



**2023**



Edward D. Hansen  
Conference Center

ANGEL OF THE WINDS  
ARENA



EVERETT  
COMMUNITY ICE RINK

# ANNUAL REPORT

PREPARED BY:  
KAT GUENET & TAYLER BLUMENFELD

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# STATEMENT OF PURPOSE



## *LIVE BY THE SOUND.*

The venue mission statement:

“To consistently be the perfect partner, through the provision of flexible gathering spaces by an award-winning team dedicated to delivering extraordinary fan and client experiences.”

Angel Of The Winds Arena is committed to offering a diverse range of first-class quality entertainment, while providing exceptional customer service and giving guests memories to last a lifetime.

Angel Of The Winds Arena is the premier live entertainment facility in Everett and Snohomish County. With annual events spanning all genres, from family shows and sporting events, to concerts and trade shows, the venue serves an integral role in attracting visitors to local restaurants and retail, in addition to making downtown Everett a vibrant place and providing support to surrounding businesses.

Angel Of The Winds Arena is managed by Oak View Group, an industry leader and a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities.



# A LETTER FROM THE EVERETT PUBLIC FACILITIES DISTRICT

I am delighted to present to you the 2023 Annual Report on behalf of the Everett Public Facilities District, crafted in collaboration with our respected partners in Oak View Group.

First off, I'd like to recognize and thank Michael Swanson, who served as EPFD President this past year, for his leadership that was integral to the success of the building. Our organization is fortunate to have had you serve as President and continue now as our Board Treasurer.

I am thrilled to announce that 2023 marked a significant milestone in our building's history, as it not only concluded as one of our most successful sales years to date across varying categories, but also marks 20 years of operation. This past year has been nothing short of remarkable, as we've continued our mission of enriching our community through unparalleled live experiences and sporting events right here in Everett. It is with pride that we reflect on the achievements of the past year and express our gratitude to all employees, partners, and guests who contributed to the remarkable successes of this facility.

In celebrating our commitment to excellence, we were privileged to host a myriad of events that captivated audiences from near and far. We celebrated an extension to the Silvertips lease and enjoyed cheering them on all season! From exhilarating sporting events like Professional Bull Riders and Endurocross, record breaking years for our longstanding family show traditions with Disney On Ice and the Harlem Globetrotters, to electrifying performances by renowned artists such as Shinedown and Anirudh; our venue was a beacon of entertainment and cultural enrichment. Whether it was cheering on local wins or witnessing world-class talent grace our stage, 2023 was a year filled with unforgettable moments and cherished memories.

In the spirit of gratitude and anticipation, we eagerly look forward to the year ahead. Thank you for your continued support. Here's to another year of shared successes and LIVE entertainment here in Everett and Snohomish County.

Sincerely,

**SCOTT MURPHY**  
BOARD PRESIDENT  
EVERETT PUBLIC FACILITIES DISTRICT





# 2023 BOARD OF DIRECTORS

## MEET THE EPFD



**MICHAEL SWANSON**  
PRESIDENT



**TERESA JOHNSON**  
VICE PRESIDENT



**JULIO CORTES**  
SECRETARY

**Michael Swanson** is Senior Vice President and Partner Credit Manager for CCBX, Coastal Community Bank's Banking as a Service (BaaS) division. He started in this position in September of 2022 after 8 years of managing Coastal's Small Business Lending Department. Michael started at Coastal over twelve years ago as a commercial Relationship Manager and then transitioned to Credit Administration to build the Small Business Lending Department for the bank. In addition to overseeing the small business lending portfolio for Coastal, Michael has also led projects to improve efficiency in underwriting and developing products for the bank. Prior to his time at Coastal, Michael worked in retail banking and managed branches for Frontier Bank and Union Bank. Michael is active in Snohomish County as President of the Everett Public Facilities District (Angel Of The Winds Arena), as a youth basketball coach with the Everett Boys & Girls Club, and has previously served on numerous boards and commissions in his community. Michael has a BA in Economics & Political Science from Western Washington University ('04). Michael and his wife, Meaghan, reside in Everett, WA, with their two young sons.

**Teresa Johnson** has been a Board Member of Everett PFD since January 20, 2021. Teresa has played an active role in the Everett and Snohomish county communities through serving her union, IBEW Local 89 and the Snohomish & Island County Labor Council to identify and resolve labor issues locally. Teresa is married with five grown children, eight grandchildren and two small dogs, Thor and Loki. Teresa looks forward to continuing to help the growth and development of Angel Of The Winds Arena, Everett, and Snohomish County communities through her work here, and within the community she calls home.

**Scott Murphy** is the retired President of Goldfinch Bros., Inc., a commercial and residential glazing contractor in business since 1892. Scott has also served on the board of directors of Mountain Pacific Bank since 2006 and also served on the Everett City Council from 2013 through 2021. Scott has been actively involved for many years as a volunteer board member for various non-profit organizations, including service as Board Chair for The Community Foundation of Snohomish County, the Everett Public Schools Foundation, North Everett Little League, and Big Brothers Big Sisters of Snohomish County. Scott has been on the EPFD Board since 2018. Scott is a 1984 graduate of the University of Washington with a BA in Business Administration. Scott was a licensed Certified Public Accountant in the State of Washington for 36 years and currently holds CPA-Retired Status.



**SCOTT MURPHY**  
TREASURER

**Julio Cortes** began his work with the EPFD in 2022. Julio is currently serving as a Washington State Representative for the 38th Legislative District, focusing on economic equity and root causes of homelessness. He is also the Manager of Communications & Marketing for the City of Everett and oversees small business support, tourism, city marketing efforts and is the liaison for our aerospace industry. He is actively involved in the community as a board member for the Everett Public Schools Fiscal Advisory Committee, board member for the Washington Low Income Housing Alliance and a board member of the Greater Seattle Partners Global Marketing Council. He is a graduate of Western Washington University where he earned a degree in Public Relations and Journalism.

**Ryan Crowther** returned to the EPFD Board in 2023 after previous service on the board. Ryan brings immense experience and involvement in the local music and arts community to his role guiding the work of the EPFD. Ryan is the President and CEO for the Edmonds Chamber of Commerce and has been the creative force behind many local Everett events including Fisherman's Village Music Festival, Music at the Marina, and runs the Everett Music Initiative.



**RYAN CROWTHER**  
MEMBER

# A LETTER FROM THE GENERAL MANAGER



On behalf of Oak View Group and the staff at Angel Of The Winds Arena, it is my pleasure to present to you our 2023 Annual Report.

This past year was a remarkable one for the facility, hitting the highest event income in our 20-year history as we celebrated our 20th anniversary! We continued to host many world class performers and had an incredibly diverse lineup of entertainment offerings. The annual events we host in the Arena, such as Disney On Ice, Ice Racing and Globetrotters all had record years during the 2023 season. We welcomed the return of Endurocross and grew Professional Bull Riding to a two night series. The success and scope of our annual events coupled with top-level concerts and events led to the exceptional event results and will set the facility up well for future years.

The Everett Silvertips attendance and sales all grew in 2023 from the prior year, buoyed by enduring on-ice results and a tireless and dedicated sales staff. The extension of our agreement with the Silvertips for at least another 5 seasons is tremendously exciting and I look forward to supporting the team in achieving continued excellence for hockey lovers, right here in Everett.

The Edward D. Hansen Conference Center hosted several community fundraising galas amongst other parties, meetings and gatherings. Our sales team has actively recruited events in different categories and has substantially increased the number of consumer and trade shows along with growth in other areas.

The Everett Community Ice Rink is an important community asset, and was vibrant year-round with all different kinds of ice activities and programming. We have focused on increasing participation in our beginner and introductory programs and provided different skill development opportunities throughout the year.

As a result of continued financial prudence and growth of revenues, we once again undertook substantial capital improvement projects. This past year we replaced sports lighting in both Angel Of The Winds Arena and the Everett Community Ice Rink, began a multi-year overhaul of our HVAC system, replaced our suite flooring, added a rolling stage, replaced our dance floor, added a lactation pod, and completed many other important projects. Plans are underway to tackle many other improvement projects, with the continued priority towards maintaining and upgrading aspects of our facility when it comes to safety, cleanliness, and guest experience.



# A LETTER FROM THE GENERAL MANAGER

The scope and resources of Oak View Group have been essential to our strong results. The growth and development opportunities provided to our staff, event booking prowess, and an industry leading Global Partnerships division, among other factors, were key contributors to our success. Most of all, our incredible staff members have put their passions and creativity into all the amazing things that happen here, and the spirit of collaboration and teamwork is truly unparalleled. The ownership that our team takes of everything we do will propel us to further growth and success. We had no turnover of our full-time staff in 2023 – a true testament to the cohesiveness of our group.

On behalf of our entire staff, I'd like to thank the Everett Public Facilities District Board of Directors for providing the opportunity for Oak View Group to represent you in managing these tremendous facilities. Your guidance, dedication and leadership are essential, and I thank you for the substantial volunteer time you all contribute. We are further supported by Mayor Franklin and the Everett City Council, Executive Somers and the Snohomish County Council, the Snohomish County Public Facilities District, community partners, and local residents, and we express our profound thanks and appreciation for their engagement.

This past year had substantial accomplishments as highlighted so far, but this report will further expand on the financial successes, top-level programming, capital projects and community engagement activities. We are determined to sustain the upward trajectory of the Everett Events Center and look forward to sharing this great facility with all who wish to use it.

Sincerely,

**COREY MARGOLIS**  
GENERAL MANAGER  
OAK VIEW GROUP  
ANGEL OF THE WINDS ARENA





# OVG

## OAK VIEW GROUP



## MAKING A POSITIVE DISRUPTION IN THE ENTERTAINMENT & HOSPITALITY INDUSTRY

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents.



# FACILITY OVERVIEW



*Watercolor artwork of the facility by Elizabeth Persons commemorating the building's 20th Anniversary season in 2023.*

**Angel Of The Winds Arena** is a 10,000 seat venue designed and developed by the Everett Public Facilities District and opened on October 4, 2003. Since then, Snohomish County & Everett's premier sports and entertainment facility has entertained 6 million+ sports fans, concertgoers, families, graduate's friends and family, music enthusiasts, and kids of all ages. For the 2023 season, Angel Of The Winds Arena continued as the home base to the WHL Everett Silvertips during their 20th Anniversary Season, thanking fans with unique celebrations and working with partners in the community to create custom reusable cups and a 20th Anniversary Lager. The Arena hosted events of every variety from sporting events like Hockey, Motorsports, Professional Bull Riding, to family shows such as Disney On Ice & Harlem Globetrotters, as well as concerts in various genres from Shinedown to for King & Country.

**The Everett Community Ice Rink** has hosted over 3 million people with a variety of events from ice skating, community league hockey for all ages, private lessons, and birthday party celebrations.

On average, over 200,000 visitors come to the rink yearly for everything from beginner learn-to-skate sessions to competitive youth hockey tournaments. Other community-based events like public skating sessions, the snowball bash, and other themed events are also hosted. Open year-round to the public, the Everett Community Ice Rink is an NHL regulation sized rink while offering the versatility to transform it's 57,000 square-feet of space to host special events, WHL practices, and trade shows.

At 11,000+ square feet, the **Edward D. Hansen Conference Center** is capable of accommodating up to 800 guests. The Conference Center hosts approximately 100 events annually including many of the community's prestigious banquets and fundraisers. Local not-for-profit organizations such as Cocoon House, YWCA, and Domestic Violence Services of Snohomish County all held events here during the year. This year, the Conference Center also hosted events like Alchemy Fair, Images and Events Toy Show, Vendors of Sno Co, and the return of popular events such as the Quilt and Fiber Arts Museum.



# 2023 COMMUNITY INVOLVEMENT SUMMARY

Our team is proud to share the culmination of our collective efforts in charitable involvement for Everett, and the greater Snohomish County Community during our 20th Anniversary year.



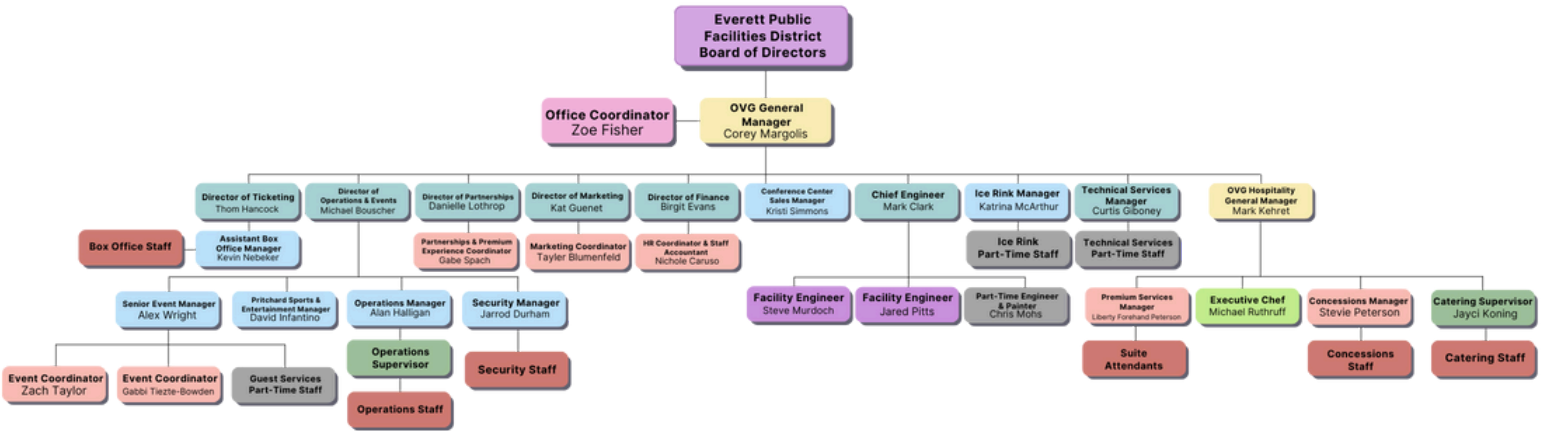
- Our Digital Marquees, with approx. 25,000 views daily, helped spread community messages for graduation, free skating opportunities, and safety protocols through our partnership with the Snohomish County Health District.
- Oak View Group Marketing & Box Office team facilitated the donation of 1,381 tickets to veterans and their families through our Vet Tix partnership (545 more than the previous year)
- Our team donated tickets and packages to 20+ local charitable auction efforts; doubling the contribution in 2022 towards local schools, leadership and inclusivity programs, food insecurity, mental health, no kill shelters, the arts in schools, homeless youth, Cancer research, Domestic Violence support, and more.
- “TEDDY BEAR TOSS” – The Silvertips, Oak View Group, and the Arena welcomed 6,600+ fans (400 more than in 2022) for the community driven initiative to collect stuffed animals to be donated to Christmas House for under-privileged families.
- “Pink The Rink” – Oak View Group staff collaborated with the Silvertips for the annual Pink the Rink Fundraiser game, which is the largest Breast Cancer Awareness Fundraiser Night in the entire CHL. For it’s 14th year, \$100,509 was raised for Providence Comprehensive Breast Center.
- With over 264 events and 12,842 skaters in the 2023 season, The Everett Community Ice Rink hosted various opportunities for the local community to participate with access to resources to learn new skills. We saw 1,050 youth and adults participate in our Learn To Skate & Learn To Play programs.
- The Marketing Department created an evening of Skating with Cocoon House on 11/10/23 for 13 local houseless youth, as a part of a collaborative artist welcome for the Shinedown Skating Program shared earlier in the year in May.
- The Edward D. Hansen Conference Center hosted the 12th annual Domestic Violence Services of Snohomish County Hope Within Luncheon. Part time and full-time staff assisted with the setup, catering, and prep for the event
- Oak View Group and Arena staff partnered with Bloodworks Northwest in building a campaign for their November Blood Drive.



# MEET OUR 2023 TEAM

## LEADERSHIP

- Everett Public Facilities District Board Of Directors
  - OVG General Manager - Corey Margolis
    - Director Of Ticketing - Thom Hancock
    - Director Of Operations & Events - Michael Bouscher
    - Director Of Partnerships - Danielle Lothrop
    - Director Of Marketing - Kat Guenet
    - Director Of Finance - Birgit Evans
    - Conference Center Sales Manager - Kristi Simmons
    - Chief Engineer - Mark Clark
    - Ice Rink Manager - Katrina McArthur
    - Technical Services Manager - Curtis Giboney
  - OVG Hospitality General Manager - Mark Kehret







## EVERETT SILVERTIPS

The 2022/23 season marked the Silvertips' 20th anniversary and a packed season for fans with a host of new and returning events.

Our 20th year focused on nostalgia and couldn't have come at a better time. Fans were excited to go back to a mostly normal hockey season that was far beyond average. The Silvertips Front Office business operation took everything a few steps further with efforts to maintain and grow the season ticket holder community and reached new levels with fan engagement and records on social media.

Attendance and engagement are also on the up with a forecasted average of 5,840 fans/game after the regular season concludes, landing on top of the entire league once again. In the post Covid-19 era, the Silvertips saw an average increase of 499 people per game from the 21/22 season and 110 people per game from the 19/20 season. This 2022/2023 season will be the highest attendance for the Tips since 2008/09.

On ice, the Silvertips continued the streak of making the WHL Playoffs in each year the franchise has existed and the team concluded the regular season with an above .500 record. Strides were made to improve the team in the years ahead and with trades, the team received several high draft picks in the coming years.

Angel Of The Winds Arena and the Everett Silvertips announced a renewal of their agreement, extending what has been 20 years of Silvertips hockey in Everett, WA for a guaranteed 5 more years. The renewal means that the Silvertips will play all of their home games at Angel Of The Winds Arena through at least the 2027-2028 season.







## EDWARD D. HANSEN CONFERENCE CENTER

The Conference Center had a lively year in 2023, hosting a variety of events ranging from conferences to trade shows. Welcoming back past clients and hosting events for local organizations like Dawson Place, Cocoon House, and Domestic Violence Services of Snohomish County, demonstrates a commitment to our community.

The growth in both one-day and multi-day conferences indicates a positive trend in the demand for conference facilities, especially after years impacted by the pandemic. Hosting international events like the Airline Cabin Summit highlights the Conference Center's ability to attract international conferences.

The expansion of minor trade shows with new clients such as Images and Events Toy Show, Vendors of Sno Co, and the return of popular events like the Quilt and Fiber Arts Museum and Alchemy Fair indicate a diverse range of interests being catered to.

Looking ahead to 2024, it's exciting to anticipate even more events, including the new GeekFest West, which promises to bring a vibrant multi-day festival experience to downtown Everett. This continued growth and diversity in events suggests a bright future for the Conference Center in 2024 and beyond.



# EVERETT COMMUNITY ICE RINK



## ***2023 HIGHLIGHTS***

- 224,741 visitors for 2023
- 823 events for 2023, 14,580 skaters
- 625+ public skating sessions
- Lunch Break Public Skating Sessions: 2,200+ skaters
- Figure Skating: over 2,400 skaters
- Skating Memberships: 279 memberships - 78 more than in 2022
- Stick & Puck Sessions: 398 events, 3,478 skaters

## ***LEARN TO SKATE LESSONS & LEARN TO PLAY HOCKEY STATS***

Learn to Skate – Program delivered 1,040 participants

Learn to Play Hockey – Program delivered 358 participants

Try Skating for Free – 833 participants in 2023





# EVENTS + OPERATIONS HIGHLIGHTS



- The Events, Marketing, and Partnerships Team rolled out the Mamava Pod for nursing mothers
- A new dance floor was added in Conference Center which replaces the original dance floor from when the facility opened. The new dance floor is lighter weight and easier to assemble; this leads to reduced conversion costs as well as provides an opportunity for a safer more up to date asset for guests.
- New rolling stage for the arena which allows for more efficient conversions as the stage can be partially built in the marshalling area ahead of time and rolled into the Arena to be assembled. This also reduces expenses and time for shows that require a thrust as the thrust can be built ahead of time and rolled away from the stage until the rigging is complete.
- The team implemented (4) X-tract One Weapons detectors at the North West doors. This number has increased from the two that we had in 2022; as we continue to enhance security while minimizing the disruption to the Guest Experience.
- A new Electric Zamboni was added and reduces operating expenses by replacing propane with electricity. This Zamboni also comes with Fast-Ice, which is a fine mist water application system that allows for significant savings of time and energy while improving ice quality.
- The Events Team attended job fairs at Everett Community College and Angel Of The Winds Casino to gather potential guest services candidates
- We hired over 26 new guest services team members in 2023
- Promoted 3 Guest Services employees to Team Leads
- Held another Summer Appreciation BBQ
- Held another Christmas Party making it an annual tradition for the Team and adding to the company culture
- Started a new “Employee Of the Month” program to recognize members of the team going above and beyond in their roles.





## 2023 ARENA EVENTS

- 1/27 HARLEM GLOBETROTTERS
- 2/19 DR. JORDAN B. PETERSON
- 2/23 X-TREME INTERNATIONAL ICE RACING
- 3/05 ROCKZILLA: PAPA ROACH AND FALLING IN REVERSE
- 4/4 & 4/5 PAW PATROL LIVE!
- 4/9 PURSUIT NW EASTER SERVICE
- 4/14 ANIRUDH: ONCE UPON A TIME TOUR
- 4/19 & 4/20 PROFESSIONAL BULL RIDERS
- 4/26 MEGADETH
- 5/23 SHINEDOWN
- 2023 GRADUATIONS
- 7/21 KAPIL SHARMA
- 7/29 DSP LIVE
- 8/26 ESLABON ARMADO
- 2023/24 SILVERTIPS HOCKEY SEASON
- 10/7 ENDUROCROSS
- 11/2 - 11/5 DISNEY ON ICE
- 11/18 TACO AND MARGARITA FESTIVAL
- JON PARDI (TOUR POSTPONED TO 2024 DUE TO ARTIST ILLNESS)
- 12/2 FOR KING & COUNTRY





# 2023 FINANCIAL OVERVIEW

	2019	2020	2021	2022	2023
Number of Events	320	83	192	250	209
Attendance	429,482	94,325	151,794	329,423	342,599
Event Operating Income	\$2,108,739	\$651,232	\$921,430	\$2,395,607	\$2,642,186
Total NET Revenue	\$4,287,090	\$1,827,241	\$3,107,578	\$4,736,548	\$5,315,235
Indirect Expenses	\$4,107,108	\$3,079,569	\$3,579,582	\$4,686,300	\$5,307,969
NET Operating Income (LOSS)	\$179,981	\$(1,252,328)	\$(472,004)	\$50,248	\$7,226

**OUR 20TH ANNIVERSARY YEAR GOES DOWN AS OUR HIGHEST NET EVENT OPERATING INCOME YEAR IN THE BUILDING'S HISTORY!**

	Attendance 2023		Total
	Arena Events	Conference Center	Attendance
January	31,465	1,115	32,580
February	27,733	2,565	30,298
March	37,403	2,375	39,778
April	33,545	5,283	38,828
May	7,525	2,841	10,366
June	55,435	868	56,303
July	5,942	1,884	7,826
August	1,238	2,513	3,751
September	15,161	1,359	16,520
October	16,810	4,043	20,853
November	57,062	2,043	59,105
December	24,228	2,163	26,391
	313,547	29,052	342,599

2023



## PARTNERSHIPS HIGHLIGHTS

- Refresh of concessions stands including Prime Time Pizza (section 117) and Pacifico (section 120)
- Addition of OMG! That's a Weiner serving the best brats around in section 112
- Implementation and branding of new grab-and-go concession marketplaces
- Welcomed new suite lease holders Machias Materials and Kole Enterprises
- Unprecedented demand for suites with sold-out shows, introduced new offerings such as Press Box suite and Arena Grill Party Pods
- Public announcement of Community Ice Rink Naming Rights opportunity in the coming year

## NEW

- Blue Jay Screen Printing
- Casamigos
- Constellation Brands
- DC Training & Tactics
- Frito Lay
- Greenshields Industrial Supply
- Kole Enterprises
- Legacy Painting
- Lucky Dime
- Lynnwood Police Department
- Machias Materials
- Marysville Police Department
- OMG! That's a Weiner
- United Way of Snohomish County
- Vinyl Lab NW Signs & Graphics
- Visit Everett

## RENEWALS

- Coastal Community Bank
- Downtown Everett Storage
- Everett Silvertips
- Hotel Indigo
- King County Department of Juvenile and Adult Detention
- Nelson Motorsports
- Snohomish County Health Department







## BOX OFFICE + MARKETING

### ***BOX OFFICE HIGHLIGHTS***

- Arena Bucks sold a total of \$5,675.00
- 33,973 tickets transferred in 2023. November had the highest total of 8,907 tickets transferred. This created 12,607 new customer accounts
- Box office integrated with FEVO in the month of December to sell group tickets. We are looking at other ways to move inventory with them in the future.
- Our team attended the Seattle Intix conference representing Everett, to gain more insight of what is changing in the industry. This was an incredibly beneficial experience to directly connect with others on what is working and not working with ticketing needs.
- We issued 1,381 Vet Tickets in 2023!

### ***MARKETING HIGHLIGHTS***

Apart from the below stats and records, and publications you will find further in this document, Marketing achieved many of our targeted department goals set from 2023:

- Creation and rollout of the 20th Anniversary Lager
- Website upgrades to the Community Ice Rink and Partnerships pages
- Supported the rollout campaign for the Mamava Pod for nursing mothers
- Highest Net Event Operating Income year in the building's 20 year history.
- Kat was awarded an industry 30 Under 30 through IAVM, representing our building nationally in the events industry.
- Marketing spent time developing artist welcomes, as well as front and back of house experiences around event day.



## MARKETING + BOX OFFICE RECORDS

- 1/27 HARLEM GLOBETROTTERS
  - Resulted in the **highest sales record for Globies at the building in the last decade**, and the **second highest grossing Globetrotters date in the venue's history**.
  - 2,000+ more paid tickets and \$67k higher gross than 2022's game!
- 2/23 X-TREME INTERNATIONAL ICE RACING
  - Top grossing sales for Ice Racing at the building ever!
- 3/05 ROCKZILLA: PAPA ROACH AND FALLING IN REVERSE
  - Successful and very close to SOLD OUT event - 90% sold. Great feedback from our promoters, tour, and guests; 137 completed surveys - 100 respondents (73.53%) said it was their first time attending an event with us
- 4/4 & 4/5 PAW PATROL LIVE!
  - 3.9k+ paid tickets, 1,932 - 74% of capacity (TUES), 2,018 - 79% of capacity (WED)
- 4/14 ANIRUDH: ONCE UPON A TIME TOUR
  - International touring Indian Artist with a unique 360 degree house
- 4/19 & 4/20 PROFESSIONAL BULL RIDERS
  - Over 9,000 tickets sold, 76% sold to capacity on Wednesday night and opened additional production holds for a sold-out night #2 on Thursday! Last year was a one-day play and first return in over a decade. We are the only mid-week stop on the tour apart from their World Finals, proving success here in Everett even with 2 weekend dates in Tacoma following our shows.
- 5/23 SHINEDOWN
  - 3rd time playing the building and it was the highest paid and gross for the SOLD - OUT event
- 11/2 - 11/5 DISNEY ON ICE
  - This year's show was the highest grossing DOI in the 20-year history here and passes the 2015 DOI Frozen (10 shows vs. 8) gross which was previously the highest by \$127k. Year over year, tickets sold increased by 19% and the gross was up 42%.
- 12/2 FOR KING & COUNTRY
  - 7,723 Distributed, \$409k+ gross, 100% sold - SOLD OUT
  - This night took an incredible effort by the entire team! Despite unforeseen critical incidents and the tour's massive travel weather delays, the show went on!



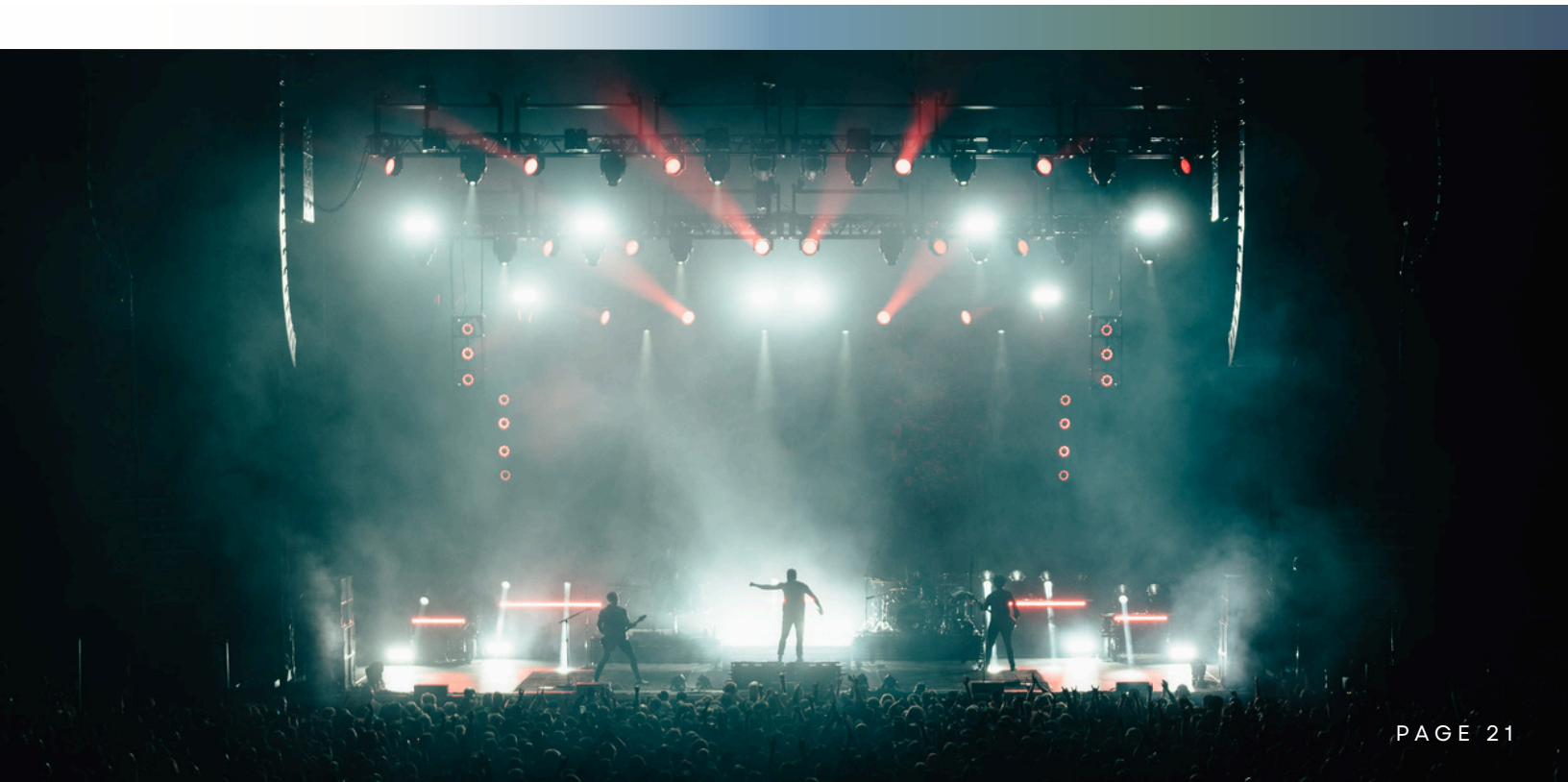
# ENGINEERING

# MAINTENANCE

- In 2023 we installed new sports lights in the arena.
- Engineering tested 18 new light fixtures in the Community Rink, and once everyone was in agreement with the best option, ordered enough to replace all the fixtures. (The actual install of the remaining 62 fixtures happened in January 2024).
- The facility purchased a new trash compactor and rolling trash bins.
- We ordered and received all new low flush volume urinals for the men's bathrooms in 2023 to replace the originals. We are in the process of installing them in the men's bathrooms currently.
- The Community Rink walls got a needed face lift with new insulation, plywood cladding and a swell new minty fresh paint job!
- We installed a new water heater for the view lounge restrooms
- Replaced the security gate

# IT

- New Laptops were deployed to staff.
- New Fiber backbone was installed throughout the building.
- New Production Wireless Communications System was installed.
- New Arena Server was installed to support staff.
- New Sports Lights were installed in 2023 to bring our main arena lighting up to the WHL requirements.
- Two 55-inch TVs were added to the arena security office to support keeping our arena safe and secure.
- Supported OVG Hospitality with the rollout of tapin2.





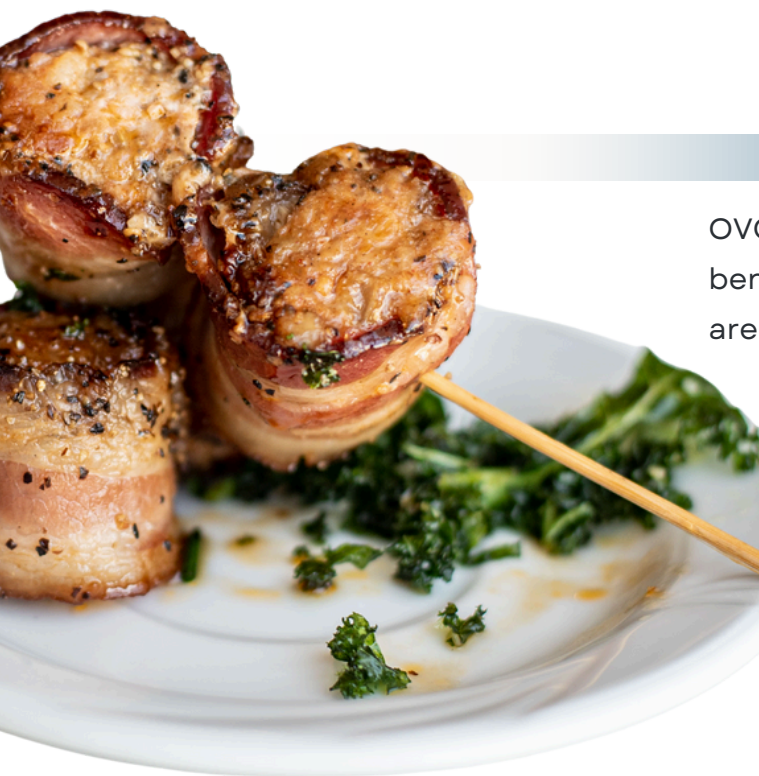
## CAPITAL PROJECTS

Below is a list of Capital Projects we started or completed in 2023, along with a breakdown of the approximate cost:

- Restore original Flush Urinals to Men's Restrooms: \$32,000
- HVAC Overhaul & Addition of Dehumidification System: Phase 1: \$1,175,000
- Replace Failed Water Heaters: \$8,000
- Replace LED Sports Lighting: \$115,500
- Replace Trash Compactor and 5 Trash Totes: \$70,000
- Upgrade Suites (Flooring): \$105,000
- Ice Deck Replacement and other changeover related improvements: \$150,000
- Rolling Stage Frames: \$80,365
- Lactation Pod: \$17,500
- Replace Ballroom Dance Floor: \$30,000



OVG Hospitality saw another wonderful season of increased sales from the previous year. Guests were excited to get back to a full season and saw a 10% increase in our per caps through the season. We also saw our highest grossing hockey game on record!



OVG Hospitality and the community helped raise \$167,924 benefiting local community youth groups. The following are examples of how each group used the funds:

- Jackson High Cheer- Funds were used for students traveling for state and other competitions
- Bruins Community Parent - Cheer equipment and traveling competitions, Senior “sober safe” graduation night, Drama club, and Soccer team needs

For the 2023 Anniversary Season, OVG Hospitality partnered with the Marketing and Partnerships Departments, along with 210 Brewing to create a custom 20th Anniversary Lager sold at the Arena, for the fans to commemorate this milestone in the building and fan’s history together.







# PUBLICATIONS + PRESS

*Scan the QR code for stories and publications mentioning the facility in 2023*





# RECENT TESTIMONIALS

"Thom and Kevin,

I know the job of a box office manager is never done, but you guys took that to a different level for Megadeth. Your super-fast attentiveness to my every ticketing whim (and I know there were many!) was sincerely appreciated, particularly at odd hours when my brain was working and I didn't necessarily expect answers until business hours but there you were. Even the best artists and events can be crippled by poor planning and bad prices and scaling, so knowing that we all had our eyes on the manifest and how people were buying made me feel better about working in Everett for the first time. Thank you for all of your hard work and diligence, looking forward to the next one with you! " All the best, Lisa Zechmeister

"Katherine,

I trust this message finds you well. I am writing to express our deepest gratitude for your unwavering support and partnership with Vet Tix. Your commitment to our mission has made a significant impact on the lives of Military/Veterans and First Responders in your community.

Vet Tix truly values the continued generosity demonstrated through your donations to your incredible events and venues. Your contributions play a pivotal role in enabling us to fulfill our mission, and we are incredibly grateful for your ongoing dedication."

Kind regards,

Chris Rodriguez (Veteran, U.S. Army)  
Procurement Manager  
Veteran Tickets Foundation - Vet Tix -  
501(c)(3) Non-profit Organization

Dear Angel of the Winds Arena,

I just wanted to take a minute and thank you, for your generous donation of 2 tickets to the Justin Moore/Tranger Smith concert for the Everett High Auction. Our auction is our biggest fundraiser and makes so many events like homecoming and Prom possible. We truly appreciate your contribution and look forward to putting the money we raised to good use.

Thanks again,  
Elexia Hernandez  
Class of 2025 Senator

Michael and AOTW team -  
A HUGE thank you for everything that was done to accommodate our in-person graduation this year. Attendance was better than we anticipated, and everything went well overall. We appreciate the efforts of all involved.

Holly Kallus Robin Kuntson Michelle Warner

Corey,  
Thank you so much for your support of the American Cancer Society Night of Hope Gala auction with tickets to Disney on Ice, it had the most bids before our event even started! (we open online bidding 48 hrs before the live event) Thank you for joining the fight against cancer year after year!  
Happy Holidays! - Your Auction Chair  
Samantha McCracken

"So I've been a partial season seat holder for 2 years, and before those two years an avid attendee.

I have to compliment you in the very highest degree of heart felt thanks! You see I've had two surgeries since being a season ticket holder. The care from your ushers to the courteousness of the front office has been overwhelming. I've had to navigate not being able to use one of my legs for the last two years, now they are corrective surgeries and I am fine and will be moving forward, but the level of professionalism and help has just blown me away.

I will always be indebted to your services at AOTW. Just attending games the last 3 years has been great for my family as it has brought us closer together with our teenagers.

Really you'll never know how much all of the staff is appreciated. I'll always be a fan and attendee for as long as my wife and I are able to!"

Much thanks.  
Rick Moreno

# RECENT TESTIMONIALS CONTINUED...

This was my first concert and I'd definitely come back here again!      Great staff help put on an amazing show

3/8/2023 12:01 PM      5/9/2023 10:03 AM

Great smaller venue. Loved it. The facility was quick to get in and easy to get around while inside. Really enjoyed it

4/29/2023 01:33 PM      [View respondent's answers](#)      [Add tags▼](#)

Staff members I encountered were friendly and helpful. No issues!      Very polite and fun when entering the arena

3/7/2023 07:05 PM      5/10/2023 08:21 AM

Everyone was wonderful kind and helpful      Such an amazing and fun show. Easy purchase of tickets

11/9/2023 03:13 PM      11/9/2023 11:32 AM

great seats easy to get in and out and parking was easy. way better than Seattle or Tacoma Everett is the event capital.

4/23/2023 01:03 PM      [View respondent's answers](#)      [Add tags▼](#)

It was entertaining and captivating. The lights, sounds, and ambience made it a wonderful and memorable experience.

11/10/2023 01:06 PM      [View respondent's answers](#)

Everyone was very professional and quick!      The staff was professional and helpful

11/11/2023 09:22 AM      10/9/2023 12:00 PM

Friendly, helpful staff that genuinely were happy to have you attend.

5/8/2023 02:55 PM      Wonderful arena and not a bad seat in the place      Great job putting on this event.

5/9/2023 02:53 PM      10/9/2023 10:18 AM





# FUTURE OUTLOOK

2023 was the 20th Anniversary Season for the facility and proved to be an incredibly successful year for the building across all departments, and externally within Snohomish County Community and beyond. With record breaking sales on returning events, a record of net event income for the building as a whole, ongoing growth in community engagement, safety and security improvements to the facility and guest experience, and the hiring and onboarding of many new employees, this 20th year has set the mark for the decades ahead.

We are in great shape to continue to honor the bones and legacy of the last two decades, while reinventing to meet the events industry and community needs and interests in the years ahead. 2024 so far has shown us climbing ahead in our industry, with January alone breaking multiple event sales records for recurring events like Globetrotters and X-Treme International Ice Racing, and with the most single day tickets ever sold at our Arena for two SOLD - OUT Nate Bargatze shows.

With the Everett Silvertips lease renewal, we are excited to host the team for at least another 5 years as they lead the league in attendance and continue their exceptional on-ice performance.

Building off of the best event year in the facility's history, the calendar of events confirmed already for 2024 appears even stronger. With strong event revenues anticipated, growth in the Community Ice Rink, and exciting new branding partnerships, we anticipate substantial continued investments into the facility which will help ensure these facilities remain such incredible assets for the community. Our team is dedicated to continuing the success and growth from 2023 as we brace ourselves for an even larger line up of events and opportunities in 2024.

