



ANGEL OF THE WINDS  
ARENA



# 2025

# ANNUAL REPORT



Prepared By:  
**Taylor Fredrickson & Ali VanZanten**



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# VENUE MISSION STATEMENT



## *LIVE BY THE SOUND*

“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, the Arena makes Downtown Everett a vibrant place and supports area 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 pleased to present the 2025 Annual Report on behalf of the Everett Public Facilities District, developed in partnership with Oak View Group.

Looking back on 2025, it was a remarkable year for our facilities. We achieved new milestones in sales, hosted record-breaking events, and continued to expand programming that engages and inspires our community. Our commitment to providing world-class live entertainment, sporting events, and memorable experiences for Everett and Snohomish County remains strong.

This year, Angel Of The Winds Arena was alive with energy and excitement. From high-adrenaline sporting events like Professional Bull Riders and Endurocross to family favorites such as Disney On Ice and the Harlem Globetrotters, we delivered experiences for audiences of all ages. We also welcomed headline performances from internationally acclaimed artists, reinforcing our role as a premier destination for live entertainment in the region. Standout performances by Zhou Shen and Billy Strings highlighted the growing diversity and artistic depth of our music programming, showcasing uniquely dynamic live experiences that resonated strongly with audiences.

Beyond the arena, the Edward D. Hansen Conference Center hosted a wide range of gatherings, from corporate events and trade shows to community celebrations, providing versatile space for connection and collaboration. At the Everett Community Ice Rink, youth and adult programming thrived, offering skating lessons, hockey leagues, and public sessions that continue to make the rink a hub for recreation and community engagement.

As we move into 2026, we are grateful for our staff, partners, and guests, whose dedication and enthusiasm make every success possible. Thank you for supporting our mission. Here's to another strong year of unforgettable events and shared experiences across all of our facilities in Everett and Snohomish County!

SINCERELY,

**RYAN CROWTHER**  
BOARD PRESIDENT  
EVERETT PUBLIC FACILITIES DISTRICT



# 2025 BOARD OF DIRECTORS

## MEET THE EPFD



**RYAN CROWTHER**  
PRESIDENT

**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 founded the Everett Music Initiative in 2012.

**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.

**Michael Swanson** 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 15 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 Treasurer of the Everett Public Facilities District (Angel Of The Winds Arena), as a youth basketball coach with the Everett AAU 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 sons.

**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 Economic Development & Marketing Manager for the City of Everett and oversees small business support, tourism, city marketing efforts and is the liaison for the 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.

**Sherry Jennings** is a communications and marketing executive dedicated to advancing community vitality and economic development through storytelling and strategic engagement. For the past four years, she has played a key role in positioning the city as a regional destination for arts, culture, and live entertainment in her work with APEX Everett. With a background in journalism and executive leadership in healthcare and hospitality, Sherry has a proven track record of driving tourism, increasing community participation, and building partnerships that benefit local economies. Her work aligns with the mission of the Everett Public Facilities District, supporting initiatives that enhance quality of life and regional growth. Sherry is also a Downtown Everett Association board member and chair of the organization's Economic Vitality Committee. In her spare time, she works to keep our local roads safe as a motorcycle instructor with WMST.



**SCOTT MURPHY**  
VICE PRESIDENT



**MICHAEL SWANSON**  
TREASURER



**JULIO CORTES**  
SECRETARY



**SHERRY JENNINGS**  
MEMBER

# A LETTER FROM THE GENERAL MANAGER

On behalf of Oak View Group and the entire team at Angel Of The Winds Arena, it is my pleasure to present to you our 2025 Annual Report.

Following the remarkable achievements of 2024, 2025 set new standards for success. We achieved record-breaking event revenue, expanded and strengthened key promoter relationships, and welcomed new partners, bringing a diverse and dynamic lineup of entertainment to our community.

Building on a season of standout on-ice performance, the Everett Silvertips experienced notable growth in both attendance and sales, driven by the dedication, talent, and hard work of their exceptional team. Fans packed the arena to support the team, making the season one of the most successful and memorable in recent years.

The Washington Wolfpack completed their second season in the Arena Football One league, further establishing their presence in Everett and strengthening fan engagement, while setting the stage for continued growth.

Beyond the main arena, our other venues also had notable years. The Edward D. Hansen Conference Center hosted a wide array of events, including community fundraising galas, corporate meetings, and private gatherings, reinforcing its role in our region. This year also brought an exciting wave of new clients, including the NW Washington Synod ELCA and the GNU Radio Conference, expanding our reach into new communities and event types and attracting out-of-town visitors. In 2025, the Everett Community Ice Rink saw its largest single-season session to date, with over 300 participants in Learn-to-Skate programs and strong continued enrollment in Learn-to-Play hockey, highlighting growing community interest and our commitment to youth sports development.

Collectively, Angel Of The Winds Arena, the Everett Community Ice Rink, and the Edward D. Hansen Conference Center continue to serve as a vital economic engine for Snohomish County, generating an estimated \$100 million in annual local business revenue across 2024 and 2025, supporting approximately 800 jobs, and contributing \$40 million in annual labor income to the regional economy.

The success of 2025 would not have been possible without the combination of Oak View Group's resources and the passion, creativity, and commitment of our local team. Their ability to manage a record volume of events, engage with the community, and deliver exceptional guest experiences was the driving force behind another outstanding year.

On behalf of Oak View Group and our staff, I extend our gratitude to the Everett Public Facilities District Board of Directors for entrusting us with the management of these outstanding facilities. We also thank the Everett community, City of Everett and Snohomish County officials, the Everett Silvertips, and all our valued partners for their continued support, collaboration, and engagement.

As we move into 2026, we are eager to build on this momentum. While the industry faces a more measured pace this year, we remain focused on setting ambitious goals, maximizing opportunities, and delivering even more memorable events, meaningful partnerships, and expanded community programs for the residents of Everett and greater Snohomish County.

SINCERELY,

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





# *DEDICATED, DRIVEN AND DYNAMIC*



## MISSION STATEMENT

We are here to be the best in everything we do, at every level, as a company and as individuals. We do that by cultivating a culture built on integrity and respect – with the goal of working together to drive ourselves and our businesses forward. We focus on being creative, innovative, and competitive while never wavering from our dedication to the highest operational standards and ethical principles. Our mission is simple: To be a positive disruption to business as usual in the sports, live entertainment, and hospitality industries. Our purpose together is to create unforgettable experiences for millions of people around the world, to positively impact the communities in which we live and operate, to improve the condition of our planet, and support our people.

## CORE VALUES

From our inception, our uncompromising commitment to integrity and respect has served as the cornerstone of how we do business. Our OVG core values are the foundation our business is built on; they will guide and dictate the course of our legacy. It is critical that our new team members understand, believe in, and commit to these principles. We have gathered these concepts into the OVG Code of Conduct which sets the standard for how we interact with one another respectfully and collaboratively, how we work together to develop and deliver exceptional outcomes on all levels, how we nurture and protect the value and reputation of OVG, and how we bring new and innovative thought processes to life to exceed the expectations of our clients and guests.

# FACILITY OVERVIEW



**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 more than 6 million sports fans, concert-goers, families, graduates' friends and families, music enthusiasts, and kids of all ages. In 2025, Angel Of The Winds Arena continued as the home base of the WHL Everett Silvertips and the Washington Wolfpack. The Arena hosted events of every variety from sporting events such as Hockey, Arena Football, Motorsports, and Professional Bull Riding, to family shows such as Disney On Ice and The Harlem Globetrotters. It also hosted concerts in various genres featuring artists like Zhou Shen and Brad Paisley.

**The Everett Community Ice Rink** has welcomed over 3 million people by offering a wide range of events like 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. In addition, the rink hosts many other community-based events such as public skating sessions, the annual Snowball Bash, and various themed events. Open year-round, the rink features a full NHL-sized ice surface and spans 57,000 square feet, providing ample space for special events, WHL practices, and trade shows.



Spanning over 11,000 square feet, the **Edward D. Hansen Conference Center** can host up to 800 guests. Each year, it serves as the venue for around 100 events, including many of the community's distinguished banquets and fundraisers. Notable local not-for-profit organizations such as Dawson Place, YWCA, and Domestic Violence Services of Snohomish County, have all held events at the center this year. This year, the Conference Center also welcomed events like the Riverside Spanish Jehovah's Witnesses and GNU Radio Conference, and the return of popular events like the Alchemy Fair.



# COMMUNITY INVOLVEMENT SUMMARY

*We're proud to share the results of our team's charitable efforts benefiting Everett and the greater Snohomish County community.*



## **Marquee Messaging for Community Support**

The Arena's marquee reaches approximately 25,000 people daily, spotlighting community-focused messaging along with upcoming events.

## **Charitable Donations and Local Support**

In 2025, Angel Of The Winds Arena and OVG supported 17 local charities by donating tickets, benefiting causes from youth development and cancer research to the arts and animal welfare.

## **Harlem Globetrotters Community Engagement**

Arena staff hosted Harlem Globetrotters player Lou "Too Tall" Winston for an interactive youth event at a local YMCA, featuring basketball drills and motivational talks.

## **Community Access Skate Night**

Partnering with Community Transit, the Everett Community Ice Rink launched free monthly skate nights, with 224 attendees and 493 pre-registrations in just the first two events.

## **Supporting Local Food Bank**

Arena staff volunteered at the Everett Food Bank and ran a community food drive with Brad Paisley's concert, collecting \$701.62 and 1,133 lbs of food, which resulted in 1,215 meals for local families!

## **Supporting Youth Engagement & Workforce Development**

The Arena hosted Delta Garage for an exclusive behind-the-scenes Track Walk experience prior to EnduroCross. This cause provides high school-aged youth from low-income households an opportunity to learn about careers in trades and motorsports.

## **Events Team Blood Donation Tradition**

The Events team continued donating blood at Bloodworks Northwest, supporting life-saving regional medical needs.

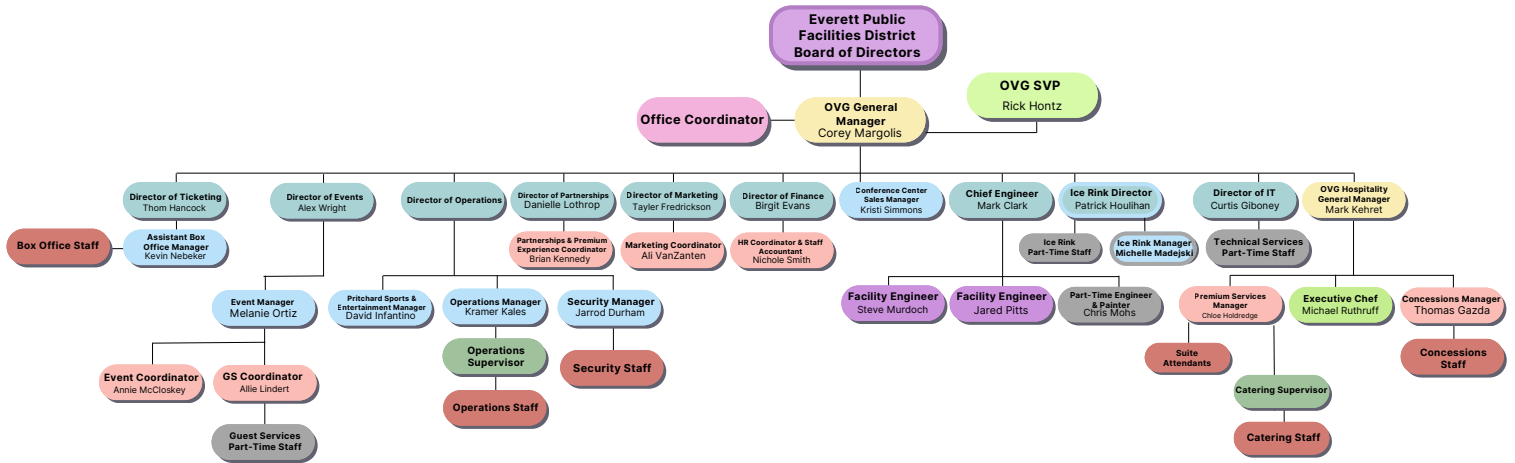
## **Supporting Veterans and Military Families**

Through Vet Tix and partnerships with local veterans, the Arena donated 2,486 tickets worth \$105,451.25, offering live entertainment as a thank you to service members.

# MEET THE ARENA TEAM

**OVG GENERAL MANAGER - COREY MARGOLIS**  
**CHIEF ENGINEER - MARK CLARK**  
**DIRECTOR OF TICKETING - THOM HANCOCK**  
**DIRECTOR OF MARKETING - TAYLER FREDRICKSON**  
**DIRECTOR OF EVENTS - ALEXANDRIA WRIGHT**  
**DIRECTOR OF PARTNERSHIPS - DANIELLE LOTHROP**

**DIRECTOR OF FINANCE - BIRGIT EVANS**  
**DIRECTOR OF IT & SPECIAL PROJECTS - CURTIS GIBONEY**  
**ICE RINK DIRECTOR - PATRICK HOULIHAN**  
**CONFERENCE CENTER SALES MANAGER - KRISTI SIMMONS**  
**OVG HOSPITALITY GENERAL MANAGER - MARK KEHRET**



**AQUASOX GAME TEAM OUTING**



**ANNUAL DODGEBALL GAME**

# 2025 TEAM MEMBER SPOTLIGHTS

Alex Wright earned 30Under30 recognition, completed Venue Management School, achieved her Certified Venue Professional's certificate through IAVM, began Oak View Group's Sports and Entertainment Certificate program at Seattle University, and was promoted to Director of Events.

**ALEX WRIGHT**  
DIRECTOR OF EVENTS



Curtis Giboney was promoted to Director of Technology & Special Projects, recognizing his work improving our in-house production standards and overseeing several capital projects to enhance the venue's capabilities in his 4 years of service.

**CURTIS GIBONEY**  
DIRECTOR OF IT & SPECIAL PROJECTS



Jarrold Durham was honored with the Everett Silvertips Hockey Club Jim Leo Distinguished Service Award, which recognizes an employee who goes above and beyond to support the team and the Everett hockey community. His dedication to keeping the Arena safe and running smoothly is unmatched.

**JARROLD DURHAM**  
SECURITY SUPERVISOR





## EVERETT SILVERTIPS

The 2025/26 season marked the Everett Silvertips' continued success in the WHL, demonstrating strong business growth and fan engagement. The team focused on enhancing the in-arena experience, increasing digital reach, and strengthening community connections through unique events and promotions.

The Silvertips are pacing to surpass 223,000 fans over 34 home games, averaging more than 6,500 attendees per game, which is a 5% increase over the previous season and the largest average in franchise history (surpassing the 2006-07 record of 6,460/game). Season ticket retention remained exceptionally high at 92%, with 700 new season tickets sold and over 1,500 fans upgrading to premium membership plans. Group sales are on track to exceed \$1 million, while corporate sales grew by \$359,000, a 30% increase over last season.

The team hosted 14 giveaway games, featuring unique items such as bubble hockey butter dishes, cowboy hats, and puck bottle openers. Through ticket sales, auctions, and fan donations, over \$350,000 was contributed to charitable causes.

On the digital front, Victory+ streaming viewership reached the top of the league, supported by enhanced broadcast coverage and improved game presentation elements, further expanding the team's reach and fan engagement.



# EDWARD D. HANSEN CONFERENCE CENTER

The Edward D. Hansen Conference Center continued to thrive in 2025, serving as a dynamic gathering place for community organizations, regional partners, and new audiences. From small, intimate celebrations, fundraising auctions, to large-scale conferences, the versatility of the space supported a wide range of events and reinforced its reputation as a leading venue in Snohomish County.

## RETURNING CLIENTS

We were glad to welcome back several long-standing partners who continue to make the Conference Center part of their annual plans. Returning clients included:

- Skagit Farmers
- Snohomish County Prayer Breakfast
- Alchemy Fair
- Domestic Violence Services of Snohomish County
- Dawson Place
- NAACP Banquet

## NEW CLIENTS

2025 also brought an exciting wave of new clients, expanding our reach into new communities and event types. First-time clients included:

- Seattle Quinceañera Expo
- Zhou Shen International Fan Club
- Riverside Spanish Jehovah's Witnesses
- NW Washington Synod ELCA
- GNU Radio Conference

The success of 2025 set the stage for a strong year ahead. Key developments for 2026 include a long-term contract with The Rock Church, which will host weekly Sunday worship services, as well as new partnerships with two card show companies planning multiple events throughout the year. These additions will further diversify our event calendar and expand our reach. As we look ahead to 2026, we remain focused on delivering exceptional service, strengthening community connections, and continuing to serve as a versatile venue that brings people together.



***The GNU Radio Conference welcomed 188 attendees from 24 states across the U.S., along with international participants from Canada and Australia, highlighting the event's broad reach and global appeal.***





# EVERETT COMMUNITY ICE RINK

The Everett Community Ice Rink experienced significant growth and engagement throughout the year, highlighted by record participation, expanded programming hours, and increased community involvement. A strong focus on enhancing the skater experience and investing in a high-quality coaching team helped create a welcoming environment that supports skill development at all levels. Increased visitation, program participation, and youth hockey enrollment demonstrate continued momentum and the rink's important role as a year-round community hub.

## ***2025 HIGHLIGHTS***

- **Learn to Skate**
  - Reached over 300 participants in its largest single-season session to date
  - Continued investment in coaching to enhance learning, development, and overall participant experience
- **Community Ice Rink Attendance**
  - Welcomed over 190,000 visitors in 2025
- **Programming Hours**
  - 1,500+ hours of Public Skating sessions
  - 1,100+ hours of Stick & Puck sessions
  - 1,000+ hours dedicated to Figure Skating
- **Community Events**
  - Hosted 100+ birthday parties, welcoming over 1,500 skaters for celebrations
- **Everett Youth Hockey Growth**
  - Total registration increased from 245 players in 2024/25 to 312 players in 2025/26, representing a growth of 67 additional players year over year.
  - **Everett Youth Hockey (EYH):**
    - Grew from 189 players in 2024/25 to 254 players in 2025/26
  - **Cubs Program:**
    - Increased from 56 players in 2024/25 to 58 players in 2025/26



## ARENA EVENTS + RECORDS

- 1/31: The Harlem Globetrotters
- 2/8: X-Treme International Ice Racing
- 2/14 & 2/15: PBR
  - 1500+ tickets over 2024, \$232K+ gross over last year, 15% increase in paid attendance and a 48% gross increase
- 2/27: Brantley Gilbert
- 3/5: Zhou Shen
  - Arena's top grossing single day event in history + 52% of sales came from outside the Seattle DMA. **Show sold-out in less than 15 minutes!**
- 3/25: Gabriel Iglesias
  - **Sold-out!** Just over 8,600 tickets!
- 4/4: Crime Junkie
- 4/6: Kings of the West
  - **Sold-out show!**
- 5/31: Brad Paisley
  - 7,000 tickets sold for a **sold-out night!**
- 2025 High School Graduations
  - 16 Graduations across 10 days and welcomed 65,400 people into the building to celebrate the 6,665 graduates vs. 60,096 last year in 2024.
- 6/21 & 6/22: Hot Wheels Monster Trucks Live Glow N' Fire
  - Total tickets sold approx. 11,450 for all 3 events
- 7/18 – 7/20: GeekFest NW
- 8/22: Billy Strings
  - **Complete sold-out show!**
- 9/11: Nikki Glaser

**POLLSTAR**  
YEAR END RANKINGS

**#156**  
ARENA IN THE WORLD!



## EVENTS + RECORDS CONTINUED

- 9/13: NHL Prospect Game
- 9/19: Warren Zeiders
- 9/26: Old Dominion
  - **Sold-out night!**
- 10/9: Cole Swindell
- 10/10: World of Hans Zimmer
- 10/11: Bert Kreischer
- 10/26: Air1 Worship
  - **Sold-out show** with over 8,000 tickets sold! Capacity crowd and added restricted view seats behind the front of the stage.
- 10/30 – 11/2: Disney On Ice
- 11/8: Lit & Loud Tour
- 11/22: EnduroCross
- 12/7: Cirque Musica Holiday Wonderland
  - *This was a self-promoted event and last time it played in Everett was in 2019. We sold almost 1,200 tickets more and almost \$100k more in gross this time around.*
- 12/12: Unwrapped: An Acoustic Holiday
  - *A first-of-its-kind show and radio event in collaboration with KISW, introducing a fresh holiday concept to the community. The event was hugely successful, featuring pre and post-show parties at local area venues, and has set the stage to become an annual tradition.*
- 12/14: Nitro Circus
  - *First appearance in the venue!*

**POLLSTAR**  
YEAR END RANKINGS

**#2**  
IN WASHINGTON STATE!

# FINANCIAL OVERVIEW

	2021	2022	2023	2024	2025
Number of Events	192	250	209	221	166
Attendance	151,794	329,423	342,599	500,572	467,433
Event Operating Income	\$921,430	\$2,395,607	\$2,642,186	\$4,315,883	\$4,655,544
Total NET Revenue	\$3,107,578	\$4,736,548	\$5,315,235	\$7,494,150	\$8,075,852
Indirect Expenses	\$3,579,582	\$4,686,300	\$5,307,969	\$6,629,296	\$6,427,597
NET Operating Income (LOSS)	\$(472,004)	\$50,248	\$7,226	\$864,854	\$1,648,256

## CAPITAL PROJECTS

### *2025 HIGHLIGHTS*

- Replaced the boilers for the Zamboni fill system and the Community Rink locker rooms.
- Deployed Phase 2 of the network project which included over 125 WIFI access points across the building.
- Purchased additional pipe and drape for conversations.
- Substantial progress on the Ice Plant chiller project.

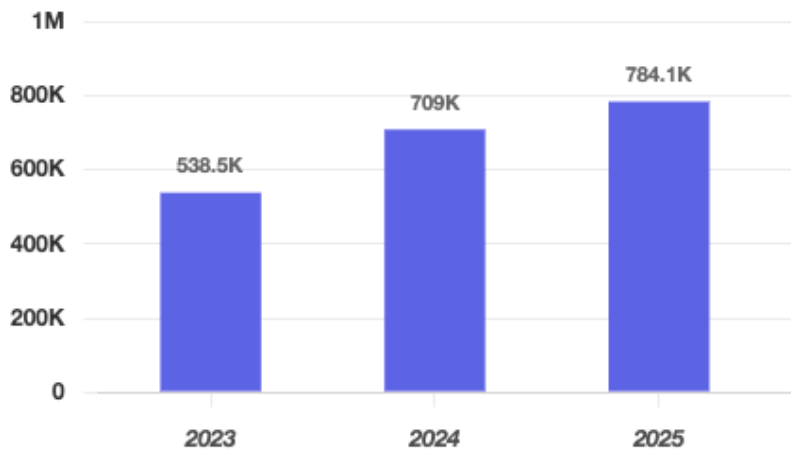
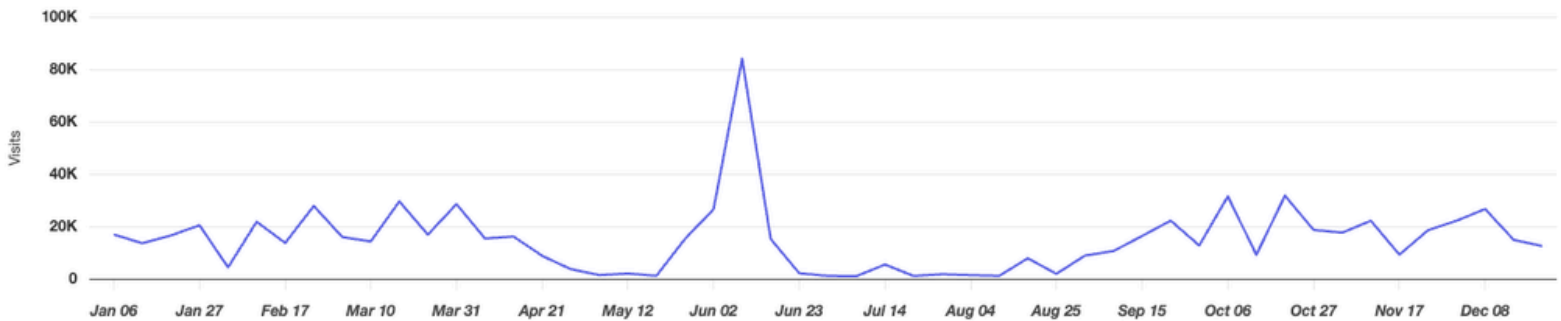
### *CAPITAL FUNDING ALLOCATED FOR IMPROVEMENT PROJECTS*

2022	\$2,562,437
2023	\$2,342,365
2024	\$2,401,000
2025	\$2,263,000

# FACILITY ATTENDANCE

	Arena Events	Hockey	Conference Center	Total Attendance
January	3,658	38,309	1,554	43,521
February	17,467	22,079	1,388	40,934
March	4,087	50,743	2,913	57,743
April	17,417	21,803	1,766	40,986
May	8,732	-	2,015	10,747
June	77,175	-	1,600	78,775
July	4,334	-	-	4,334
August	6,219	-	725	6,944
September	18,736	12,140	1,594	32,470
October	35,107	15,958	1,698	52,763
November	28,848	26,516	3,079	58,443
December	11,246	27,069	1,458	39,773
<b>TOTAL</b>	<b>233,026</b>	<b>214,617</b>	<b>19,790</b>	<b>467,433</b>

DATA BELOW FROM PLACER AI



**IN 2025, THE ARENA SAW OVER 784,100 TRACKED VISITORS!**

# ECONOMIC IMPACT

Year	BUSINESS REVENUE (MILLIONS)	JOBS SUPPORTED	LABOR INCOME (MILLIONS)
2019	\$74.3M	575	\$29M
2021	\$29.2M	240	\$11.5M
2024	\$104.5M	840	\$42.5M
2025	\$94.8M	760	\$38.4M

DATA FROM EVERETT AQUASOX ECONOMIC IMPACT UPDATE 2026

## PERCENTAGE CHANGE & GROWTH HIGHLIGHTS



Business revenue increased from \$74.3M in 2019 to \$94.8M in 2025

**+27.6 % GROWTH**



Jobs grew from 575 in 2019 to 760 in 2025

**+32.2 % GROWTH**



Labor income rose from \$29M in 2019 to \$38.4M in 2025

**+32.4% GROWTH**

# BOX OFFICE & GROUP SALES

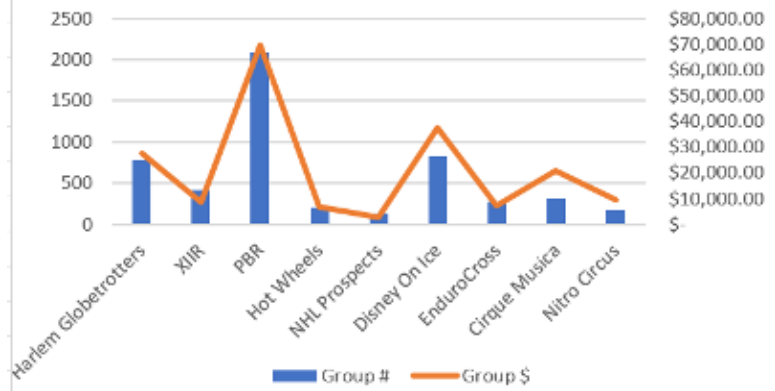
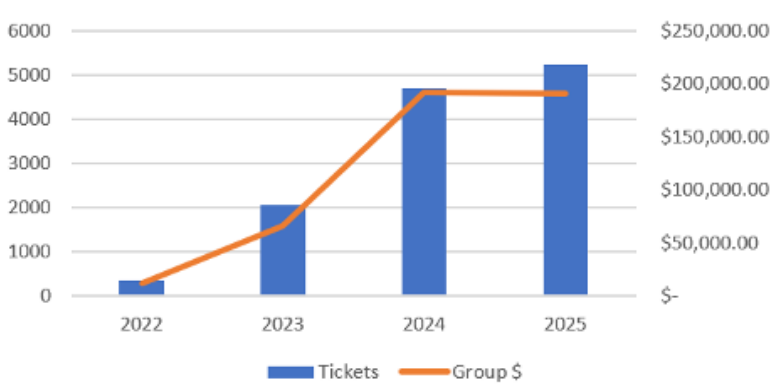
- Arena Bucks sold a total of \$13,325
- In March alone, there were 11,165 ticket transfers between Zhou Shen and Gabriel Iglesias.
- Sold 25 season packages online for the Washington Wolfpack for a total of \$4,899.
- In 2025, tickets donated to Vet Tix increased significantly compared to 2024, rising from 1,413 to 2,486. The total value of those donations also grew from \$84,067 to \$105,451.



Year	Tickets	Revenue
2022	373	\$12,181.82
2023	2,054	\$65,777.80
2024	4,700	\$192,452.01
2025	5,233	\$190,425.99

*The Box Office delivered fast, friendly, and reliable service, making ticketing easy and accessible for every guest. The Group Sales department designed and promoted tailored group offers, making it easy for larger parties to enjoy events together.*

Event	Revenue
Harlem Globetrotters	\$27,390.00
X-Treme International Ice Racing	\$8,591.00
Professional Bull Riding	\$69,505.76
Hot Wheels	\$6,866.20
NHL Prospects	\$2,692.00
Disney On Ice	\$37,671.53
EnduroCross	\$7,490.00
Cirque Musica	\$20,675.50
Nitro Circus	\$9,544.00
<b>Total</b>	<b>\$190,425.99</b>



# MARKETING HIGHLIGHTS

*In 2025, our Marketing team drove awareness and engagement through creative campaigns, helping bring more guests to every event.*



## WEBSITE REDESIGN

Marketing successfully unveiled a fully redesigned, modern website for the venue. It focused on enhancing accessibility, streamlining information for guests, and delivering a cohesive, polished brand experience across all digital platforms.

## COMMUNITY ACCESS NIGHT

Spearheaded the launch alongside Partnerships to create a free monthly ice-skating session in partnership with the Everett Community Ice Rink and Community Transit. Efforts included coordinating radio promotion, press releases, social media campaigns, and website coverage, generating strong community engagement and robust attendance while expanding recreational access for youth and families across Snohomish County.



## BOX OFFICE NAMING RIGHTS

Collaborated with Partnerships to support the launch of the Box Office's new naming rights partner, Les Schwab Tires, boosting visibility through promotional activations and preparation for a ribbon-cutting ceremony to be held in January 2026.



## MEET & GREET ACTIVATION

In partnership with Funko, Marketing promoted Gabriel Iglesias' exclusive meet-and-greet and signing event through social media campaigns and email outreach, increasing fan engagement and event awareness. This collaboration paved the way for discussions around future partnership opportunities.

# MARKETING HIGHLIGHTS

*The Marketing team also elevated event experiences through innovative campaigns, turning excitement into action and engagement.*



## F&B DRINK SPECIALS

Partnered closely with Hospitality to develop and promote customized, show-themed drink specials tailored to individual events and audiences. These collaborations enhanced the guest experience, created additional revenue opportunities, and strengthened event storytelling through cohesive branding across concessions, social media promotion, and in-venue messaging.

## SHAKEDOWN STREET COORDINATION

Gathered insight from other OVG venues and coordinated with the City of Everett and parking officials, to successfully execute a Shakedown Street for the Billy Strings concert, ensuring seamless permitting, smooth logistics, and a vibrant fan experience prior to the sold-out show.



## CROSS-PROMO GIVEAWAYS

Collaborated with local partners to execute high-impact promotional campaigns, including a Ticket + Hotel Giveaway at Hotel Indigo tied to Old Dominion's "Hotel Key" and a social media giveaway with Simply Sweet for Warren Zeiders, leveraging community connections to maximize reach and engagement.



# PARTNERSHIP HIGHLIGHTS

- Unprecedented demand for premium seating led to fully owner-occupied suites and inspired the renovation of Suite 21 to elevate Arena offerings
- Partnered with Community Transit and the Everett Community Ice Rink to present Community Access Skate Night on the second Friday of every month
- Collaborated with the Marketing Department on hosting a special meet & greet opportunity hosted at Funko for Gabriel Iglesias. This event provided an opportunity to strengthen this partnership and explore future collaborations.
- Launched a long-term partnership with Les Schwab Tire Center, granting naming rights to the arena's box office.
- Partnered with local Cedar Grove Composting to make all concession disposables compostable. A 10'x10' concourse mural showcases the full compost lifecycle, and the program expanded to Kraken Community Iceplex.



## NEW

- Cedar Grove
- Baja Tacos & Beer 2
- Everett Chamber of Commerce
- Craig Purfeerst
- Line's Painting
- Community Transit
- Lake Stevens Foot & Ankle Clinic
- Bayside Hospitality LLC (Apex)
- Pepsi Co
- Funko
- AV Smart Solutions
- Kona Ice
- Mister Softee
- Sasquatch Grilltopia

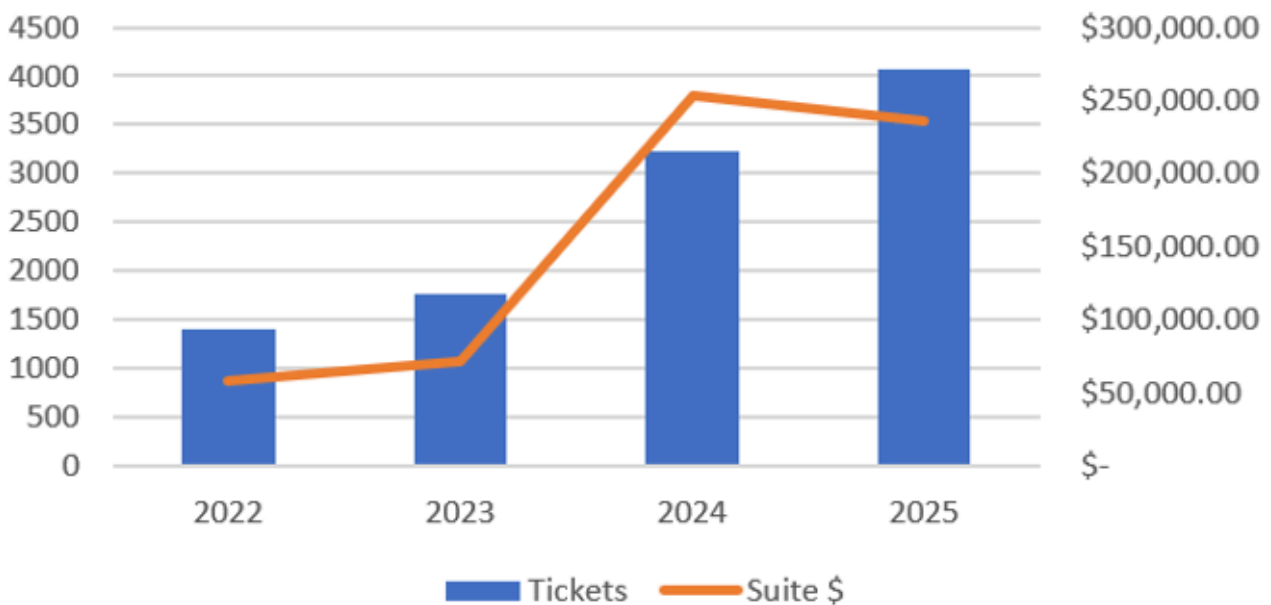
## RENEWALS

- Washington Lottery
- Anheuser-Busch, LLC
- Diedrich Espresso
- Lenz Enterprises
- Vinyl Lab NW
- Tony Edwards State Farm
- Fast Signs
- Hotel Indigo Everett
- Rodland Toyota
- Dwayne Lane's Auto Family
- Angel Of The Winds Casino Resort
- Courtyard Marriott
- Boston Beer

# 2025 SUITE SALES

Year	Tickets	Revenue
2022	1,398	\$58,344
2023	1,776	\$72,359
2024	3,236	\$253,143
2025	4,079	\$235,410

*Tickets are up 192% and revenue has increased by 303% since 2022!*



# EVENTS + GUEST SERVICES

*In 2025, the Events and Guest Services departments worked together to create seamless, engaging, and memorable experiences for every guest.*

## EVENTS

- Continued their quarterly “Lunch & Save Lives” blood donation initiative
- Strengthened partnership with the City of Everett and EPD Parking Enforcement to streamline street parking permits; new parking signs were also purchased
- Welcomed Melanie Ortiz as Event Manager in late 2025
- Annie McCloskey and Ali VanZanten led the onboarding and programming for our summer intern
- Alex Wright and Annie McCloskey earned Crowd Management certifications through NCS4 and FEMA.
- Annie McCloskey received a one-year MPI membership grant through the Washington Chapter



## GUEST SERVICES

- Fully staffed team of over 100 employees
- Hosted 6 in-house job fairs and attended 2 off-site job fairs
- Held a fully catered end-of-year holiday party with prizes, games, and awards
- Launched an Employee of the Month program
- Presented the inaugural “Employee of the Year” award to Allie Lindert
- Hired a full-time Guest Services Coordinator
- Implemented a new scheduling system, Connect Teams



# SECURITY + OPERATIONS

*In 2025, the Security and Operations departments ensured every event ran safely, smoothly, and efficiently, keeping guests and staff protected.*

## SECURITY

- In September, the Open Gate security system was installed at all building entrances, significantly accelerating guest entry. With six Open Gate systems deployed, ingress speed improved dramatically, enhancing the overall arrival experience for guests and fans.
- During the summer, Prevent Advisors conducted a tabletop exercise and security training with building staff and local first responders.
- A “Text-to-Tip” program was launched and promoted at all events through LED ribbon messaging and signage throughout the building, allowing for confidential incident reporting from guests.
- The following SOPs were developed or updated:
  - Event Pause and Event Stop Procedures
  - Guest Services Policy and Procedure Manual
  - Off-Duty Officer Procedures
  - AOTWA Emergency Procedures Manual



## OPERATIONS

- Standardized a monthly deep-buff and pre-game spot-touch routine for hockey glass.
- Launched a new web-based logging system for ice depths. This allows our drivers to adjust floods and cuts with expert precision.
- Integrated new tech to track Zamboni, water, and power usage, driving our commitment to sustainability and efficiency.
- Overhauled our back-of-house storage, regularly clearing out the old to reinvent our square footage.



## ENGINEERING

- Replaced, upgraded, and upsized the variable frequency drive for the scoreboard hoist motor. The hoist operation is also controllable via wireless controller now.
- Replaced the game horns on the scoreboard.
- Upgraded the fire system panel POTS line UDACT emergency callout system with a modern and more dependable CLSS gateway cell-com system.
- Replaced the burner assemblies on the 2 main arena rooftop HVAC units, retrofitted them with more environmentally friendly refrigerant, replaced all motor bearings on the supply and exhaust fans, replaced the evaporative condenser fan motors and circulation pumps, painted the exterior of the units, rebuilt the refrigeration compressors, replaced all air damper motors, replaced all pillow block bearings and replaced exhaust fan variable frequency drives and replaced the supply fan frequency drive on the East end unit.
- Began using our new plate and frame chiller and VFD controlled brine circulation pumps which has increased energy efficiency and performance of the ice sheet refrigeration system.
- Continued to replace and retrofit light fixtures inside and outside the facility with high efficiency LED
- Purchased a 2<sup>nd</sup> new electric Zamboni with a Fast Ice and Level Ice system
- Refurbished the main kitchen dishwasher.
- Had all our theatrical hoists inspected, serviced, and calibrated upper and lower safety limit switches.

## IT/AV

- New Laptops and new monitors deployed for staff to replace end of life computers and monitors.
- Implemented a preventative maintenance schedule for follow spotlights to ensure peak performance and extend gear life.
- Continuing support for OVG Hospitality.
- Yearly cleaning and maintenance of all AV equipment.
- Deployed Phase 2 of the network project which included over 125 WIFI access points across the building.
- Upgraded main arena concourse in-house broadcast tv's and transmission system.

*For the second consecutive year, concession sales surpassed \$3 million, finishing just shy of 2024's record-setting totals. Strong per-cap performance continued to drive overall revenue growth across events.*

## EVENT SALES HIGHLIGHTS

- The February 2025 Brantley Gilbert concert delivered the highest concession and overall per-cap spending in venue history, despite attendance being just over half of the crowd size seen during Jon Pardi's 2024 performance.
- Cole Swindell returned to Everett in 2025, generating a 30% increase in concession sales compared to his previous appearance in 2022.



## NON-PROFIT FUNDRAISING IMPACT

- OVG Hospitality continued its strong partnership with local nonprofit organizations, including Bruins Community Parents Group, Snohomish High Band Boosters Club, RiseUp, Knights of Columbus, Hero Nation, and Everett High Blue & Gold Group. These collaborations supported fundraising initiatives for:
  - New uniforms and equipment
  - Competition and travel expenses
  - Local literacy programs
  - Educational assistance initiatives
  - Affordable and accessible housing efforts

*From January 1 through December 31, 2025, OVG Hospitality donated \$210,026 to local charities through concession fundraising programs, directly benefiting regional schools, youth organizations, and community-based nonprofit partners.*

## NEW MENU OFFERINGS

- Preparing for the 2025-2026 hockey season, OVG Hospitality expanded concourse menu offerings from 11 to 19 entree options, introducing new items such as Souvenir Helmet Nachos, a Sweet & Savory 10oz Pretzel, and Huli Huli Chicken and Pork Sandwiches. The expansion coincided with the hiring of more than 40 new team members, strengthening service capacity and enhancing the overall guest experience.



# SUSTAINABILITY EFFORTS

As part of the Oak View Group family, Angel Of The Winds Arena embraces sustainability as a core tenet of venue management and operations. Our efforts reflect OVG's larger vision: to foster a culture of environmental responsibility at every OVG-managed venue, creating meaningful change for communities, guests, and the planet.

## **CEDAR GROVE**

OVG staff partnered with Cedar Grove to strengthen sustainability efforts and focus on "Closing the Loop" in waste diversion by serving food and drinks in compostable containers. Guest-facing waste stations expanded from two streams (landfill and recycling) to three with the addition of composting. Within months of implementation, compost diversion rates doubled, with continued growth anticipated.

## **ELECTRIC POWERED ZAMBONIS**

We've successfully transitioned our two primary Zambonis from fossil fuel to electric power, which reduces carbon emissions, improves indoor air quality, and advances our long-term commitment to more sustainable operations.

## **ICE PLANT PROJECT**

The new chiller and brine pump system went online in September 2025, replacing older equipment with a more efficient, modern design and variable-speed controls to optimize performance. SNOPUD tracked and verified energy usage compared to 2023 baseline data and confirmed an average 11-12% reduction in electricity use, with savings ranging from 9-15% depending on facility configuration and event type. Based on these verified reductions, SNOPUD awarded over \$36K in energy incentives plus a \$1K project development incentive.

## **LED LIGHTING UPGRADES**

We're continuing to convert facility lighting to LED technology. LEDs use far less energy, last significantly longer, and provide better-quality illumination supporting both sustainability goals and an improved experience for guests and staff.

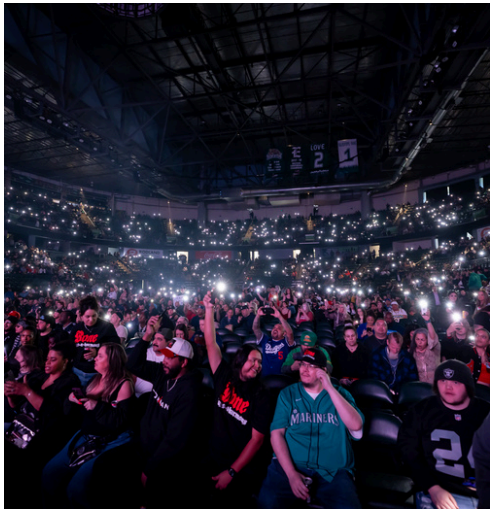


***"Angel Of The Winds Arena is truly "Closing the Sustainability Loop" for the Everett community. Pairing Cedar Grove's local compostable 'to-go' solutions with expanded food waste diversion turning landfill-bound material into healthy, nutrient rich composts, soils, and locally grown vegetables returned back to the Everett community and greater Puget Sound. In 2025 alone, this partnership diverted 36 tons (72,000 lbs) of "waste" from the landfill."***  
***- Ryan Dwyer, Cedar Grove***

# RECENT TESTIMONIALS

Everyone posted was so helpful, and it was surprisingly easy to get in and out of the venue compared to other arenas and stadiums I had been to. Great staff on site!

10/11/2025



★★★★★ 5 months ago

They are so nice, helpful and on top of it!

★★★★★ 3 months ago

WE HAD SO MUCH FUN!!!

★★★★★ Edited 2 months ago

You don't have to drive far to watch a great WHL hockey team. Always a fantastic time. Go Tips!!! No need to drive to Seattle or Tacoma, concerts are really wonderful at the arena, too.

*"Entry into the event went smooth and fast , i was impressed" PBR Post Event Survey Feedback*

★★★★★ 2 months ago

Awesome experience

*"Great experience, first time at this venue. Friendly staff and everything was very clean. Easy to navigate the arena." Warren Zeiders, Post Event Survey Feedback*



★★★★★ 2 months ago

Nice arena. Lots of food options. Went to watch Silvertips hockey, always a great time!

*"This arena was great! Parking was easy, entry was quick and easily found our fabulous seats. Not a bad seat in the house!!!" Old Dominion Post Event Survey*

★★★★★ a month ago

Very nice arena. Clean, and staff was very friendly. I had a great time and enjoyed the acoustics throughout the venue.

*"Thank you to Oak View Group LLC for helping make this event possible! I appreciate being able to attend this magnificent event." Emmanuel, U.S. Air Force*



★★★★★ 5 months ago

Such a great experience all around! I will be going to many more concerts here!

★★★★★ 2 months ago

The staff at the event were so very patient with all our questions. They are friendly and positive from beginning to the end, and did everything possible to make the event enjoyable for all.

★★★★★ 4 months ago

I've been to Angel of the Winds Arena for a few shows. Hillsong United & Chris Tomlin, Nate Bargatze, and the Air1 Worship Now Tour, most recently. Each experience at the arena was good. Quick lines to get in and easy to navigate inside the venue.

*"Thank you to Oak View Group LLC for helping make this event possible! This was such a wonderful holiday experience" - Jessica, U.S. Army Veteran*

# FUTURE OUTLOOK

2025 was a landmark year for our facility, building on the momentum of previous successes and setting new benchmarks across all departments. From record-breaking event sales to strengthened community partnerships, this year reinforced our role as a central hub for entertainment, engagement, and experiences in Snohomish County and beyond. Highlights included historic attendance numbers, continued growth in community programming, enhanced safety and operational improvements, and the addition of talented new team members.

Looking ahead to 2026, we recognize that it may present more challenges than 2025. While we don't anticipate surpassing some of last year's event milestones, we remain focused on maintaining high-quality experiences for our guests, supporting our community, and operating efficiently. We will continue delivering engaging events, sustaining our core programming, and leveraging the strong foundation built in 2025 to navigate the year thoughtfully and strategically.



