Fields are available Monday through Thursday for practice and are closed on Fridays for preparation for Saturday games.
5. **Tournament Director Update and Facility Tour-Report by Tournament Director Molly Masden and Director of Administration Ryan Reid**-Director of Administration for the City of Dodge City Ryan Reid presented information on the upgrades to internet service for Legends Park which was installed to support tournament like the upcoming NAIA tournament and to allow for live streaming during the summer season. Molly Masden, Tournament Director provided an update on the turf project that was recently installed and explained how the addition of turf was helping to bring in outside tournaments in the spring such as the Colby Community College tournament.

**Unfinished Business:**

1. There was no unfinished business.

**New Business:**

1. There was no unfinished business.

**Next Meeting Date(s):**

1. 6:00 pm., Wednesday, September 26, 2018, City Commissioners Chambers City Hall

**Adjournment-** After a tour of the Legends Park and viewing the newly installed turf, Michael Brakey made motion to adjourn the meeting and Paul Yaroslaski seconded the motion that passed 5-0.

BALANCE SHEET  
SALES TAX PROJECT FUNDS  
ENDING July 2018

	Operating Fund	Organizational Funding Fund	ST-Depr. & Replacement Fund	Event Fund	Depot Fund	Debt Service Account-SEC	Debt Service Account - Water Park	TOTAL SALES TAX PROJECTS FUNDS
<b>ASSETS</b>								
<b>Assets</b>								
Cash	1,371,851.93	(291,512.12)	1,524,778.35	212,776.94	191,700.42	110,947.99	70,904.33	3,191,447.84
Cash - Reserve	-	-	-	-	-	3,631,164.26	687,435.68	4,318,599.94
Cash - 2016 REF Bonds Debt Service	-	-	-	-	-	167,096.87	-	167,096.87
Cash - Cost of Issuance	-	-	-	-	-	4,344.63	1.15	4,345.78
Miscellaneous Receivable	-	-	-	-	2,034.80	-	-	2,034.80
Sales Tax Receivable	377,400.65	-	-	-	-	-	-	377,400.65
Deferred Bond Issuance Costs	-	-	-	-	-	-	-	-
<b>TOTAL ASSETS</b>	<b>1,749,252.58</b>	<b>(291,512.12)</b>	<b>1,524,778.35</b>	<b>212,776.94</b>	<b>193,735.22</b>	<b>3,913,553.75</b>	<b>758,341.16</b>	<b>8,060,925.88</b>
<b>LIABILITIES &amp; FUND BALANCE</b>								
<b>Liabilities</b>								
Accounts Payable	504,455.82	100.00	63,015.66	-	72.00	-	-	567,643.48
Retainage Payable	-	-	61,230.66	-	-	-	-	61,230.66
Salaries Payable	-	-	-	-	-	-	-	-
Sales Tax Payable	4,332.42	-	-	-	-	-	-	4,332.42
Compensated Absences Payable	11,427.68	4,429.54	-	-	3,194.41	-	-	19,051.63
Accrued Interest Payable	-	-	-	-	-	113,714.06	27,070.83	140,784.89
Deferred Gain on Refunding	-	-	-	-	-	2,060,303.86	-	2,060,303.86
Bond Premium	-	-	-	-	-	48,768.62	277,195.00	325,963.62
Unamortized Bond Discount	-	-	-	-	-	-	-	-
Bonds Payable-Current	-	-	-	-	-	1,170,000.00	365,000.00	1,535,000.00
Bonds Payable-Non-Current	-	-	-	-	-	33,460,000.00	8,760,000.00	42,220,000.00
<b>TOTAL LIABILITIES</b>	<b>520,215.92</b>	<b>4,529.54</b>	<b>124,246.32</b>	<b>-</b>	<b>3,266.41</b>	<b>36,852,786.54</b>	<b>9,429,265.83</b>	<b>46,934,310.56</b>
<b>Total Current Liabilities</b>								
<b>FUND BALAN</b>								
Reserve for Encumbrances	1,214,861.66	(296,041.66)	1,400,532.03	212,776.94	190,468.81	1,690,767.21	454,075.33	4,867,440.32
Net Capital Assets-Related Debt	14,175.00	-	-	-	-	(34,630,000.00)	(9,125,000.00)	(43,755,000.00)
Unused debt proceeds	-	-	-	-	-	-	-	-
<b>Total Fund Equity</b>	<b>1,229,036.66</b>	<b>(296,041.66)</b>	<b>1,400,532.03</b>	<b>212,776.94</b>	<b>190,468.81</b>	<b>(32,939,232.79)</b>	<b>(8,670,924.67)</b>	<b>(38,873,384.68)</b>
<b>TOTAL LIABILITIES AND FUND EQUITY</b>	<b>1,749,252.58</b>	<b>(291,512.12)</b>	<b>1,524,778.35</b>	<b>212,776.94</b>	<b>193,735.22</b>	<b>3,913,553.75</b>	<b>758,341.16</b>	<b>8,060,925.88</b>

SALES TAX PROJECT FUND  
STATEMENT OF REVENUE AND EXPENDITURES  
BUDGET PERFORMANCE  
July 31, 2018

	Current Month (July 2018) Actual	Current Month (July 2018) Budget	Current YTD (Jan-July 2018) Actual	Current YTD (Jan-July 2018) Budget	Annual FY 2018 Budget	
<b>OPERATING FUND-SALES TAX PROJECTS</b>						
<b>Revenues</b>						
Sales Tax	479,534.83	495,416.00	3,168,935.99	3,467,912.00	5,945,000.00	53.30%
Investment Earnings	1,946.72	500.00	8,220.43	3,500.00	6,000.00	137.01%
Field Sports Revenues	24,318.03	10,832.00	99,349.45	75,824.00	130,000.00	76.42%
Racetrack Revenues	-	-	-	-	-	0.00%
Miscellaneous	2,700.00	-	2,700.00	-	-	0.00%
Longbranch Lagoon	187,407.20	41,249.00	413,718.75	288,743.00	495,000.00	83.58%
Total Revenues	695,906.78	547,997.00	3,692,924.62	3,835,979.00	6,576,000.00	56.16%
<b>Expenditures</b>						
<b>Field Sports</b>						
Personnel Services	16,665.75	19,662.00	89,080.31	137,634.00	235,975.00	37.75%
Contractual Services	18,009.14	9,012.00	106,197.35	63,084.00	108,200.00	98.15%
Commodities	14,064.18	6,733.00	64,816.40	47,131.00	80,850.00	80.17%
Capital	(1,572.23)	9,166.00	70,443.97	64,162.00	110,000.00	64.04%
Field Sports-Tournaments	14,895.81	17,520.00	122,254.38	122,640.00	210,275.00	58.14%
Total-Field Sports	62,062.65	62,093.00	452,792.41	434,651.00	745,300.00	60.75%
<b>Administration</b>						
Contractual Services	-	72,524.00	324.92	507,668.00	870,300.00	0.04%
Commodities	-	-	-	-	-	0.00%
Capital	-	-	-	-	-	0.00%
Bond Payment Transfers	342,813.58	268,716.00	3,191,821.50	1,881,012.00	3,224,600.00	98.98%
Transfer to Dev & Growth	-	-	-	-	-	0.00%
Interest	-	-	-	-	-	0.00%
Transfer to Depr & Repl	-	53,750.00	-	367,250.00	645,000.00	0.00%
Other	-	183.00	2,758.00	1,281.00	2,200.00	125.36%
Total-Administration	342,813.58	395,173.00	3,194,904.42	2,757,211.00	4,742,100.00	67.37%

Special Events Centers									
Contractual	-	71,708.00	645,409.50	501,956.00	860,500.00	75.00%			
Insurance & Electric	225.01	3,799.00	861.45	26,593.00	45,600.00	1.89%			
Other	-	-	-	-	-	0.00%			
Capital Outlay	11,410.00	12,500.00	39,419.56	87,500.00	150,000.00	26.28%			
Total-Special Events Centers	11,635.01	88,007.00	685,690.51	616,049.00	1,056,100.00	64.93%			
Facilities Maintenance									
Personnel Services	4,824.09	1,345.00	8,870.28	9,415.00	16,150.00	54.92%			
Contractual Services	495.38	-	1,191.44	-	-	0.00%			
Commodities	1,899.13	774.00	6,099.13	5,418.00	9,300.00	65.58%			
Total-Facilities Maintenance	7,218.60	2,119.00	16,160.85	14,833.00	25,450.00	63.50%			
Raceway Park									
Personnel Services	1,379.00	899.00	5,453.60	6,293.00	10,800.00	50.50%			
Contractual Services	12,333.02	27,940.00	212,464.73	195,580.00	335,300.00	63.37%			
Commodities	3,625.43	915.00	5,173.37	6,405.00	11,000.00	47.03%			
Capital Outlay	-	416.00	-	2,912.00	5,000.00	0.00%			
Total-Raceway Park	17,337.45	30,170.00	223,091.70	211,190.00	362,100.00	61.61%			
Outdoor Regional Aquatics Facility									
Personnel Services	-	765.00	-	4,590.00	9,180.00	0.00%			
Contractual Services	171,744.62	36,164.00	400,085.36	253,148.00	434,000.00	92.19%			
Commodities	703.40	1,874.00	17,478.34	13,118.00	22,500.00	77.68%			
Capital Outlay	-	1,500.00	12,708.54	10,500.00	18,000.00	70.60%			
Total - Aquatics Facility	172,448.02	40,303.00	430,272.24	281,356.00	483,680.00	88.96%			
TOTAL EXPENDITURES-OPERATING FUN									
	613,515.31	617,865.00	5,002,912.13	4,315,290.00	7,414,730.00	67.47%			
Revenue Over/Under Expenditures	82,391.47	(69,868.00)	(1,309,987.51)	(479,311.00)	(838,730.00)				

ST Organizational Funding Fund

Revenues

Grants	-	-	-	-	-	-	0.00%
Charges for Services	-	-	-	-	-	-	0.00%
Transfer From Other	-	7,750.00	-	-	54,250.00	-	0.00%
Transfer From Sales Tax Fund	-	59,166.00	-	-	414,162.00	-	0.00%
Total Revenue-ST Organizational Funding	-	66,916.00	-	-	468,412.00	803,000.00	0.00%
Expenditures							
Personnel Services	6,684.72	7,888.00	42,805.44	55,216.00	94,675.00	45,211.00	45.21%
Contractual Services	6,582.66	59,465.00	376,873.10	416,255.00	713,600.00	52,811.00	52.81%
Commodities	280.16	115.00	625.96	805.00	1,400.00	44,711.00	44.71%
Capital Outlay	-	-	-	-	-	-	0.00%
Total Expenditures-ST Organizational Fundin	13,547.54	67,468.00	420,304.50	472,276.00	809,675.00	51,911.00	51.91%
Revenue Over/Under Expenditures	(13,547.54)	(552.00)	(420,304.50)	(3,864.00)	(6,675.00)		

Debt Service Account - SEC

Revenues

Investment Income	11,504.48		62,730.20				
Transfer from Reserve Fund	-		-				
Transfer from Operating Funds	271,909.40		2,094,803.20				
Total Revenues	283,413.88		2,157,533.40				
Expenditures							
Principal Payments	-		1,170,000.00				
Interest Payments	-		691,181.30				
Investment Fees	-		-				
Total Expenditures	-		1,861,181.30				
Revenue Over/Under Expenditures	283,413.88		296,352.10				

Debt Service Account - Outdoor Regional Acquatics Facility

Revenues

Investment Income	-		(3,615.32)				
Transfer from COI fund	-		-				
Transfer from Operating Funds	70,904.18		581,329.26				
Total Revenues	70,904.18		577,713.94				
Expenditures							
Principal Payments	-		365,000.00				
Interest Payments	-		162,425.00				
Total Expenditures	-		527,425.00				
Revenue Over/Under Expenditures	70,904.18		50,288.94				

BALANCE SHEET  
SALES TAX PROJECT FUNDS  
ENDING August 2018

	Operating Fund	Organizational Funding Fund	ST-Depr. & Replacement Fund	Event Fund	Deport Fund	Debt Service Account-SEC	Debt Service Account - Water Park	TOTAL SALES TAX PROJECTS FUNDS
<b>ASSETS</b>								
<b>Assets</b>								
Cash	1,315,388.30	(330,209.64)	1,461,762.69	167,500.00	178,804.15	215,851.80	141,808.51	3,150,905.81
Cash - Reserve	-	-	-	-	-	3,642,577.45	687,435.68	4,330,013.13
Cash - 2016 REF Bonds Debt Service	-	-	-	-	-	334,193.75	-	334,193.75
Cash - Cost of Issuance	-	-	-	-	-	4,344.63	1.15	4,345.78
Miscellaneous Receivable	254.53	-	-	-	2,290.01	-	-	2,544.54
Sales Tax Receivable	377,400.65	-	-	-	-	-	-	377,400.65
Deferred Bond Issuance Costs	-	-	-	-	-	-	-	-
<b>TOTAL ASSETS</b>	<b>1,693,043.48</b>	<b>(330,209.64)</b>	<b>1,461,762.69</b>	<b>167,500.00</b>	<b>181,094.16</b>	<b>4,196,967.63</b>	<b>829,245.34</b>	<b>8,199,403.66</b>
<b>LIABILITIES &amp; FUND BALANCE</b>								
<b>Liabilities</b>								
Accounts Payable	439,799.07	15,780.00	-	-	1,180.82	-	-	456,759.89
Retainage Payable	-	-	61,230.66	-	-	-	-	61,230.66
Salaries Payable	-	-	-	-	-	-	-	-
Sales Tax Payable	1,521.81	-	-	-	-	-	-	1,521.81
Compensated Absenses Payable	11,427.68	4,429.54	-	-	3,194.41	-	-	19,051.63
Accrued Interest Payable	-	-	-	-	-	113,714.06	27,070.83	140,784.89
Deferred Gain on Refunding	-	-	-	-	-	2,060,303.86	-	2,060,303.86
Bond Premium	-	-	-	-	-	48,768.62	277,195.00	325,963.62
Unamortized Bond Discount	-	-	-	-	-	-	-	-
Bonds Payable-Current	-	-	-	-	-	1,170,000.00	365,000.00	1,535,000.00
Bonds Payable-Non-Current	-	-	-	-	-	33,460,000.00	8,760,000.00	42,220,000.00
<b>TOTAL LIABILITIES</b>	<b>452,748.56</b>	<b>20,209.54</b>	<b>61,230.66</b>	<b>-</b>	<b>4,375.23</b>	<b>36,852,786.54</b>	<b>9,429,265.83</b>	<b>46,820,616.36</b>
<b>Total Current Liabilities</b>								
<b>FUND BALAN</b>								
Reserve for Encumbrances	1,226,119.92	(350,419.18)	1,400,532.03	167,500.00	176,718.93	1,974,181.09	524,979.51	5,119,612.30
Net Capital Assets-Related Debt	14,175.00	-	-	-	-	(34,630,000.00)	(9,125,000.00)	(43,755,000.00)
Unused debt proceeds	-	-	-	-	-	-	-	-
<b>Total Fund Equity</b>	<b>1,240,294.92</b>	<b>(350,419.18)</b>	<b>1,400,532.03</b>	<b>167,500.00</b>	<b>176,718.93</b>	<b>(32,655,818.91)</b>	<b>(8,600,020.49)</b>	<b>(38,621,212.70)</b>
<b>TOTAL LIABILITIES AND FUND EQUITY</b>	<b>1,693,043.48</b>	<b>(330,209.64)</b>	<b>1,461,762.69</b>	<b>167,500.00</b>	<b>181,094.16</b>	<b>4,196,967.63</b>	<b>829,245.34</b>	<b>8,199,403.66</b>

SALES TAX PROJECT FUND  
STATEMENT OF REVENUE AND EXPENDITURES  
BUDGET PERFORMANCE  
August 31, 2018

	Current Month (August 2018) Actual	Current Month (August 2018) Budget	Current YTD (Jan-Aug 2018) Actual	Current YTD (Jan-Aug 2018) Budget	Annual FY 2018 Budget	
<b>OPERATING FUND-SALES TAX PROJECTS</b>						
<b>Revenues</b>						
Sales Tax	501,133.63	495,416.00	3,670,069.62	3,963,328.00	5,945,000.00	61.73%
Investment Earnings	-	500.00	8,220.43	4,000.00	6,000.00	137.01%
Field Sports Revenues	8,176.33	10,832.00	107,525.78	86,656.00	130,000.00	82.71%
Racetrack Revenues	-	-	-	-	-	0.00%
Miscellaneous	-	-	2,700.00	-	-	0.00%
Longbranch Lagoon	64,750.08	41,249.00	478,468.83	329,992.00	495,000.00	96.66%
Total Revenues	574,060.04	547,997.00	4,266,984.66	4,383,976.00	6,576,000.00	64.89%
<b>Expenditures</b>						
<b>Field Sports</b>						
Personnel Services	21,799.89	19,662.00	110,880.20	157,296.00	235,975.00	46.99%
Contractual Services	16,771.72	9,012.00	122,969.07	72,096.00	108,200.00	113.65%
Commodities	3,793.46	6,733.00	68,609.86	53,864.00	80,850.00	84.86%
Capital	9,202.50	9,166.00	79,646.47	73,328.00	110,000.00	72.41%
Field Sports-Tournaments	13,008.24	17,520.00	135,262.62	140,160.00	210,275.00	64.33%
Total-Field Sports	64,575.81	62,093.00	517,368.22	496,744.00	745,300.00	69.42%
<b>Administration</b>						
Contractual Services	-	72,524.00	324.92	580,192.00	870,300.00	0.04%
Commodities	-	-	-	-	-	0.00%
Capital	-	-	-	-	-	0.00%
Bond Payment Transfers	342,813.58	268,716.00	3,534,635.08	2,149,728.00	3,224,600.00	109.61%
Transfer to Dev & Growth	-	-	-	-	-	0.00%
Interest	-	-	-	-	-	0.00%
Transfer to Depr & Repl	-	53,750.00	-	430,000.00	645,000.00	0.00%
Other	-	183.00	2,758.00	1,464.00	2,200.00	125.36%
Total-Administration	342,813.58	395,173.00	3,537,718.00	3,161,384.00	4,742,100.00	74.60%

Special Events Centers									
Contractual	-	71,708.00	645,409.50	573,664.00	860,500.00	75.00%			
Insurance & Electric	254.53	3,799.00	1,649.76	30,392.00	45,600.00	3.62%			
Other	-	-	-	-	-	0.00%			
Capital Outlay	-	12,500.00	39,419.56	100,000.00	150,000.00	26.28%			
Total-Special Events Centers	254.53	88,007.00	686,478.82	704,056.00	1,056,100.00	65.00%			
Facilities Maintenance									
Personnel Services	2,966.49	1,345.00	11,836.77	10,760.00	16,150.00	73.29%			
Contractual Services	-	-	1,191.44	-	-	0.00%			
Commodities	-	774.00	6,099.13	6,192.00	9,300.00	65.58%			
Total-Facilities Maintenance	2,966.49	2,119.00	19,127.34	16,952.00	25,450.00	75.16%			
Raceway Park									
Personnel Services	2,053.97	899.00	7,507.57	7,192.00	10,800.00	69.51%			
Contractual Services	35,234.28	27,940.00	247,699.01	223,520.00	335,300.00	73.87%			
Commodities	128.48	915.00	5,301.85	7,320.00	11,000.00	48.20%			
Capital Outlay	-	416.00	-	3,328.00	5,000.00	0.00%			
Total-Raceway Park	37,416.73	30,170.00	260,508.43	241,360.00	362,100.00	71.94%			
Outdoor Regional Aquatics Facility									
Personnel Services	-	765.00	-	6,120.00	9,180.00	0.00%			
Contractual Services	111,778.25	36,164.00	511,863.61	289,312.00	434,000.00	117.94%			
Commodities	2,996.39	1,874.00	20,474.73	14,992.00	22,500.00	91.00%			
Capital Outlay	-	1,500.00	12,708.54	12,000.00	18,000.00	70.60%			
Total - Aquatics Facility	114,774.64	40,303.00	545,046.88	322,424.00	483,680.00	112.69%			
TOTAL EXPENDITURES-OPERATING FUN	562,801.78	617,865.00	5,566,247.69	4,942,920.00	7,414,730.00	75.07%			
Revenue Over/Under Expenditures	11,258.26	(69,868.00)	(1,299,263.03)	(558,944.00)	(838,730.00)				

ST Organizational Funding Fund

Revenues

Grants	-	-	-	-	-	-	-	0.00%
Charges for Services	-	-	-	-	-	-	-	0.00%
Transfer From Other	-	7,750.00	-	-	-	-	-	0.00%
Transfer From Sales Tax Fund	-	59,166.00	-	-	-	-	-	0.00%
Total Revenue-ST Organizational Funding	-	66,916.00	-	-	-	-	535,328.00	803,000.00
Expenditures								
Personnel Services	10,891.56	7,888.00	53,697.00	63,104.00	94,675.00	56.72%		
Contractual Services	43,344.40	59,465.00	420,217.50	475,720.00	713,600.00	58.89%		
Commodities	141.56	115.00	767.52	920.00	1,400.00	54.82%		
Capital Outlay	-	-	-	-	-	0.00%		
Total Expenditures-ST Organizational Fundin	54,377.52	67,468.00	474,682.02	539,744.00	809,675.00	58.63%		

Revenue Over/Under Expenditures (54,377.52)

(552.00)

(474,682.02)

(4,416.00)

(6,675.00)

Debt Service Account - SEC

Revenues

Investment Income	339.53		63,069.73					
Transfer from Reserve Fund	-		-		2,366,712.60			
Transfer from Operating Funds	271,909.40		2,429,782.33					
Total Revenues	272,248.93		2,429,782.33					
Expenditures								
Principal Payments	-		1,170,000.00					
Interest Payments	-		691,181.30					
Investment Fees	-		-					
Total Expenditures	-		1,861,181.30					

Revenue Over/Under Expenditures 272,248.93

568,601.03

Debt Service Account - Outdoor Regional Acquatics Facility

Revenues

Investment Income	-		(3,615.32)					
Transfer from COI fund	-		-					
Transfer from Operating Funds	70,904.18		652,233.44					
Total Revenues	70,904.18		648,618.12					
Expenditures								
Principal Payments	-		365,000.00					
Interest Payments	-		162,425.00					
Total Expenditures	-		527,425.00					

Revenue Over/Under Expenditures 70,904.18

121,193.12

# CFAB

---

*Memorandum*

*To: CFAB Board*  
*From: Assistant City Manager/Public Affairs*  
*Date: September 12, 2017*  
*Subject: Summary of 2018 Organizational Funding Progress Reports*  
*Agenda Item: Reports*

---

**Applicant: Dodge City Area Arts Council**

**2018 Funds Awarded:**

\$3,780.42 Insurance

\$6,824.00 Utilities

**\$10,604.00 Total Funds Awarded**

**\$4,125.42-Remaining unused funds**

**Projects pending:** Payment of utilities and insurance for remainder of 2018.

**Requirements Completed:** DCAAC attended 5 Tourism Coalition meetings and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair.

**Applicant: Dodge City Roundup Rodeo**

**2018 Funds Awarded:**

\$1,796.00 Restroom Roofs

\$27,231.00 Contestant Payout

\$14,995.00 Speaker Stands

**\$44,022.00 Total Funds Awarded**

**\$16,791.00 remaining unused funds**

**Projects pending:** Restroom roofs are completed and they are waiting for the checks to clear the banks to submit request for reimbursement. The materials has been purchased for the speaker stands and the project is moving forward.

**Requirements Completed:** Roundup has attended the Tourism Coalition meeting 6 times this year and supported the Dodge City Convention at Visitor's Bureau at the Kansas State Fair.

**Applicant: Dodge City Trail of Fame**

**2018 Funds Awarded:**

\$12,000.00 Funding Contract for Charlie Meade

\$1,000.00 Operations/Advertising

**\$13,000.00 Total Funds Awarded**

**\$5,600.00-Remaining unused funds**

**Projects pending:** Pending payments for Special Deputy US Marshal Charlie Meade and printing and Advertisement request.

**Requirements Completed:** Trail of Fame has attended Tourism Coalition meeting 5 times this year and supported the Dodge City Convention and Visitor's Bureau and the Kansas State Fair

**Applicant:** Ford County Historical Society

**2018 Funds Awarded:**

\$12,200.00 Operations

\$3,500.00 Matching funds for Heritage Trust Grant for building repairs

**\$15,700.00 Total Funds Awarded**

**\$15,700-Remaining unused funds**

**Projects pending:** Request for funds were submitted at the same time as this report and so all funds have now been awarded

**Requirements Completed:** Ford County Historical Society has attended Tourism Coalition meeting 8 times this year and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair

**Applicant:** Kansas Teacher Hall of Fame

**2018 Funds Awarded:**

\$7,629.66 Utilities

\$4,943.34 Insurance

**\$12,573.00 Total Funds Awarded**

**\$6,804.19-Remaining unused funds**

**Projects pending:** Payment of utilities and insurance for remainder of 2018

**Requirements Completed:** Kansas Teachers Hall of Fame has attended Tourism Coalition meeting 7 times this year and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair

**Applicant:** Young Guns

**2018 Funds Awarded:**

\$11,900.00 Operations for the WSB Expo

\$600.00 Rodeo Supplies

\$1,600.00 Office Supplies

**\$14,100.00 Total Funds Awarded**

**\$5,716.32-Remaining unused funds**

**Projects pending:** Two rodeos pending November 10-11 and December 2-3, 2018

**Requirements Completed:** Young Guns has attended Tourism Coalition meeting 8 times this year and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair.

September 12, 2018

MEMO

TO: Cherise Tieben, City Manager

FROM: Nannette Pogue, Finance Director/City Clerk  
Nicole May, Assistant Finance Director

SUBJECT: 2019 Special Sales Tax Project Budget

In your packet of information is the Sales Tax Projects budget by summary. I will have the detailed budget available if any of the board members want to review it.

The Sales Tax Project Budget consists of 4 Funds:

1. Operating Fund – Which is the main fund that is broken down into five departments:
  - a. Field Sports
    1. Field Maintenance
    2. Concessions
    3. Tournament
  - b. Administration
  - c. Motor Sports
  - d. Special Events Center
  - e. Facilities Maintenance
  - f. Outdoor Regional Aquatics Facilities
2. Sales Tax Fund-Depreciation and Replacement
3. Sales Tax Fund-Organizational Funding
4. Debt Service Fund

#### **SALES TAX PROJECT – OPERATING FUND**

The revenue that funds the Sales Tax Fund is a ½ cent City Sales Tax and a ½ County Sales Tax. Projected revenue in the Sales Tax Project Fund for 2019 is \$5,896,000. This is slightly lower than what was budgeted for 2018 and slightly lower than actual collections for 2017. There is also \$505,500 in revenues budgeted from the admissions, programs and concessions at the outdoor aquatics park. The other revenues that fund this budget are interest on idle funds, sign sponsorships, and athletic field sports revenue. Beginning in 2019, we have added the Sports Commission activity to the Sales Tax fund.

This was added due to the main activities of the Sports Commission having to do with sports tournaments. No sales tax funds will be used to fund the Sports Commission, the revenues generated by the tournaments hosted by the Sports Commission such as gate receipts, sponsorships and contributions from the Convention & Visitors are used to fund the activities.

The total Field Sports Operations budget for 2019 is \$812,504. The Field Sports Operations budget includes the Field Maintenance, Concessions, and Tournaments.

**Field Maintenance**

The field sports budget includes:

Personal Services	\$265,544
Contractual	\$113,050
Commodities	\$82,850
Capital Outlay	\$63,000

The Personal Services, Contractual and Commodities line items reflect normal operating costs and reflect no major changes or increases from the 2018 budget. The Capital Outlay are proposed requests by the department. The following items are included in the proposed capital outlay:

- One new and one used utility vehicle - \$18,000
- Half ton pickup - \$25,000
- Backstops at St. Mary's, Kiwanis, Ross Elementary - \$9,000
- Soccer goals at Farrow Ford Park and St. Mary's - \$11,000

**Athletic Field Concessions**

There is no budgeted expenditure in 2019 for concessions. Request for proposals were solicited in 2015 and the contract for concessions at the baseball, softball and soccer fields was given to Ezequiel Alvarez owner and operator of Paleteria Rio Grande. The compensation back to the Sales Tax Projects Fund is 20 percent of gross revenues after taxes for concessions.

**Athletic Fields Tournaments**

The tournament director position is budgeted at \$83,400 including salaries and benefits. There is also \$115,000 budgeted for Athletic Fields Tournaments. This amount includes \$25,000 for the A's mini camps plus \$90,000 for tournament umpires contract labor. Also, for 2019, we began showing the Sports Commission expenses under the Tournaments department due to athletic tournaments being the major activity of the Sports Commission. There are no sales tax funds used to fund the Sports Commission, an equal amount of revenue and expenses are budgeted.

## **Sales Tax Project Administration**

The Administration Division includes Administrative costs, legal fees and other, organizational funding, and debt service.

Included in the Administration budget is \$150,000 for City Administration costs. The budget for legal fees and other contractual costs is \$5,300. The organizational funding account is budgeted at \$710,000. The actual amount will need to be formally approved by the CFAB and City/County Commissions at a later date. \$3,255,000 is budgeted for debt. This reflects \$2,561,075 for the bonds issued to fund the Special Events Center and \$693,925 for the bonds issued to fund the aquatics facility. \$705,000 is budgeted to transfer into the Depreciation and Replacement Fund, this is an increase of \$60,000 from 2018 due to the new turf at Legends.

## **Special Events Center**

\$875,500 is budgeted for the operating costs of the Special Events Center. In addition to the operations budget an additional \$150,000 is being proposed for capital improvements. In addition to the operations of the Special Events Center \$40,000 is proposed for insurance for the United Wireless Arena and Conference Center and \$3,200 is budgeted for electricity for an LED sign.

The capital items being requested by the United Wireless Arena are:

- Replacement computer - Chef – \$1,500
- Replacement computer – Director of Operations –\$ 1,500
- Laptops for Conference Center – \$3,000
- Server Replacement – \$10,000
- Replacement computer – Box Office Manager - \$1,500
- Copy/Fax/Scanner for Admin Office - \$13,000
- Glassware – \$3,000
- Large Outdoor Message Center 3.5” x 60” sq - \$2,500
- 4 Projectors for Conference Center HDMI connected - \$5,500
- 2 Sets of Stage Legs – 9 decking - \$14,000
- Sand and resurface basketball court - \$25,000
- LED lights under bleachers - \$8,000
- Replace computer – Fire Command - \$5,000
- Update HVAC computer and software - \$30,000
- Annual update to HVAC computer - \$1,500
- Update to HVAC system - \$25,000

The Business Plan for the United Wireless Arena for 2019 is also included in your packet.

## **Racetrack**

The Dodge City Raceway Park budget is \$371,000. This includes a contract with Triple T Promotions to conduct major events and local shows (approximately 12) in an amount not to exceed \$250,000. The actual amount is pending approval of the CFAB board. It also includes: temporary position during the racing season to take care of buildings and grounds; insurance; utilities; maintenance contract on the elevator; building maintenance; event clean up; and capital projects. Some maintenance items included in the proposed budget are plumbing and electric maintenance, replacement of lighting and building doors and repairing of water damage in the pit booth. This amount also includes contractual lawn services for watering, mowing and trimming. Capital outlay is budgeted at \$15,300 for miscellaneous improvements.

## **Facilities Maintenance**

This was a new department that was added in 2011. It was found that the contracts with the operators of the facilities focused on the operation and maintenance of the facilities. The maintenance of the grounds is outside of those contracts, so we felt it was necessary to put resources into maintaining the landscaping and parking lots. This budget includes labor and materials necessary to maintain the grounds at the Special Events Center and is in the amount of \$23,450.

## **Outdoor Regional Aquatics Facilities**

\$553,000 is budgeted for the operating costs of the Regional Aquatics Park. This includes a management contract with StandGuard Aquatics in the amount of \$455,000, this is equal to what was paid to them in 2017. In addition to the operations budget an additional \$10,000 was budgeted for insurance and bonds, \$5,000 for building improvements and \$12,500 for chemicals and supplies.

## **SALES TAX FUND-DEPRECIATION AND REPLACEMENT**

In early 2010, the CFAB and City and County Commissions approved the establishment of a Depreciation and Replacement Fund for the Sales Tax Projects. The initial transfer into this fund was \$2,500,000, with an annual transfer of \$750,000. This Depreciation and Replacement Fund was set up to replace and/or improve all of the assets that were funded by the sales tax. As the discussion progressed regarding additional projects, several questions were asked as to whether or not the amount being transferred into this account was too much. We then reviewed the list of assets that were being depreciated and determined whether or not they would be replaced or if insurance would take care of the costs, or if they were completely wiped out, would they even be rebuilt or replaced. Toward that end, we took out all of the equipment, deciding when they needed replaced they would be paid for from the operating funds. We determined which parts of the buildings or complexes would actually need to be replaced or upgraded once they were worn out. After all of the items were reviewed, it was determined by staff that a more comfortable level would be at \$345,000 annually. Due to the addition of the aquatics park this amount was increased to \$645,000 in 2018. Due to the addition of the turf at the

Legends complex the amount being proposed for 2019 has been increased to \$705,000 to be transferred from the Special Sales Tax Projects Fund to the Depreciation and Replacement Fund. The depreciation includes only the projects that were previously funded by the Special Sales Tax. Any additional projects that are added would result in an increase to this fund.

Included in the Capital Improvement budget for 2019 is a Swirl Bowl slide for the waterpark. The amount budgeted is \$600,000. This would be paid for from the Sales Tax – Depreciation and Replacement Fund. This is a project that we will need some guidance on whether you want to add a new slide at this time.

### **SALES TAX FUND-ORGANIZATIONAL FUNDING**

The Interlocal Agreement has a provision that up to 15% of the sales tax collected can be transferred into a special fund. The receipt and expenditure of these funds are a separate process, action by CFAB and the City and County Commissions approves the amount of money transferred into this fund. Applications are accepted and approved as to the amount of money spent on individual projects. The amount proposed to be transferred in 2019 is \$710,000.

### **SEC REVENUE BOND FUND**

This is a non budgeted fund and it accounts for the bond reserve that is required as the result of issuing revenue bonds for the events center and the aquatics facility. It also accounts for a monthly transfer from the operating fund and funds the interest and principal payments on the bonds when they are due.

I have included a graph which shows the outstanding amount of revenue bonds each year through 2035 as well as a graph that shows the payments due each year.

If you have questions or wish additional information, please let me know.

## SALES TAX FUND - SPECIAL PROJECTS

Fund Source: 1/2% City Sales Tax; 1/2% County Sales Tax.

Guidelines: On June 10, 1997, the voters went to the polls to approve a 1/2% Citywide Sales Tax and a 1/2% Countywide Sales Tax to fund Civic Center upgrades to air-conditioning and electrical, softball facilities and complex, a motor sports track, a special events center and other projects. 1/4% City and 1/4% County sales tax went into effect on October 1, 1997. The additional 1/4% City tax was added to fund these projects in January 2000, and the additional 1/4% County tax was added in June, 1999. Currently this fund is being funded at the full 1/2% City and 1/2% County Sales Taxes.

SALES TAX - SPECIAL PROJECTS	2017 Actual	2018 Budget or Estimate	2019 Budget
<i>Unreserved Fund Balance, January 1</i>	1,528,925	2,856,664	2,007,934
Revenues:			
Sales Tax	4,669,191	4,765,000	4,716,000
Sales Tax	1,242,426	1,180,000	1,180,000
Interest Income	19,689	6,000	20,000
Concessions	12,795	10,000	12,000
Field Rental	15,785		
Other Athletic Field Inc	78,421	120,000	105,000
Sign Sponsorships			
Aquatics Park Revenue	499,304	495,000	505,500
Contributions & Donations	1,800		40,810
Sale of Scrap	800	0	
Sports Commission	0	0	70,660
<b>TOTAL RECEIPTS</b>	<b>6,540,211</b>	<b>6,576,000</b>	<b>6,649,970</b>
<b>RESOURCES AVAILABLE</b>	<b>8,069,136</b>	<b>9,432,664</b>	<b>8,657,904</b>
Expenditures			
<b>FIELD SPORTS</b>			
<b>FIELD MAINTENANCE</b>			
Personal Services	216,065	235,975	265,544
Adj current salaries mid year + proposed raise			
Contractual	118,744	108,200	113,050
Commodities	83,821	80,850	82,850
Capital Outlay	<u>57,947</u>	<u>110,000</u>	<u>63,000</u>
Total - Field Maintenance	476,577	535,025	524,444
<b>TOURNAMENTS</b>			
Personal Services	70,070	85,275	83,400
Adj current salaries mid year + proposed raise			
Contractual	87,253	115,000	115,000
Sports Commission	0	0	70,660
Commodities	<u>19,885</u>	<u>10,000</u>	<u>19,000</u>
Total - Tournaments	177,208	210,275	288,060
<b>TOTAL FIELD SPORTS OPERATIONS</b>	<b>653,785</b>	<b>745,300</b>	<b>812,504</b>

<b>ADMINISTRATION</b>			
Contractual	163,769	870,300	865,300
Commodities	0	0	
Payment for Expo Center	0	0	
Aquatics Park (to be reimbursed)		0	
Transfer to Depreciation & Replacement Fund	345,000	645,000	705,000
Series A & B - Debt Service (SEC-2009)	190,341	1,171,300	1,199,275
Series A 2015 - Debt Service (Water Park)	527,611	690,000	693,925
Series A 2016	1,206,896	1,363,300	1,361,800
Transfer to Reserve for 2015 Series A			
Other Payments	<u>2,858</u>	<u>2,200</u>	<u>2,200</u>
<b>TOTAL - ADMINISTRATION</b>	<b>2,436,475</b>	<b>4,742,100</b>	<b>4,827,500</b>
<b>MOTOR SPORTS</b>			
Personal Services	8,479	10,800	10,800
Contractual	292,869	345,300	330,800
Commodities	10,989	11,000	14,100
Capital Outlay	15,000	5,000	15,300
Concessions	0	0	0
Reimbursed Expense	<u>0</u>	<u>0</u>	<u>0</u>
<b>TOTAL - MOTOR SPORTS OPERATIONS</b>	<b>327,337</b>	<b>372,100</b>	<b>371,000</b>
<b>SPECIAL EVENTS CENTERS</b>			
Contractual	988,881	860,500	875,500
Insurance & Electrical	42,732	45,600	43,200
Capital Outlay	<u>162,887</u>	<u>150,000</u>	<u>150,000</u>
<b>TOTAL - SPECIAL EVENTS CENTER</b>	<b>1,194,500</b>	<b>1,056,100</b>	<b>1,068,700</b>
<b>SALES TAX PROJECTS-FACILITIES MAINTENANCE</b>			
Personal Services	11,360	16,150	16,150
Contractual	0	0	0
Commodities	<u>469</u>	<u>9,300</u>	<u>7,300</u>
<b>TOTAL-FACILITIES MAINTENANCE</b>	<b>11,829</b>	<b>25,450</b>	<b>23,450</b>
<b>Outdoor Regional Aquatics Facility</b>			
Personnel		9,180	0
Contractual	554,322	424,000	553,000
Insurance	0	10,000	10,000
Commodities	6,561	22,500	12,500
Improvements to Buildings	<u>27,663</u>	<u>18,000</u>	<u>5,000</u>
<b>TOTAL-OUTDOOR REGIONAL AQUATICS FACILITY</b>	<b>588,546</b>	<b>483,680</b>	<b>580,500</b>
Merit salary raises			-923
<b>TOTAL EXPENDITURES</b>	<b>5,212,472</b>	<b>7,424,730</b>	<b>7,682,731</b>
<i>Unreserved Fund Balance, December 31</i>	<i>2,856,664</i>	<i>2,007,934</i>	<i>975,173</i>

**SALES TAX FUND-DEPRECIATION & REPLACEMENT**

<b>Sales Tax Fund-Depreciation &amp; Replacement</b>	<b>2017 Actual</b>	<b>2018 Budget or Estimate</b>	<b>2019 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	1,750,277	1,569,230	2,214,230
Revenues:			
Transfer from Other Funds	457,500	645,000	705,000
<b>TOTAL RECEIPTS</b>	<b>457,500</b>	<b>645,000</b>	<b>705,000</b>
RESOURCES AVAILABLE	2,207,777	2,214,230	2,919,230
Expenditures:			
Capital Outlay	638,547	0	
<b>TOTAL EXPENDITURES</b>	<b>638,547</b>	<b>0</b>	<b>0</b>
<i>Unreserved Fund Balance, December 31</i>	1,569,230	2,214,230	2,919,230

**ST FUND - ORGANIZATIONAL FUNDING**

<b>ST - ORGANIZATIONAL FUNDING</b>	<b>2017 Actual</b>	<b>2018 Budget or Estimate</b>	<b>2019 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	119,353	101,606	94,931
Revenues:			
Non-Govt Grants	6,295		
Sale of Labor and Material	6		
Transfer from General Fund		93,000	0
Transfer from Other Funds	795,430	710,000	710,000
<b>TOTAL RECEIPTS</b>	<b>801,731</b>	<b>803,000</b>	<b>710,000</b>
RESOURCES AVAILABLE	921,084	904,606	804,931
Expenditures			
Personal Services	91,341	94,675	0
Contractual	725,256	713,600	710,000
Commodities	2,881	1,400	
Capital Outlay	0	0	
<b>TOTAL EXPENDITURES</b>	<b>819,478</b>	<b>809,675</b>	<b>710,000</b>
<i>Unreserved Fund Balance, December 31</i>	101,606	94,931	94,931

**Sales Tax Projects-Events Fund**

<b>Sales Tax Projects-Events Fund</b>	<b>2017 Actual</b>	<b>2018 Budget or Estimate</b>	<b>2019 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	10,812	57,916	
Revenues:			
Contributions & Donations	112,227	0	0
Transfer from Other Funds			
<b>TOTAL RECEIPTS</b>	<b>112,227</b>	<b>0</b>	<b>0</b>
RESOURCES AVAILABLE	123,039	57,916	
Expenditures			
Contractual	65,123	0	0
Capital Expenditures	0		
<b>TOTAL EXPENDITURES</b>	<b>65,123</b>	<b>0</b>	<b>0</b>
<i>Unreserved Fund Balance, December 31</i>	57,916	57,916	

## **DEBT SERVICE ACCOUNT**

### **ACCOUNT DESCRIPTION**

In June of 1998, two series of Revenue Bonds were issued to fund the construction of projects voted on by the citizens of Dodge City. Series A was issued in the amount of \$6,000,000 was issued to fund the construction a fourplex softball complex, updates to the Cavalier Field baseball complex located behind Sheridan Activity Center, construction of soccer fields, addition of air-conditioning and mechanical and other updates to the Civil Center and updates to other baseball/softball fields in the community. Construction is complete on all of these projects. The Series A Revenue Bonds were paid off early when the new revenue bonds to fund the Special Events Center were issued.

Construction of the Motor Sports Complex was completed in 2000 and the bonds issued for financing the project were paid off in 2008.

New Revenue Bonds were issued in 2009 to fund the Special Events Center. The Revenue Bond was issued in the amount of \$40,300,000. A reserve fund and debt service fund was required to be set up.

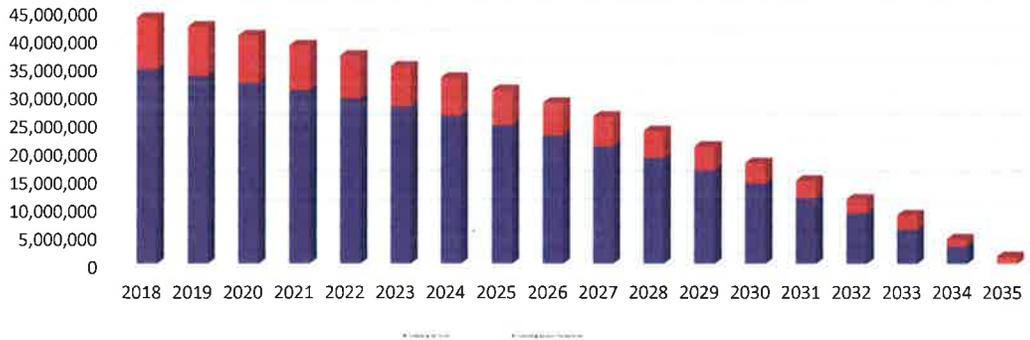
This account services the payment of annual principal and interest payments for those revenue bonds.

<b>SEC Revenue Bond Fund</b>	<b>2017 Actual</b>	<b>2018 Budget or Estimate</b>	<b>2019 Budget</b>
<i>Reserve for Debt Service</i>	1,400,406	429,706	
<i>Bond Reserve</i>	3,468,848	3,468,848	
Revenues:		Non Budgeted	
Investment Earnings	118,143	Fund	
Other Financing			
Transfer from Other Funds	1,397,237		
<b>TOTAL RECEIPTS</b>	<b>1,515,380</b>	<b>0</b>	<b>0</b>
<b>RESOURCES AVAILABLE</b>	<b>6,384,634</b>		
Expenditures			
Debt - Principal	1,090,000		
Debt-Interest	1,396,080		
Debt Service Fees	0		
<b>TOTAL EXPENDITURES</b>	<b>2,486,080</b>	<b>0</b>	<b>0</b>
<i>Reserved Fund Balance, December 31</i>	<i>3,898,554</i>		

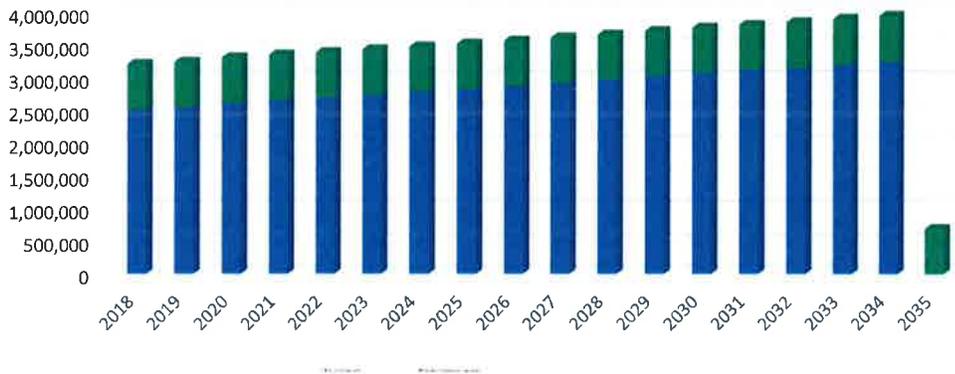
Water Park Revenue Bond Fund	2017 Actual	2018 Budget or Estimate	2019 Budget
Reserve for Debt Service	248,744	98,037	
Bond Reserve	699,991	699,991	
Revenues:		Non Budgeted Fund	
Investment Earnings	8,940		
Transfer from Other Funds (for Debt Serv Pmts)	527,611		
Transfer from Other Funds (for Reserve Fund)			
<b>TOTAL RECEIPTS</b>	<b>536,551</b>	<b>0</b>	<b>0</b>
RESOURCES AVAILABLE	1,485,286		
Expenditures			
Debt - Principal	360,000		
Debt-Interest	327,258		
Debt Service Fees	0		
<b>TOTAL EXPENDITURES</b>	<b>687,258</b>	<b>0</b>	<b>0</b>
Reserved Fund Balance, December 31	798,028		

The graphs depict the annual payments as well as the outstanding bond amounts in future years.

Sales Tax Revenue Bonds Outstanding



Sales Tax Revenue Bond Payments



**PROUDLY MANAGED BY**



**of Dodge City, LLC**



## **2019 Business Plan**

4100 West Comanche  
Dodge City, KS 67801  
(620)-371-7390

[www.unitedwirelessarena.com](http://www.unitedwirelessarena.com)

**Information Regarding  
United Wireless Arena & The Boot Hill Casino Conference Center  
Business Plan**

This Business Plan contains information regarding the current and planned operations and business of United Wireless Arena & The Boot Hill Casino Conference Center. This Business Plan has been provided to the recipient solely for the purpose of assisting with the implementation of this business plan in accordance with procedures established by VenuWorks of Dodge City, LLC. The information in this plan should be considered proprietary information, however, it is a public record.

This Business Plan has been prepared by VenuWorks of Dodge City, LLC on the basis of internally prepared information, as well as information from public and private sources, including trade and statistical sources commonly used in the industry.

The projected information contained herein was prepared expressly for use herein and is based upon the stated assumptions and the VenuWorks analysis of information available at the time that this Business Plan was prepared. There is no representation, warranty, or other assurance that any of the projections set forth herein will be realized.

Any questions regarding the facilities should be directed to the following representatives named below.

**Christopher Ragland**  
**Executive**  
**Director**  
**(620)-371-7390**

**John Siehl**  
**Chief Operating**  
**Officer**  
**(937)-823-3969**

**Amanda Nufer**  
**Director of Finance**  
**& Administration**  
**(620)-371-7805**

**VenuWorks of Dodge City, LLC**  
**4100 W. Comanche**  
**Dodge City, KS 67801**  
**(620)-371-7390**  
**[www.unitedwirelessarena.com](http://www.unitedwirelessarena.com)**

## **Executive Summary**

United Wireless Arena & The Boot Hill Casino Conference Center are Southwest Kansas' premier sports, entertainment, and conference centers. United Wireless Arena & The Boot Hill Casino Conference Center operate within the highly competitive conference, entertainment and meeting industry.

Located in Dodge City, Kansas, United Wireless Arena & The Boot Hill Casino Conference Center opened to the public on February 17, 2011. The facility has seen a wide variety of major touring shows and increased meeting/conferences during its years of operation. With the guidance of the City of Dodge City and Ford County, the venue has become a formidable competitor as a regional destination with a reputation of first-class quality service and high value in the products delivered. VenuWorks is continuously exploring opportunities to meet the needs of all clients in a competitive environment. With a dedicated staff of professionals whom are empowered to make every event the best possible experience for all of the venue guests, United Wireless Arena & The Boot Hill Casino Conference Center are positioned to maintain current clients and attract new ones for years to come.

As we evaluate the regional facilities and industry trends, we see there are continued opportunities for United Wireless Arena & The Boot Hill Casino Conference Center. Southwest Kansas is a vibrant area and Dodge City has established itself as a regional hub for surrounding communities. Coupled with a first-class established facility built to serve our residents and visitors alike, United Wireless Arena & The Boot Hill Casino Conference Center fill a much needed niche in regional entertainment, sports, and meeting needs. As one of the newest in a large number of regional facilities, we are establishing ourselves to grow our position within Kansas as a destination for conferences and national touring shows.

The objective of this Business and Marketing Plan is to continue to increase and diversify the event load for the entire venue. This objective will increase revenues for the facilities and it will ensure that United Wireless Arena & The Boot Hill Casino Conference Center are able to realize the economic impact goals for the area. In order for the facilities to remain viable for the foreseeable future, we are continuously exploring new revenue opportunities and ways to be more efficient.

### **Food and Beverage**

With food and beverage services part of our in-house operation, we have established not only a great revenue center, but have put United Wireless Arena & The Boot Hill Casino Conference Center management in control of the quality and presentation provided. Our past years of operation have received wonderful feedback on food quality, selection, and client satisfaction. While our efforts in providing a great product have been well received, we continue to improve our sales efforts to attract more business, be more competitive, and make the facilities welcoming to a diverse group of people. More people create more business, more visitors to the Dodge City area, and continued improvement to our bottom line. While we have seen growth in all areas of sales, we will continue to evaluate and rework menus and offerings to meet the changing needs of our customers. We look to maintain and grow the level of quality of food and service at United Wireless Arena & The Boot Hill Casino Conference Center. By doing so, our vision is to set the bar high for the entire region as we continue to strive for excellence.

### **The Boot Hill Casino Conference Center**

The Boot Hill Casino Conference Center's design, layout, and location in Dodge City provides great sales and event possibilities that are only limited by the imagination. Because the Conference Center is available for use in multiple space configurations, it has grown in demand and event load over the years since opening. Being directly attached to the arena allows for combined efforts and expanded exhibit spaces. We will continue to pitch multi-day events and regional events as well as take advantage of Arena events and related space needs. We have also partnered with the Boot Hill Casino & Resort, not only with naming rights for the Conference Center, but also in offering concerts on a smaller scale to be held in the Conference Center and our Courtyard, and have had Dinner Show type events.

We are proceeding with updated sales material to provide individual packaged products to make the sales and purchasing process easier. We are also evaluating the physical structure of the facility to improve our sellable space and to be able to accommodate the requests for larger weddings and meeting functions. We continue to better utilize our mezzanine/club level area of the arena increasing usage of that space. We have also started using the Event Garden separating the Conference Center from the Casino for weddings, smaller get-togethers and a weekly concert series during the summer.

United Wireless Arena & The Boot Hill Casino Conference Center is now in a much better position to attract regional and even national events and we have become more aggressive to capitalize on future efforts. We continue to work with the CVB and area hotels to increase availability of room inventory necessary for larger, multi-day conventions and conferences. In March 2015 the Arena and Conference Center hosted the National Mennonite Conference. This Conference spanned three days and had a total attendance of 4,100. As part of this Conference, our Food & Beverage department provided four meals to an average of 1,400 people each meal. This National Conference has already requested we hold space for them for their 2019 Conference. The Kansas Sheriffs Association held their annual conference here in 2014, 2016 and again in 2018. The KSA Conference has an average attendance of 200 people each day for 4 days. We have been in talks with the Association about having the conference here in Dodge City every other year for the next 10 years. We are actively combining sales efforts with the CVB staff, and the growth of long-range bookings will secure our business model for the Conference Center. As an example, we worked closely with all the stakeholders to ensure the success of the Kansas Recreation and Parks Association Conference in April 2016. The event was a success and the planners have noted that they would like to see the conference return to Dodge City.

The Naming Rights for The Conference Center were contracted out to the Boot Hill Casino & Resort for 10 years in May 2016. This partnership will allow the two entities, with buildings attached by the breezeway, to work closer together to bring more entertainment and meetings to Dodge City.

### **United Wireless Arena**

The last eight seasons of events has continued to establish event history at the United Wireless Arena, creating a track record for regional, national, and family show promoters. This is instrumental when establishing our venue as a viable, regional facility. We will continue to diversify our events for economic and public relation benefits working to bring more event activity to Southwestern Kansas. The indoor football team, the Dodge City Law, which utilized office space in the arena as well as

## VenuWorks of Dodge City, LLC 2019 Business Plan

played all their home games in the Arena, finished the 2017 season number 1 in their division. But due to the cost of running the team and other issues, the team did not renew their affiliation with the CIF League and has left the Arena and Dodge City. The Arena will continue to look for an indoor football team for the 2019 season. The Arena hosted the Dodge City High School TOC basketball tournament as well as the SPIAA basketball tournament again in 2018, and look forward to hosting each again in 2019. We hosted our fourth State Basketball Tournament in March 2018 with the Division 2, 1A State Tournament. Our Food & Beverage department catered hospitality for the tournament and received great reviews. We look forward to hosting this event again in the future. We will once again host the Gunsmoke Wrestling tournament as well as the USA Wrestling tournament, which bring in kids from all over Kansas and a 7 state region to compete. We will continue to pursue events such as high school tournaments, collegiate tournaments, and exhibition games/matches.

For the concert fans, we will continue to build on the events that we have hosted at United Wireless Arena. We have worked hard to establish our relationships with regional and national promoters and agents as well as continuing to purchase events when appropriate. With the support of VenuWorks Events & Entertainment Division and the City "Entertainment Fund", we will collectively look at the best opportunities and work to influence more show activity at the facility.

Diversity will be important in the types of events and we will try to influence routing and booking patterns to draw artists and sell tickets. Increased competition by regional casinos, outdoor festivals, and other regional facilities will continue to have an impact on our concert bookings. We have realized some successes with comedy tours, country, rock, Hispanic entertainment and Christian acts, and we will continue our efforts to appeal to all genres and to all tastes.

We will also continue to work to inform, educate, and develop the regional ticket buyer to improve the overall attendance at our events.

### Events Center Snapshot

The following is a snapshot of the setup and projected structure of United Wireless Arena & The Boot Hill Casino Conference Center as it relates to governance, staffing, rates, and booking guideline.

#### A. CITY OF DODGE CITY & FORD COUNTY

United Wireless Arena & The Boot Hill Casino Conference Center directly reports to the City of Dodge City. The City of Dodge City supplies information to Ford County Officials.



#### B. VENUWORKS, INC.

VenuWorks, Inc. has been retained by the City of Dodge City & Ford County to provide ongoing management for the United Wireless Arena & The Boot Hill Casino Conference Center. The original management agreement contract commenced on January 1, 2011 and was renewed to continue through December 31, 2019.

## VenuWorks of Dodge City, LLC 2019 Business Plan

VenuWorks will continue to use its management, marketing, programming, and operational services to maximize the utilization of the Events Center. VenuWorks develops the operating budget with approval by the City Manager, provides monthly status and financial reports to the City, and provides an annual business marketing plan and annual financial report.

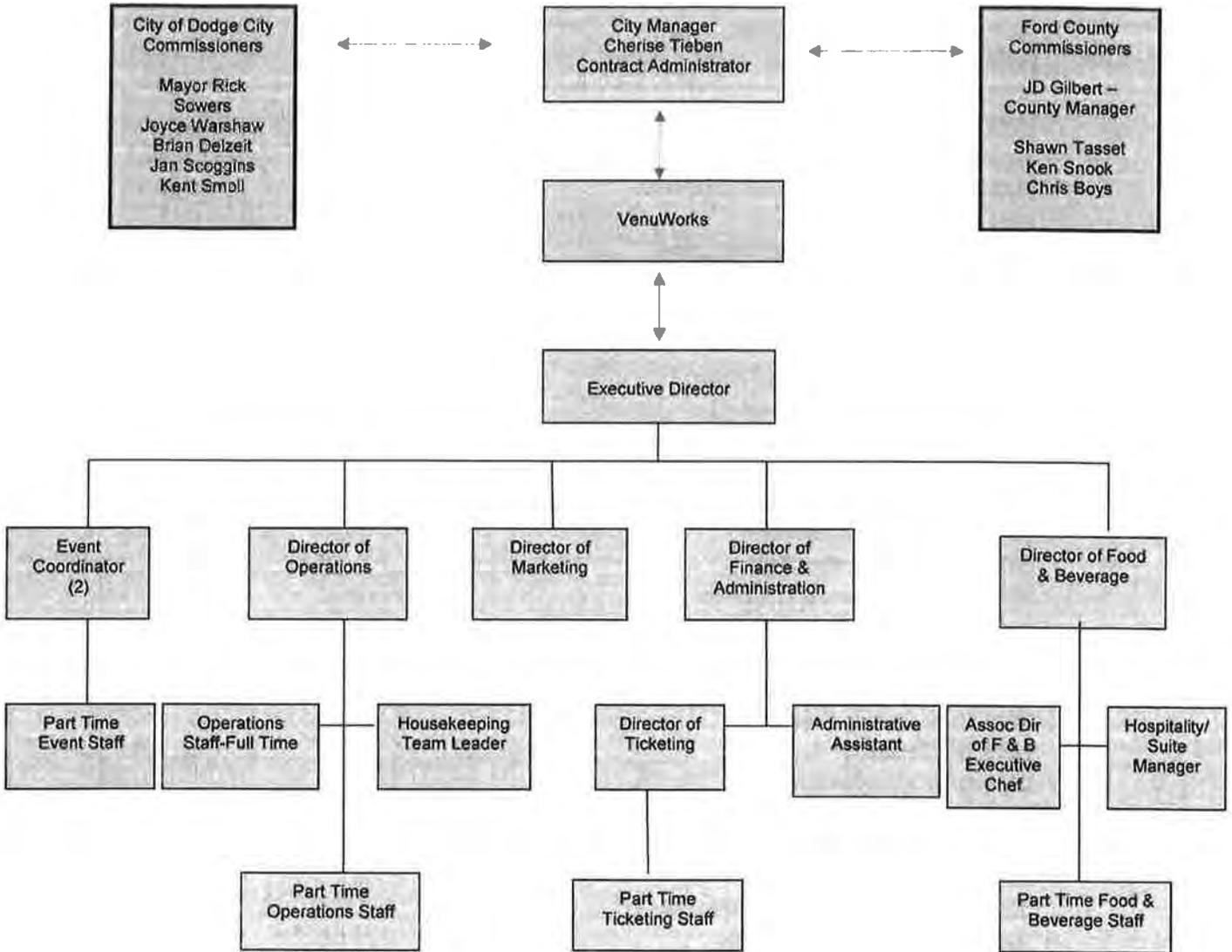
VenuWorks corporate office, located in Ames, Iowa, provides on-going support through site visits throughout the year, monthly booking and marketing calls and weekly scheduled phone calls between Executive Director and VenuWorks Regional VP.

### **C. UNITED WIRELESS ARENA & THE CONFERENCE CENTER**

Below is a layout of the current organization chart at United Wireless Arena & The Boot Hill Casino Conference Center as it relates to on-site VenuWorks Staffing. As our event load grows in the future, we will add staff as necessary.

VenuWorks of Dodge City, LLC 2019 Business Plan

**VENUWORKS OF DODGE CITY, LLC  
UNITED WIRELESS ARENA AND THE BOOT HILL CASINO CONFERENCE CENTER  
ORGANIZATIONAL CHART**



## **D. 2018 ACCOMPLISHMENTS ARENA**

Entertainment Events including:

2018.01.05 DCHS vs Cimarron  
2018.01.18-20 TOC  
2018.01.22-27 SPIAA  
2018.02.18 Young Guns Rodeo Banquet  
2018.03.03 Tanya Tucker  
2018.03.07-10 State 1A Div 2 Basketball  
2018.03.18 Bridal Expo  
2018.03.22 3i Show Vendor Reception  
2018.04.06 Jeff Dunham  
2018.04.07 Gaither Vocal Group  
2018.04.13 Skillet  
2018.04.25 Rain: A Beatles Tribute  
2018.05.05 DCCC Graduation  
2018.05.09-11 American Public Works Conference  
2018.05.12 Estrellas de Mariachi  
2018.05.17 PJ Masks  
2018.05.19 DCHS Graduation  
2018.06.01-3 USA Wrestling  
2018.07.20 Mini Cooper Car Show  
2018.07.28 Justin Moore-DC Days Concert  
2018.09.08 Intocable  
2018.09.29 America  
2018.10.02 Casting Crowns  
2018.10.12 Hairball  
2018.10.27 Scotty McCreery  
2018.11.06-07 Kansas Sheriffs Association Conference  
2018.11.29 Oak Ridge Boys  
2018.11.30 Sesame Street  
2018.12.08 United Wireless Skate Day  
2018.09.01-12.31 Youth Hockey  
2018.09.01-12.31 Public Skating

\*\* Events listed are on our event calendar as of 8/1/18.

## VenuWorks of Dodge City, LLC 2019 Business Plan

ATTACHED IS A FULL LIST OF CONFERENCE CENTER EVENTS HELD IN 2018  
(scheduled as of 8/1/18)

### FACILITY HIGHLIGHTS 2018:

- 129 events with 205 event days in 2018 (as of 8/1/18)
- 425 events with 475 event days in 2017
- Hosted the Tournament of Champions for the 7th year. Will be returning in 2019
- Hosted the SPIAA Basketball Tournament for the 7th year. Will be returning in 2019
- 4th year hosting the 1A Division II state basketball tournament. Will be returning in 2019, with dates on hold for 2020 and 2021.
- Expanded opportunities and times for Public Ice Skate
- Location for Youth Ice Hockey League
- Hosted the Dodge City High School Graduation Ceremony for the 8<sup>th</sup> year.
- Hosted the Chamber Banquet for the 7<sup>th</sup> Year
- Hosted the Young Guns Awards Banquet for 3rd Year. Average of 600 attendees
- Worked with local businesses for meetings/banquets with numerous repeat clients.
- Prepared and submitted bids for 2019 and beyond for conference and conferences that will have major hotel and space needs and produce a large economic impact for the area.
- Staff participated in the Parade of Lights and Chili Cook-off
- 3rd Annual Bridal Expo
- Host Site For State Conventions
- Host site for the Kansas State AA Convention-will return in 2019
- Host site for the Kansas Natural Resources Coalition Conference
- Hosted the Regional AMBUCS Conference
- Hosted the League of Municipalities Conference for the state of Kansas
- Hosted the Kansas State Register of Deeds Conference
- Hosted the annual State of the City and State of the County addresses.
- Hosted the State of the College address
- Hosted the Kansas State Dialogue Conference.
- Hosted the Kansas Respiratory Care Conference for the 5<sup>th</sup> year.
- Hosted the Kansas EMS Conference.
- Hosted the American Public Works Association Conference.
- Hosted the Kansas County Appraisal Association Conference.
- Hosted the Local Latina Outreach and Leadership Conference for the 5<sup>th</sup> Year.
- Hosted the Gubernational Democratic Party debate
- Partnered with the 3i Show as the Volunteer sponsor-Hosted the Volunteer Appreciation Banquet.
- Site for the USA Wrestling tournament, a national tournament for youth wrestlers. Will be returning in 2019
- Continue to be a site for wedding receptions and class reunions.
- Partnered with Boot Hill Casino & Resort-Hosted various employee and VIP Parties
- Site for the Kansas Department of Agricultural Economics Convention, Kansas Corn Growers Annual Meeting, Kansas Wheat Growers Annual Meeting, Kansas Society of Farm Managers Annual Meeting, Kansas Bankers Association meeting, as well as many insurance update meetings for regional agents.

## **E. 2018 PROGRAMMING AND SALES EFFORTS**

Our efforts in 2019 will focus on the following items:

- United Wireless Arena hosted a Professional Indoor Football team in 2014, 2015, 2016 and 2017. The team left the CIF League at the end of the 2017 season and decided to fold the team. The Arena will actively work with the CIF League in 2018 and 2019 to obtain a tenant team for the 2019 season.
- We will continue our sales efforts in booking meetings, conferences, weddings, consumer shows, and banquets. Whether in conjunction with the Arena floor space or not, we will improve our usage of the conference center space. We will continue our sales efforts with Dodge City CVB on long-term bookings and improve our offerings and packaging as it relates to weddings, banquets, and conferences. We have established a tremendous reputation for food and beverage and will maintain and grow that area as to supplement our sales efforts.
- United Wireless Arena & The Boot Hill Casino Conference Center will continue to seek out and bid on larger, multi-day regional conferences for the years 2019 and beyond and work to capture the current bids that have been given for long term events. This will take a concerted effort to garner the full cooperation of the Hampton Inn. The booking policy of the facility allows for priority booking of multi-day conferences/conferences exclusively 18 months out.
- We will continue to actively promote the Arena side of the facility to national agents, independent promoters, and to cultivate new promoters within the region. We have had both challenges and successes with the events held so far and will continue to court those promoters to bring back more events. We have made progress with family touring shows and will continue to foster these relationships with positive, profitable engagements in the upcoming year. In addition, we worked with the City to help establish an "Entertainment Fund" in 2013 that affords the facility additional leverage to work with agents and better negotiate or outright buy talent for self-promoted events. The first use of the fund was utilized to book Alan Jackson for a show February 27, 2014. In addition, the fund was utilized to book Dwight Yoakam in 2013, Gabriel Iglesias and Boston in 2015, Rascal Flatts and Pepe Aguilar in 2016, Rascal Flatts, Lee Brice, Jake Owen and Wynonna Judd in 2017. The Fund was utilized in 2018 to bring Rain: A Beatles Tribute, Justin Moore, Intocable, America and Scotty McCreery to Dodge City. By replenishing the fund at the beginning of each fiscal year, the City has increased the potential of hosting more events than standard promoter agreements would allow.
- A concerted attempt will be initiated to increase the diversity of programming at all our facilities. With the addition of Curtis Ray to the staff in December 2014 as Event Coordinator, we hope to branch out into the Hispanic market by booking events with a Hispanic theme or note. This process has started in 2015 with the booking of two boxing events in the Conference Center. 2016 saw the booking of Pepe Aguilar, the Arena's first "A-list" Hispanic concert. MMA fights also came to the Arena in 2016 and have continued on a semiannual basis in the Conference Center. Los Tigres del Norte played at the Arena in April 2017 and 2018 has seen a Mariachi event with Yolanda del Rio and Beatriz Adriana as well as the group Intocable.

## VenuWorks of Dodge City, LLC 2019 Business Plan

- United Wireless Arena & The Boot Hill Casino Conference Center will work to create and host home-grown events at and around the facility. By utilizing our location, our staffing, and equipment, we will work to create some home-grown events that will help fill the slower summer months when most artists go outdoors to fairs and festivals. 2016 also saw the start of a partnership between the Arena and the 3i show with a trade of advertising during the show for the Conference Center hosting the volunteer appreciation dinner after the show. This partnership has continued in 2018 and expanded, with the Conference Center hosting the 3i Show Vendor Reception. We will continue to look at more local events in 2019 as well as fostering partnerships with local businesses in these homegrown events.
- We will continue to work with local groups and organizations looking to grow their current events or begin new ones.
- We will also continue to monitor and control our expenses to make sure we work towards our financial goals for 2019.
- United Wireless Arena & The Boot Hill Casino Conference Center will continue to support and assist Dodge City High School and the Southern Plains Iroquois Athletic Association toward their goals in the presentation of successful sporting events. We will continue to pursue State and Regional sporting Tournaments/Events which will positively impact the Economies of Dodge City and Ford County.

### **F. APPROACH TO MARKETING**

- One day at a time: We will continue to actively promote the use of the conference center facilities to local and regional users with a focus on the one-day event. Functions such as wedding receptions, holiday parties, corporate retreats & training, and other various single day events keep the conference center active with a majority of the revenue coming from the catering side of the business. We will improve and produce specific sales pieces and market directly to attract these types of events.
- Larger regional approach: Where possible, we will work to grow our market by including and involving the regional cities and outlying markets. This is an area we are striving to improve upon and need to be aggressive in finding a way to reach the people in these markets. We cannot rely just on Dodge City to support our events. In 2018 we continued focusing on a 40 county marketing target to include Western Kansas and Northern Oklahoma. We will continue to expand our reach in the years to come. Digital signage has been obtained in Dodge City, Garden City, Liberal and Woodward in 2015 and will continue to be utilized in 2019. We have worked out a marketing deal with Luminous Neon and obtained 2 Billboards, one next to the Howell Elevator and the other next to the KOCH Nitrogen plant. We will promote shows throughout the year with these billboards.
- Dodge City CVB & Dodge City Area Chamber of Commerce: United Wireless Arena & The Boot Hill Casino Conference Center will work with Dodge City CVB and the Chamber to aggressively seek out new business opportunities utilizing established relationships.

## VenuWorks of Dodge City, LLC 2019 Business Plan

- **Governmental agencies:** Dodge City has become a regional hub for goods, services, and agencies for Southwest Kansas. United Wireless Arena & The Boot Hill Casino Conference Center will take advantage of previous success and those synergies to attract more government based meetings and trainings. The State of Kansas has held successful meetings at the United Wireless Arena and The Boot Hill Casino Conference Center. This has opened up doors for other state agencies to hold their meetings here. The KRPA (Kansas Recreation and Parks Association) as well as the Kansas Sheriffs Association Conferences were held in 2016 with the Sheriffs Association returning in 2018.
- **Book shows, sell tickets:** Marketing focus will be in selling more tickets to events in 2019. Through a variety of channels, United Wireless Arena & The Boot Hill Casino Conference Center will work with promoters and pursue minimal risk events to more effectively market shows to the large target area in and around Dodge City. With the population in the region spread over a wide area, it is a challenge to effectively reach potential ticket buyers in the most cost efficient manner. Gathering information on buying habits, listening and reading habits, and the desired entertainment genres of the population will help to make those incoming promoters want to return. Utilizing social media, our website and customer satisfaction surveys will be key to gathering this information. We work with TicketMaster and have improved our abilities through technology improvements and will continue to look at our distribution capabilities to see what we can improve. Blue Digital, a division of Ticketmaster has shown to be a great success in promoting shows through social media, and we will continue to utilize those resources going forward. We will continue our partnership with United Wireless to make tickets accessible in outlying communities including Garden City, Liberal and Greensburg. We will look into expanding that accessibility into more Western Kansas areas. For the Pepe Aguilar show we utilized five ticket outlets in Dodge City, Garden City, Great Bend, Liberal and Ulysses. For the Los Tigres show we utilized three outlets in the Dodge City, Liberal and Garden City markets. We will continue to look at each show to see if outlets provide a viable option for ticket sales.
- **Cater to the local population:** We continue to engage the core population base to include them in United Wireless Arena & The Boot Hill Casino Conference Center activities to sustain the pride in their facilities.
- **Partnership with Boot Hill Casino & Resort:** Since 2013 United Wireless Arena & The Boot Hill Casino Conference Center has worked with the Casino to attract meetings and concerts/trade shows that benefit both marketing goals and bring more tax dollars to the community. We partnered in 2014 on the Highwaymen Show over Memorial Day weekend and an Elvis show over Labor Day weekend. Both were successful shows. The cooperation relationship continued in 2015 with another Elvis show and VIP parties. In 2016 the Casino agreed to Naming Rights for the Conference Center. Part of this agreement will allow for events to take place in the Conference Center and be hosted by the Casino in an effort to bring more entertainment options to the area. This relationship will continue to be fostered in 2019 and beyond.
- **Our partnership with United Wireless was expanded in 2017.** The contract for naming rights was set to expire in 2020. United Wireless approached us and proposed expanding the contract to 2026. This partnership remains strong and we hope to keep expanding it through 2019 and beyond.

## VenuWorks of Dodge City, LLC 2019 Business Plan

- **Social Media:** In addition to our Facebook page, Twitter page, Instagram page, we also started utilizing Blue Digital, a division of Ticketmaster to promote shows through all social media platforms. We have also experimented with YouTube advertising for larger shows and hope to master this avenue in 2019.
- In late 2017 and early 2018 the Arena and Conference Center will be revamping our website, making it more user friendly and user attractive. This has been an ongoing process since the launch of the new site in 2014. The new website was released in September 2018.
- In 2015 VenuWorks completed negotiations with several national ticketing companies regarding our national ticketing agreement. The process was very competitive, and ultimately TicketMaster submitted a proposal that surpassed their competitors, and even our own expectations. We were able to secure a deal that will net United Wireless Arena 40% of all service fees and per order processing fees. In addition, there will be no “inside charges” that independent facilities are often forced to pay, and there will be no cost for TicketMaster’s world renowned marketing expertise or their Mail Manager System. Corporately, VenuWorks is restructuring to focus more of our efforts on utilizing the market analytics available through TicketMaster. VenuWorks will create the role of Chief Marketing Officer and coordinate resources towards our digital marketing plan, which ultimately will sell more tickets for all of our managed venues.

Perhaps more exciting than the immediate financial impact of our new ticketing agreement is the opportunity VenuWorks has to partner with Live Nation, the world's largest presenter of live entertainment events. Specifically, in an effort to drive more programming into VenuWorks facilities, Live Nation has committed to the following steps:

- Designate a national point person as the liaison for VenuWorks corporate booking staff.
- Host a bi-weekly conference call for VenuWorks booking staff focused on sharing relative programming information.
- Conduct quarterly meetings, with representation from key Live Nation Market Presidents, to discuss the programming of VenuWorks facilities.
- Host a meeting for VenuWorks executive staff on an annual basis in Los Angeles to review the prior years’ programming results and the upcoming year’s programming opportunities & strategy. This meeting will include at least one of the Co-Presidents of North American Concerts along with representation from Live Nation’s Touring Division.
- Because of this agreement, United Wireless Arena was able to bring the CMT Tour with Thomas Rhett and Brett Eldridge to Dodge City in 2015.

We are very excited about this partnership and the booking advantage it will provide for each of our managed facilities, regardless of market size. It is an opportunity that is only made possible by bundling the ticketing and booking capacity of all VenuWorks managed facilities, and we are confident it will have a positive financial impact on all of our venues.

Corporately, VenuWorks has initiated a program of regional booking groups that will focus our efforts on buildings with similar scope and geographic locations. United Wireless Arena will be included with similar arenas in an effort to encourage the best possible routing scenarios, and lowest possible artist fees.

## VenuWorks of Dodge City, LLC 2019 Business Plan

- Third Party Efforts: New Boston Creative Group, a creative marketing group was consulted in 2016 and conducted a Discovery Project to evaluate our current marketing efforts and offer suggestions as to how we can improve our marketing reach. The results of this Project reflected our current efforts well. We will continue in the direction we are heading as a result.

### **G. MARKETING PLAN**

- In April 2017 Venues Today Spotlited Midwest Venues in their April's Issue and United Wireless Arena ranked in the 'Top 10' 2017 'Top Stops'. The leading International magazine Venues Today focused in on the Midwest for their April issue and The United Wireless Arena made the issue coming in at #8 on the list. Venues Today congratulated the United Wireless Arena on making the list of 'Top 10' 2017 Midwest 'Top Stops' ranking in the 5,001-10,000 venue category based on concert and event grosses from February 1, 2016— January 31, 2017. Venues Today called it, "An Outstanding performance."
- In August 2016 and August 2018 Facilities & Event Management Magazine announced that United Wireless Arena was a 2016 and 2018 Prime Site Award Winner. The Facilities' Prime Site award is given to the top entertainment, sports, and special event venues, including Arenas, Civic Centers, Coliseums, Auditoriums, Stadiums, Theaters, PACs, Amphitheaters, University Venues, Fairgrounds and Special Event Venues. Readers of the magazine nominate venues based on numerous criteria ranging from promotional support and event staff proficiency to physical aspects such as seating versatility, AV and staging quality, and back-of-house amenities. Winners of the award demonstrate the ability to please both incoming acts and patrons on multiple levels. This award serves to show the dedication and commitment to quality that the staff of the Arena shows at every event.
- United Wireless Arena & The Boot Hill Casino Conference Center Advertising:
  - Along with the Naming Rights agreement with Boot Hill Casino, advertising for certain shows will be included on Casino mailers, website, radio ads, etc. This will allow the Arena to reach a wider population of people when marketing shows.
  - Midwest Meetings Trade publication
  - Venues Today magazine
  - Regional News Papers
  - Regional Radio
  - Oklahoma and Colorado markets as we see our demographics grow there
  - United Wireless Arena Website-updated in 2014. Revamped in 2018.
  - Email blasts
  - Facebook/Twitter
  - Southwest Kansas Faith and Family
  - Informative Hispanic American
  - Dodge City Chamber Newsletter
  - LEGEND magazine of Southwest Kansas
  - Dodge City Days Guide
  - Pollstar National Magazine
  - Billboard AudArena Guide
  - IAVM Venue Connect Issue
  - Facilities Magazine Super book, Booking Guide and Facilities/Destinations

## VenuWorks of Dodge City, LLC 2019 Business Plan

- Meetings MidAmerica – Midwest Spotlight
- ASAE association executives planning guide
- High Plains Journal weekly magazine
- Digital Billboards in Garden City, Dodge City, Liberal, Great Bend and Woodward
- Static billboards on the East and West sides of Dodge City.
  
- Professional Memberships and Networking
  - Maintain professional industry memberships and attend monthly/bi-monthly/quarterly meetings and special events for networking opportunities and industry information. The membership includes the follow:
    - Dodge City Area Chamber of Commerce
    - Dodge City Sports Commission
    - Garden City Chamber of Commerce
    - International Association of Venue Managers (IAVM)
    - International Association of Entertainment Buyers (IEBA)
    - Dodge City Convention and Visitors Bureau
    - Tourism Promotion Area Meetings
  
- Tactics – Association, Government & Corporate/Social Markets
  - Direct Sales
    - Calls to local, regional, and statewide planners
    - Continue to work with the Dodge City Convention & Visitors Bureau to establish Dodge City as a destination city
    - Work closely with local vendors for referrals
    - Send comprehensive proposals when RFP process has been initiated for conventions working with CVB
    - Track leads using event management system
    - Follow up on all leads using tracking system
    - Follow up with clients after their event to re-book for future years
    - Network through current clients for additional business
    - Review files and lost business for new leads
  
  - Sales Trips
    - Conduct regional sales calls in the following areas
      - Dodge City
      - Garden City
      - Liberal
  
  - Sales Missions
    - Make sales calls to businesses
    - Conduct five Site Tours a quarter
    - Self Promote Show opportunities
    - Self Promote summer festivals, home grown events
  
  - Annual Conferences
    - Annual conferences bring increased revenue into the area that supports the local hotels, restaurants, and retail establishments. We will work with groups to establish Dodge City as the annual conference destination

## VenuWorks of Dodge City, LLC 2019 Business Plan

- Attend the following conferences & events
  - International Association of Venue Managers convention – July 2018/July 2019
  - Pollstar Annual Conference-February 2018/February 2019
  - IAVM-Venue Management School-June 2018/June 2019
  - EAMC-Event Arena Marketing Conference-June 2018/June 2019
  - IEBA-Event Booking Association-September 2018/September 2019
  - VenuWorks annual meetings
  - Regional events / festivals
- Sales Objectives
  - Retain and sign current partners and sponsors to reflect 2019 value increases into their new contracts.
  - Pursue new partners and sponsors to sell the remaining current inventory and creating new customized packages for larger sponsors.
- Profit Objectives
  - Analyze the true industry value of current inventory and adjust price accordingly.
  - Maintain integrity of inventory value and sell for appropriate price.
- Keys to Success

In order to meet the goals outlined in this marketing plan, it is important the marketing strategy does the following:

  - Continue to assess and utilize physical plant and equipment for cost savings
  - Assess current available signage and create attractive packaging to new sponsors and/or up-selling current partners and sponsors.
  - Continue to increase communication with Media to inform them of positive and ongoing projects that will benefit the community and increase the perceived value of both buildings.
  - Obtain new monies that may be available through local tax revenues to create, support and promote new major events.
  - Work to obtain state grant money availability to be used for needed improvements or promotion.
  - Increase signage, sponsorship, and suite value
- Promotions

In the past years we have had success promoting our buildings through promoter's dollars and thereby creating a strong local media relationship and keeping them informed. We have also found success with promoting specific building events especially at the United Wireless Arena. To communicate clearly with our community and region, it is important that we present a consistent marketing message between the different marketing channels. We will integrate our marketing communication in the following categories:

  - Advertising – In tandem with current promoter dollars, we have budgeted advertising dollars to promote the presence of the facilities and to advertise our own specific building events. We will be partnering with print, radio and television and internet on a number of activities.
  - Public Relations and Publicity – More news releases will be sent on a monthly basis informing the media of how our ongoing activities will impact the guest experience.

## VenuWorks of Dodge City, LLC 2019 Business Plan

- Direct Marketing – A great deal of effort will come from the facility ticket office. This effort will look into creating a group sales network to inform and encourage spontaneous and easy ticket purchasing for large groups. We have partnered with United Wireless and have sent out “text blasts” to United Wireless customers to promote special group sales opportunities. The Casino mailers and e-blasts for events are also effective marketing for events.
- Promotions and Events – Partnering with local Radio and TV has been very limited. In most cases this is due to promoter wishes for concerts. We will attempt to offer the media a reward to their loyal listeners or viewers and will offer free give aways to bring ticket buyers to our building.
- Marketing Materials – A facility brochure and technical package has been developed for promoters. To better promote the rental of the buildings and to further the updating of our website, we have hired photographers to take specific photos of different concert set ups, sets, rigging, and lighting etc.
- Online Advertising – We are using our own sites to promote events and offer information. We have advertised events on Facebook, YouTube and Twitter. Working with United Wireless, we have pursued a cell phone internet texting opportunity that would promote an event. We have revamped our website with a new look that will make the site more appealing and user friendly.
- Social Media promotions – We are currently utilizing Facebook and Twitter to hold ticket “giveaways” and foster more community involvement with our events. We have given away meet & greets through Facebook and Twitter as well as ticket giveaways. We will continue this process in the future, as social media seems to be the best avenue for this type of marketing. Our Facebook page reached 10,000 “Likes” in 2016. That number grew to 13,820 in 2017 and 15,675 in 2018. We hope to grow that number into the future.
- Partnership with the Kansas Lottery- The Justin Moore concert offered us the chance to partner with the Kansas Lottery by selling tickets at a “group” rate to the Lottery, who then offered those tickets to their Play On app users as a promotion. The partnership produced ticket sales of 400 for this first event. The Lottery was enthusiastic about the amount of response they received for the promotion. We hope to offer this kind of promotional partnership with the Lottery on our larger shows going forward.

## **H. BUSINESS OPERATIONS**

VenuWorks has obtained and will continue to maintain all licenses and permits necessary for the management and operation of United Wireless Arena & The Boot Hill Casino Conference Center, subject to the State of Kansas, Ford County, and the City of Dodge City's procedures (as applicable) for the granting of such licenses and permits. In addition, we are responsible for the collection of all revenues and payment of all operating expenses including payment and remittance of applicable sales taxes. United Wireless Arena & The Boot Hill Casino Conference Center maintains three separate commercial bank accounts, one for Operations, one for Box Office sales to hold escrow ticket sales and one for ATM machine transactions. These accounts are in the name of the City of Dodge City and utilize their federal identification number. Signatories include the Executive Director, Director of Finance and Director of Food & Beverage. The City Clerk also is included as a signatory. As appropriate and if available, these accounts are held in commercial interest-bearing money market accounts.

## VenuWorks of Dodge City, LLC 2019 Business Plan

The City of Dodge City has authorization at any time to obtain information and records from the bank concerning the above-mentioned accounts. The interest accrued in these accounts is to be the revenue of the City of Dodge City and applied towards operation of the facilities.

VenuWorks maintains accounting records relating to United Wireless Arena & The Boot Hill Casino Conference Center using accounting practices in accordance with generally accepted accounting principles consistently applied. We will continue with our internal financial control policies and practices which are in accordance with generally accepted standards in the industry and acceptable to The City of Dodge City. The City of Dodge City has access to all accounting records and supporting documentation relating to the UWA/BHCCC during the term and any renewal term of the contract.

VenuWorks has purchased and continues to maintain adequate commercial general liability insurance including liquor liability insurance (as appropriate), to afford protection from claims arising out of incidents occurring at United Wireless Arena & The Boot Hill Casino Conference Center with limits of liability acceptable to the City of Dodge City and Ford County. VenuWorks also carries adequate workers compensation insurance, automobile liability insurance, umbrella and excess liability insurance, fire and extended insurance coverage for items of personal property, equipment, and fixtures, and crime insurance with limits acceptable to the City of Dodge City and Ford County. VenuWorks also requires event insurance be obtained for all events that are held in the Arena or Conference Center.

We also require subcontractors who perform work or services under this agreement to meet the same insurance requirements as required of VenuWorks. VenuWorks of Dodge City, LLC, the City of Dodge City, Ford County, United Wireless, BHCCMC, LLC, their officers and employees will be named as additional insured on VenuWorks' and any subcontractor's policies and certificates of insurance. VenuWorks will also furnish UWA/BHCCC with certificates of insurance and a copy of our policies if requested. All insurance will remain in effect during the life of the contract.

VenuWorks will continue to manage the food and beverage operations in-house at United Wireless Arena & The Boot Hill Casino Conference Center. The philosophy behind this business decision is to maximize the revenue generated from this operation and return it to the facility rather than share it with an outside third party contractor. From a customer service standpoint, managing catering and concessions in-house allows VenuWorks to have much greater control and confidence in the quality of the products being served and in the quality of the service provided by its employees. VenuWorks may partner with 3<sup>rd</sup> party vendors to enhance operation if warranted.

**Published Conference Center/Arena Rack Rates (2019)**

	<u>Daily Rates</u>
½ Single	\$125.00
Single Room	\$200.00
Half of Conference Center	\$450.00
¾ Conference Center	\$675.00
Full Conference Center	\$900.00
<b>Executive Meeting Rooms in Arena</b>	
Jack Dalton Room	\$150.00
High Plains Journal Meeting Room	\$150.00
Club/Suite level concourse	\$300.00
<b>Miscellaneous Charges</b>	
Ice Time	\$250.00 per 90-minute use
Move-in Day	\$100.00 in addition to the above listed rent
Move-out Day	\$100.00 in addition to the above listed rent
Extra Hours	\$100.00 per hour
TULIP Insurance (estimate)	\$200.00

**Published United Wireless Arena Rack Rates 2019**

**Arena (Ticketed Event)**

Base Rent: \$5,000 minimum vs. 10% of Gross Ticket Sales (whichever is greater) + Reimbursed Event Expenses

Load-In/Load-Out/Rehearsal Days: \$1,500 + Reimbursed Event Expenses

Box Office Fee: \$300 minimum vs. 3% of Gross Ticket Sales

*(Gross Ticket Price includes all applicable sales tax, does not include facility fee)*

Facility Fee/Parking Fee: \$4.00 per ticket (Will be added to base ticket price)

**Arena (Non-Ticketed Event)**

Base Rent: \$3,500 per day + Reimbursed Event Expenses

Load-In/Load-Out Days: \$1,000 + Reimbursed Event Expenses

TULIP Insurance: estimate \$200

Box Office Fee: N/A

Facility Fee: N/A

Effective as of 1/1/2017. Prices subject to change without notice.

VenuWorks of Dodge City, LLC 2019 Business Plan

**EQUIPMENT RATE SHEET 2019**

10x14 Front Projector or Rear Projector Screen	\$50.00
2K Supertroopers (6 available) (operator separate charge)	\$150.00
Arena Clean Up Fee	\$1,000.00
Arena Set Up/Tear Down Fee (subject to change)	\$1,000.00
Bike Rack 8' Section	\$10.00
Booth 10'x10' W/Pipe and Drape {2} Chairs and {1} 8' Skirted Table (1)-110 v service	\$50.00 per booth
Carpet (per foot)	\$9.00
CD Player	\$25.00
Chairs**	\$1.00
Cocktail Table	\$5.00
Concert Barricade	\$150.00
Concert Stage 4'x8' Sections	\$8.00
Concert Stage 60'x40' Maximum Size	\$400.00
Conference Center Room set up fee**	\$50.00
Curtains Half House Coliseum Only	\$500.00
Dance Floor 30' x 30' Max.	\$200.00
Dry Erase Board	\$10.00
Easel	\$5.00
Flipchart	\$25.00
Flipchart Paper	\$25.00
Fork Lift (operator separate charge)	\$175.00
Hardwire Internet Connection-Arena	\$75.00
Hardwire Internet Connection-Conference Center	\$15.00
High Speed/ Special Drop	\$75.00
Laptop Computer	\$35.00
Laptop Powerpoint Clicker	\$5.00
Linens/Napkins (Black & White-non food event)**	\$2.00
Linens/Napkins (Colored)	\$7.00
Microphone, Hard Wired (with house sound)	\$10.00
Microphone, wireless or lapel (with house sound)	\$10.00
Photocopies	\$0.20 (b&w) \$0.50 (color)
Pipe and Drape- 3' High	\$6.00 per section
Pipe and Drape- 8' High	\$6.00 per section
Podium	\$10.00
Podium with corded microphone	\$20.00

VenuWorks of Dodge City, LLC 2019 Business Plan

2200 Lumen Projector	\$50.00
Projector Screen	\$50.00
Ribbon Board/Ad Panel (operator separate charge)	\$100.00
Riser (per 4' x 8' section)	\$8.00
Sound Board (operator labor extra)	\$50.00
Table 5' Round**	\$5.00
Table 8'***	\$5.00
Table Skirt & Linen (per table)**	\$6.00
Table Skirt 30" (per table)**	\$2.00
Telephone Conference Unit	\$25.00
TV/DVD Player	\$25.00
Video Board no live stream (DVD) (operator separate charge)	\$200.00
Wireless Internet Connection	\$15.00
Wireless Microphone (with house sound)	\$10.00
Changes (made day of event)	\$50.00

\*Tables, chairs and room set-up are included in Conference Center room rental rates

\*Black or white linens are included in the price of catering for Conference Center

Rates are based on upon equipment ordered and finalized two weeks prior to your event. Additional charges will be applied to equipment/changes ordered the day of your event.

Our facility will set up all equipment rented throughout the United Wireless Arena & The Conference Center;

however it does not include a technician during your event without additional charges.

You are welcome to bring in your own audio/visual equipment for your Conference Center event

Effective 1/1/2015. Prices subject to change without notice

VenuWorks of Dodge City, LLC 2019 Business Plan

**LABOR RATE SHEET**

Conversion Supervisor.....	\$16.00 per hour
Conversion Staff.....	\$13.00 per hour
Front of House Staff (ushers, ticket takers, greeters, receptionist).....	\$13.00 per hour
Event Operations (audio/visual techs, general oversight).....	\$16.00 per hour
Event Peer Security (door guards).....	\$16.00 per hour
Contracted Security.....	\$23.00 per hour
Event Custodial Attendants.....	\$13.00 per hour
Event Custodial Supervisors.....	\$16.00 per hour
EMT First Aid Attendants (2 required).....	\$75.00 per hour
Police.....	\$50.00 per hour
Video Display System Producer.....	\$50.00 per hour
Video Display System Control Crew.....	\$35.00 per hour
Video Display System Camera Operators.....	\$35.00 per hour
Electrician.....	\$45.00 per hour
Engineer.....	\$45.00 per hour
Arena House Sound & Lights Operator.....	\$20.00 per hour
Follow Spotlight Operators.....	\$20.00 per hour
Stagehands (Loader, Pusher, General Hand).....	\$24 p/h straight time
Stagehands (Riggers).....	\$44 p/h straight time
Forklift Operator .....	\$28 p/h straight time
Coat Check Attendant (1=100 guests) .....	\$40.00 per event
Bartender.....	\$80.00 per 4 hour Event
Carver Service .....	\$40.00 per
Cake Service .....	\$50.00 per event
Hospitality Labor (events less than 25 people).....	\$50.00 per event

As of 1/1/2017. Prices subject to change without notice.

## **I. Financial Operating Plan**

The Financial Operating Plan for 2019 is attached in budget worksheet format. The operating plan encompasses the Business Plan into a financial plan with budget goals for both revenue and expenses.

The 2019 Financial Operating Plan for the year has total operating revenues of \$ 3,074,690 and projected expenses of \$ 3,950,190. This results in a net projected subsidy of (\$875,500). The budget is based on seven full years of actual historical performance numbers. Taken into account are the number of events increasing in 2018 and 2019, based on the increase in Arena shows in 2016 and 2017. In 2017/2018 we looked at rental prices for rooms and equipment and increased the prices on these items as well. Rates will stay at the new rates for 2019. Rental rates had not increased since the Conference Center opened in 2011. We have also taken a look at Catering Menu prices, as costs to purchase the products that we prepare has steadily increased over the years. A new Catering Menu was introduced in August 2018 and its prices and quality of food is more upscale and styled to suit any event that would like to book in our facility. It is United Wireless Arena & The Boot Hill Casino Conference Center's hope that with these increased number of events and rental rates, incomes will also rise as expenses do. To be conservative we have budgeted according to past event average expense/income numbers. Another issue that had arisen in 2014 and will continue into the future is the increased costs of upkeep of the infrastructure of the building and its equipment, such as HVAC units, lighting issues, ammonia plant and repairs to the ribbon board. The lack of storage in the building had become an issue until the new storage building was built in 2017. The City has approved the use of Capital Improvement money for some of these ongoing repair issues. That Capital Improvement request is also part of the Financial Operating Plan and is attached.

### **Goals of the Financial Operating Plan**

- Maximize revenue from all sources to achieve projected revenues dollars.
- Use every effort to keep expenses under projected expense dollars.
- Host various region academic graduations, religious services, and meetings.
- Work with promoters and national and local agencies to present a minimum of fifteen entertainment events such as family shows, sports shows, comedy shows, concerts, and stage presentations.
- We will continue to look at promoting in-house as necessary to meet the demand for ticketed concert events. We will evaluate and analyze to eliminate as much risk as possible and include the City as part of the decision making process, utilizing the City's "Entertainment Fund".
- Seek out potential "Co-Promoters" to lessen the risk on shows we purchase.
- Increase regional appeal and overall attendance.
- Increase number of conventions held at facility.
- Increase Group Sales for ticketed events
- Increase food and beverage revenues.
- Use technology for cost savings through energy, labor and equipment.

## VenuWorks of Dodge City, LLC 2019 Business Plan

	<u>Jan - Dec '18</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
5000 · Facility Rent Revenue	256,355.00
5001 · Ticket Revenue/Co-Pro Revenue	1,358,800.00
5002 · Facility Fee/Ticket Rebate	194,350.00
5003 · Ticket Office Revenue	0.00
5004 · Concession Revenue	249,015.00
5005 · Merchandise Revenue	6,500.00
5006 · Catering Revenue	521,802.00
5007 · Reimbursed Event Labor	9,200.00
5008 · Reimbursed Contract Labor	38,000.00
5009 · Reimbursed Expenses	142,450.00
5010 · Reimbursed In-House Equipment	39,000.00
5014 · Reimbursed Insurance Revenue	9,700.00
5013 · ATM Revenue	840.00
5015 · Contractual Income	457,615.00
5019 · Interest Income	120.00
5020 · Ice Revenue	40,000.00
5021 · Room Change Charge Revenue	0.00
<b>Total Income</b>	3,323,747.00
<b>Cost of Goods Sold</b>	
50000 · Cost of Goods Sold	249,057.00
<b>Total COGS</b>	249,057.00
<b>Gross Profit</b>	3,074,690.00
<b>Expense</b>	
7000 · Personnel Services	1,603,307.00
8000 · General & Administrative	100,368.00
8030 · Occupancy	613,610.00
8050 · Travel and Motor Vehicle	18,600.00
8060 · Event Expenses	1,266,800.00
8080 · Food & Beverage Expense	57,600.00
8090 · Services/Operations	289,905.00
<b>Total Expense</b>	3,950,190.00
<b>Net Ordinary Income</b>	-875,500.00
<b>Other Income/Expense</b>	
<b>Other Income</b>	
9011 · City Subsidy	875,500.00
<b>Total Other Income</b>	875,500.00
<b>Net Other Income</b>	875,500.00
	0.00

## United Wireless Arena Conference Center Events

Event	Customer
2018 Rotary-Every Monday but Holidays	Rotary
2018.01.03-04 Alliance Ag & Grain	Alliance Ag & Grain
2018.01.06 United TelCom Christmas	United TelCom
2018.01.08 City Hall Leadership	City Hall Leadership
2018.01.10 NAU Insurance	NAU Insurance
2018.01.11 Sorghum U	High Plains Journal
2018.01.12-13 DCCC Trustee Orientation	DCCC
2018.01.12-14 SW KS AA Conference	SW KS AA Conference Satanta, KS 67870
2018.01.16 & 18 Lewis Automotive	Lewis Automotive
2018.01.17 Syngenta	Syngenta
2018.01.18 ProAg Insurance	ProAg Insurance
2018.01.20 CHS Holiday Party	CHS
2018.01.24 Dow AgroSciences	Dow AgroSciences
2018.01.27 IPro Network	IPro Network
2018.01.30 Van Diest Supply Co	Van Diest Supply Co
2018.02.03 CASA Chocolate Dreams	CASA
2018.02.05 City Leadership	City of Dodge City
2018.02.06 KSU Sorghum School	K-State Ford County Extension
2018.02.13 Pinnacle Ag	Pinnacle Ag
2018.02.15 Alfalfa U	High Plains Journal
2018.02.20 Kansas Bankers Association	Kansas Bankers Association
2018.02.21-22 Bayer CropSciences	Bayer Crop Science
2018.02.24 Chamber Banquet	Dodge City Chamber of Commerce
2018.02.27 Monsanto	Monsanto
2018.03.01 Landmark National Bank	Landmark National Bank
2018.03.02 Edward Jones Winter Regional	Edward Jones
2018.03.05 City Hall Leadership	City of Dodge City
2018.03.06 Centera Bank	Centera Bank
2018.03.06 Skillpath Seminar	Skillpath
2018.03.06 Suicide Prevention Meeting	Nancy Mooradian
2018.03.07-09 Cargill	Cargill
2018.03.13-14 BNSF Training	BNSF
2018.03.20-21 BNSF Training	BNSF
2018.03.22 US Premium Beef	US Premium Beef
2018.03.27 Farm & Ranch Realty	Farm & Ranch Realty
2018.03.28 HPJ Small Grains Solutions	High Plains Journal
2018.03.29 Crop Production Services	Crop Production Services
2018.03.30 DC/FCWSU Healthcare Needs	DC/FC Development
2018.03.31 Spanish Cong of Jehovah's Witn	Spanish Cong Jehovah's Witnesses
2018.04.02 City Leadership Breakfast	City of Dodge City
2018.04.03 3i Show Volunteer Reception	WKMA
2018.04.10-11 Dillons	Dillons
2018.04.11 National Ag Stats Service	National Ag Stats Service
2018.04.12 Centera Bank	Centera Bank
2018.04.12 Leadership Dodge	Dodge City Area Chamber of Commerce

## United Wireless Arena Conference Center Events

Event	Customer
2018.04.12 National Beef	National Beef Dodge City, KS 67801
2018.04.14 iPro Network	iPro Network
2018.04.19 American Family Insurance	American Family Insurance
2018.04.20-22 KS EMS Assoc Conference	KEMSA Topeka, KS 66614
2018.04.26 SCTE Vendor Day	SCTE High Plains Chapter
2018.04.27 SkillPath Seminars	SkillPath Mission, KS 66202
2018.04.28 MMA	RAFK David Rine Liberal, KS 67901
2018.05.01-02 Sysco Event	Sysco
2018.05.03 Edward Jones	Edward Jones Dinner
2018.05.04 Edward Jones	Edward Jones
2018.05.07 City Hall Leadership	City of Dodge City
2018.05.09-11 KS Public Works	APWA Kansas Chapter Winfield, KS 67156
2018.05.10-11 Bills Volume Sales	Bills Volume Sales
2018.06.02 Jenkins Wedding Reception	Colby Jenkins
2018.06.04 City Hall Leadership	City of Dodge City
2018.06.09 Bradford/Howell Wedding	T Bradford Jetmore, KS 67854
2018.06.10-13 KS County Appraisers Assoc	KS County Appraisers Assoc Meade, KS 67864
2018.06.21 Dillons	Dillons
2018.06.22 KS League of Municipalities	KS League of Municipalities
2018.06.23 Lil Miss Dodge City	Lil Miss Dodge City
2018.06.26 Health Care Info Systems	Health Care Info Systems
2018.07.02 City Hall Leadership	City of Dodge City
2018.07.07 Ast Wedding	Jessica Ast
2018.07.09 Landmark National Bank	Landmark National Bank Manhattan, KS 66505
2018.07.14 Salmans/Boggs Wedding	Salmans/Boggs Wedding
2018.07.19-20 BTI Annual Meeting	BTI Bucklin, KS 67834
2018.07.24 Cash-Wa Food Show	Cash-Wa Distributing
2018.07.25 Gubernational Debate	KS Democratic Party Josh Wasinger
2018.07.26 American Implement	American Implement
2018.08.03-04 Miss Rodeo Ks Pageant	Miss Rodeo Ks Pageant Dodge City, KS 67801
2018.08.06-08 SWKAC #613	SW Ks Area Coop Dist #613
2018.08.06 City Hall Leadership	City of Dodge City
2018.08.14 Crop Risk Services	Crop Risk Services
2018.08.14 High Plains Farm Credit	High Plains Farm Credit
2018.08.14 Skillpath Seminars	Skillpath Seminars
2018.08.15 NAU Insurance	NAU Insurance
2018.08.21 KBA	Kansas Bankers Association
2018.08.23 Rain And Hail	Rain and Hail Crop Insurance
2018.08.28 Stakeholder Meeting	United Wireless Arena
2018.08.30 Public Consulting Group	Public Consulting Group
2018.09.01 Windthorst School Reunion	Windthorst Alumni LaRae Slattery
2018.09.08 Matheny Wedding Reception	Sydney Matheny
2018.09.10 City Hall Leadership	City of Dodge City
2018.09.10 Dillons	Dillons
2018.09.11 KFSA Customer Meeting	KFSA

## United Wireless Arena Conference Center Events

Event	Customer
2018.09.11-13 Cargill Training	Cargill
2018.09.13 Tracy Byrd	Albert Vasquez, Central Station
2018.09.13 Black Hills Energy	Black Hills Energy
2018.09.14 Centera Bank	Centera Bank
2018.09.15 Smith/Lacy Wedding	Kara Smith Copeland, KS 67837
2018.09.21 Law Enforcement Training	Woolwine Kuhns LLC
2018.09.23 Miss Dodge City Latina	Miss Dodge City Latina Monica Rubio
2018.09.26 KanCare Training	United Health Care
2018.09.27-28 KS Respiratory Care	KS Respiratory Care
2018.10.01 City Hall Leadership	City of Dodge City
2018.10.04-05 KS Legislative Policy Group	KS Legislative Policy Group
2018.10.06 Casino Event	Boot Hill Casino & Resort
2018.10.10 State of the City	Dodge City Chamber of Commerce
2018.10.13 LOL Latina Banquet	Latina Womens Group-Eliva Solis
2018.10.16 United Wireless Annual Meeting	United Wireless
2018.10.17 Farmer Mac update	Farmer Mac
2018.10.20 MMA	RAFK David Rine Liberal, KS 67901
2018.10.25 Legislative Session Dinner	League of Kansas Municipalities
2018.10.31 State of the College	Dodge City Chamber of Commerce
2018.11.01 WSU Economic Outlook	Wichita State University
2018.11.03 Schuetze/Montgomery Wedding	Carol Schuetze Cimarron, KS 67835
2018.11.05 City Hall Leadership	City of Dodge City
2018.11.05 Skillpath Seminar	Skillpath Seminar
2018.11.05-08 Kansas Sheriffs Association	Kansas Sheriffs Association
2018.11.08 Skillpath Seminar	Skillpath Seminar
2018.11.16 Centera Bank	Centera Bank
2018.11.17 Boot Hill Museum Hall of Fame	Boot Hill Museum
2018.11.28 Sunflower Electric Managers Mtg	Sunflower Electric
2018.11.29 Smoll & Banning Christmas	Smoll & Banning
2018.12.01 Centera Bank Christmas	Centera Bank
2018.12.01 Mast Trucking Christmas	Mast Trucking
2018.12.03 City Hall Leadership	City of Dodge City
2018.12.07 Dodge City Christmas	City of Dodge City
2018.12.08 DCCC Christmas	DCCC
2018.12.08 United Wireless Kids Christmas	United Wireless
2018.12.11 Skillpath Seminar	Skillpath Seminar
2018.12.14 High Plains Farm Credit Christmas	High Plains Farm Credit
2018.12.15 Golden Plains Credit Union Christmas	Golden Plain Credit Union
2018.12.19 Syngenta	Syngenta
2018.12.29 Mock Wedding	Craig Mock, Dodge City, KS