

2022

ANNUAL REPORT

**smart
financial
centre**
at Sugar Land



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- VENUE BACKGROUND
- RECOVERING FROM COVID
- 2022 HIGHLIGHTS
- MEASURING SUCCESS
- ON THE HORIZON

VENUE BACKGROUND

- FUNDED WITHOUT THE USE OF ANY GENERAL PROPERTY TAX DOLLARS
- GROUNDBREAKING IN DECEMBER 2014
- OPENED ON TIME AND WITHIN BUDGET IN JANUARY 2017
- 6 YEAR ANNIVERSARY JANUARY 2023



RECOVERING FROM COVID

- **DURING COVID - FORT BEND COUNTY VOTING CENTER & COUNTY VACCINATION SITE**
- **RETURNED STRONG JULY 2021 AFTER A 16 MONTH SHUTDOWN**
- **ALL JOB POSITIONS THAT WERE HELD BEFORE COVID WERE BROUGHT BACK 100%**
- **45 SHOWS IN 2021**
- **86 SHOWS IN 2022**
- **2023 EXPECTED TO REBOUND TO PRE-PANDEMIC NUMBERS***

YEAR	EVENT COUNT
2017	118
2018	122
2019	105
2020	11
2021	43
2022	86
2023*	115

2022 HIGHLIGHTS

- **86 TOTAL EVENTS**
- **303,520 ATTENDEES**
- **300,365 PAID TICKETS**
- **DIVERSE LIST OF QUALITY ENTERTAINMENT**

2022 HIGHLIGHTS

○ CONCERTS

- 56 EVENTS ~ 65%

○ GENRES

- COUNTRY: 4
- LATIN: 21
- POP/ROCK: 11
- R&B/HIP-HOP: 9
- WORLD: 7
- CLASSICAL/JAZZ: 3
- OTHER: 2

An Evening of Soul
with Patti LaBelle
GLADYS KNIGHT
AND SPECIAL GUEST
STEPHANIE MILLS
NOVEMBER 12, 2022

ITZY THE 1ST WORLD TOUR
CHECKMATE
SUGAR LAND
SMART FINANCIAL CENTRE AT SUGAR LAND 2022.11.3 (THU)

EARTH, WIND & FIRE
LIVE IN CONCERT
SEPTEMBER 14

COLLECTIVE
S · U · L
SWITCHFOOT

THE
ALICIA
+ KEYS
WORLD TOUR
WITH SPECIAL GUEST
PINK SWEAT\$
TUESDAY
SEPTEMBER 13
SMART FINANCIAL CENTRE
SUGAR LAND, TX

IT'S ABOUT MUSIC.
IT'S ABOUT LIVE.
IT'S ABOUT TIME.

9.21.22

smart financial centre
at Sugar Land
BUY TICKETS

FRANKIE VALLI
with THE ORIGINAL JERSEY BOY™
FOUR SEASONS
10/22/2022

LYLE
LOVETT
and his
LARGE
BAND

LYLE
LOVETT
and his
LARGE
BAND

BONNIE RAITT
just like that... TOUR 2022
WITH SPECIAL GUEST
MARC COHN
FRIDAY, NOVEMBER 4
BUY TICKETS

SMART FINANCIAL CENTRE | AUGUST 27
TICKETMASTER.COM

2022 HIGHLIGHTS

○ COMEDY

- 13 EVENTS ~ 15%

BMN PRESENTS
FRIDAY NOVEMBER 18

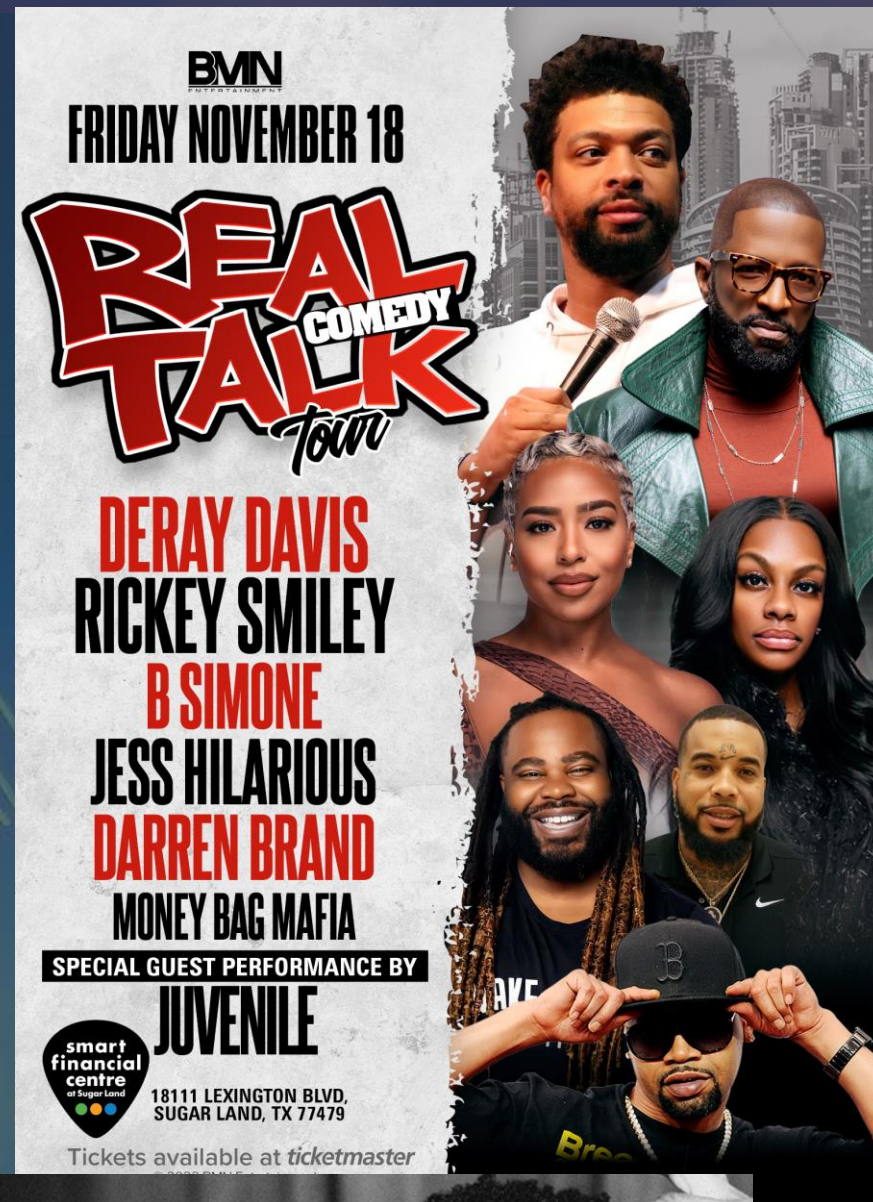
REAL TALK COMEDY TOUR

DERAY DAVIS
RICKEY SMILEY
B SIMONE
JESS HILARIOUS
DARREN BRAND
MONEY BAG MAFIA

SPECIAL GUEST PERFORMANCE BY
JUVENILE

smart financial centre
18111 LEXINGTON BLVD.
SUGAR LAND, TX 77479

Tickets available at [ticketmaster](https://www.ticketmaster.com)



BILL MAHER

LIVE ON STAGE



SATURDAY, APRIL 9
SMART FINANCIAL CENTRE

GET YOUR TICKETS AT
[TICKETMASTER.COM](https://www.ticketmaster.com)

HOSTED BY
TEDDY CARPENTER • D.L. HUGHLEY • MIKE EPPS • CEDRIC THE ENTERTAINER • DC YOUNG FLY

STRAIGHT NO CHASER

Comedy Tour



CHRIS ROCK

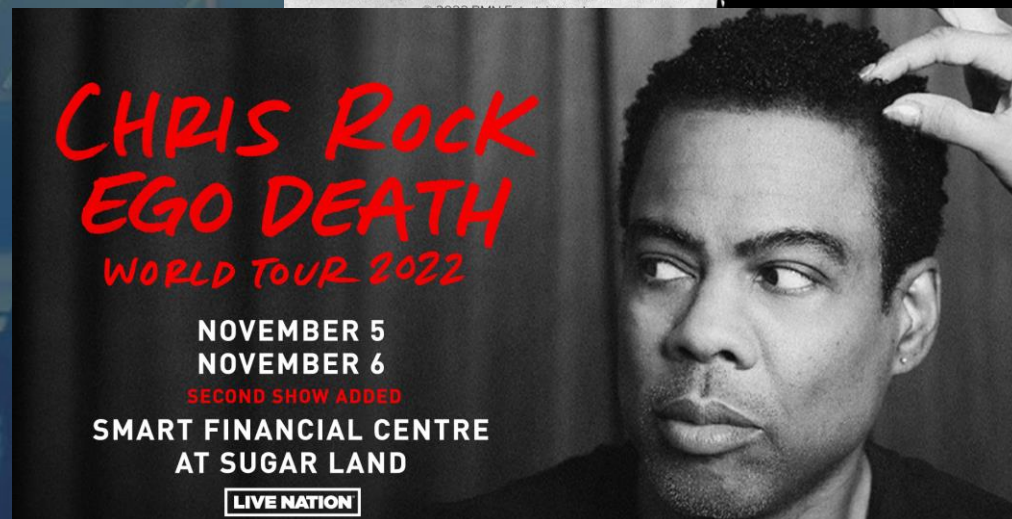
EGO DEATH

WORLD TOUR 2022

NOVEMBER 5
NOVEMBER 6
SECOND SHOW ADDED

SMART FINANCIAL CENTRE
AT SUGAR LAND

LIVE NATION



GREG GUTFELD

LIVE

NOVEMBER 19



Steve Martin & Martin Short

FEATURING
Jeff Babko
and
Alison Brown and
Fair Weather Friends

YOU WON'T BELIEVE WHAT
THEY LOOK LIKE TODAY!

October 21



2022 HIGHLIGHTS

○ THEATRICAL / FAMILY

- 17 EVENTS ~ 20%



2022 HIGHLIGHTS



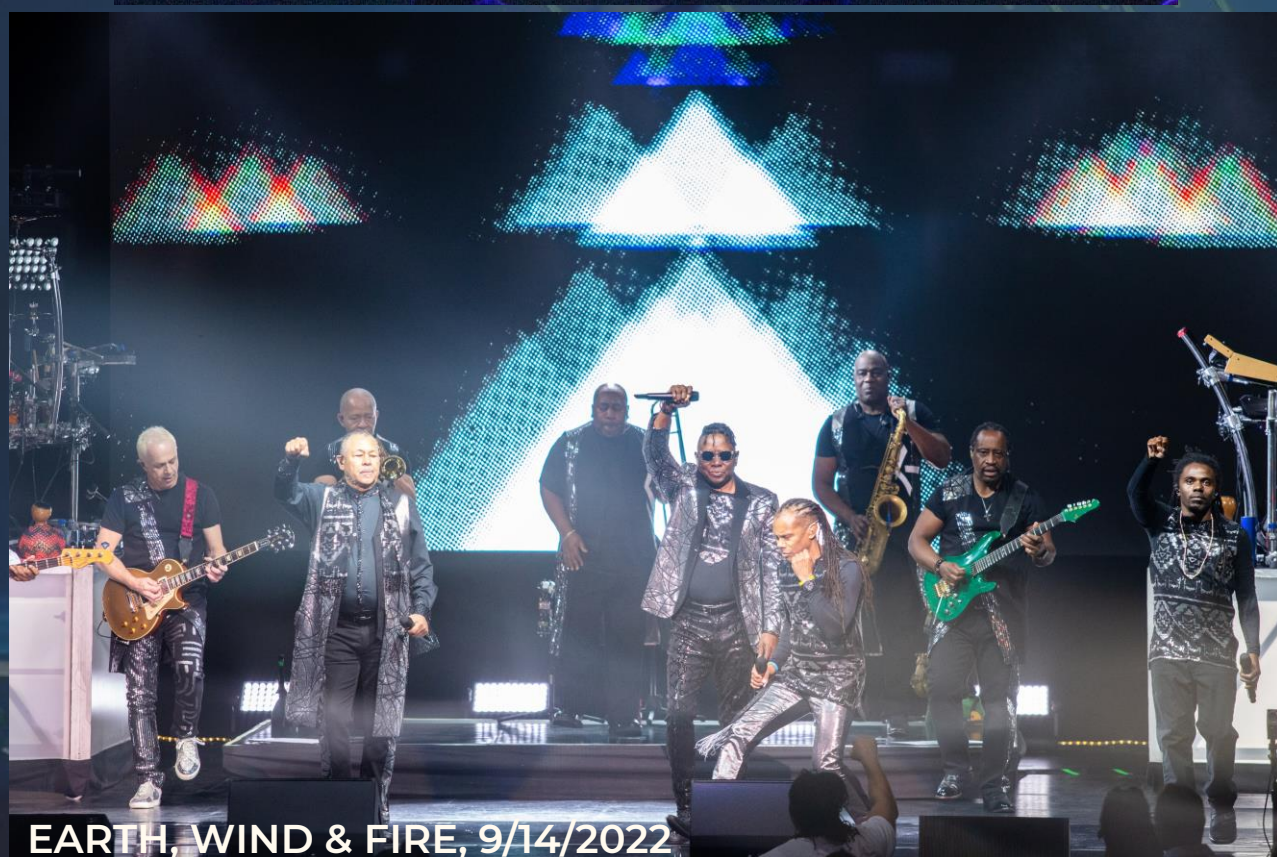
STEVE MARTIN & MARTIN SHORT, 10/21/2022



RICK SPRINGFIELD, 8/14/2022



FRANKIE VALLI & THE FOUR SEASONS, 10/22/2022



EARTH, WIND & FIRE, 9/14/2022



TEARS FOR FEARS – THE TIPPING POINT TOUR, 5/25/2022

Joe Lake
PHOTOGRAPHY

2022 HIGHLIGHTS

- ANNUAL TOY DRIVE WITH VENUE SPONSORS DONATED 150+ TOYS TO CHILD ADVOCATES OF FORT BEND
- RANKED #33 ON TOP 200 THEATERS WORLDWIDE BY POLLSTAR
- HOSTED TWO OF THE TOP 25 COMEDY TOURS OF 2022
 - CHRIS ROCK (2 NIGHTS)
 - TOM SEGURA



MEASURING SUCCESS

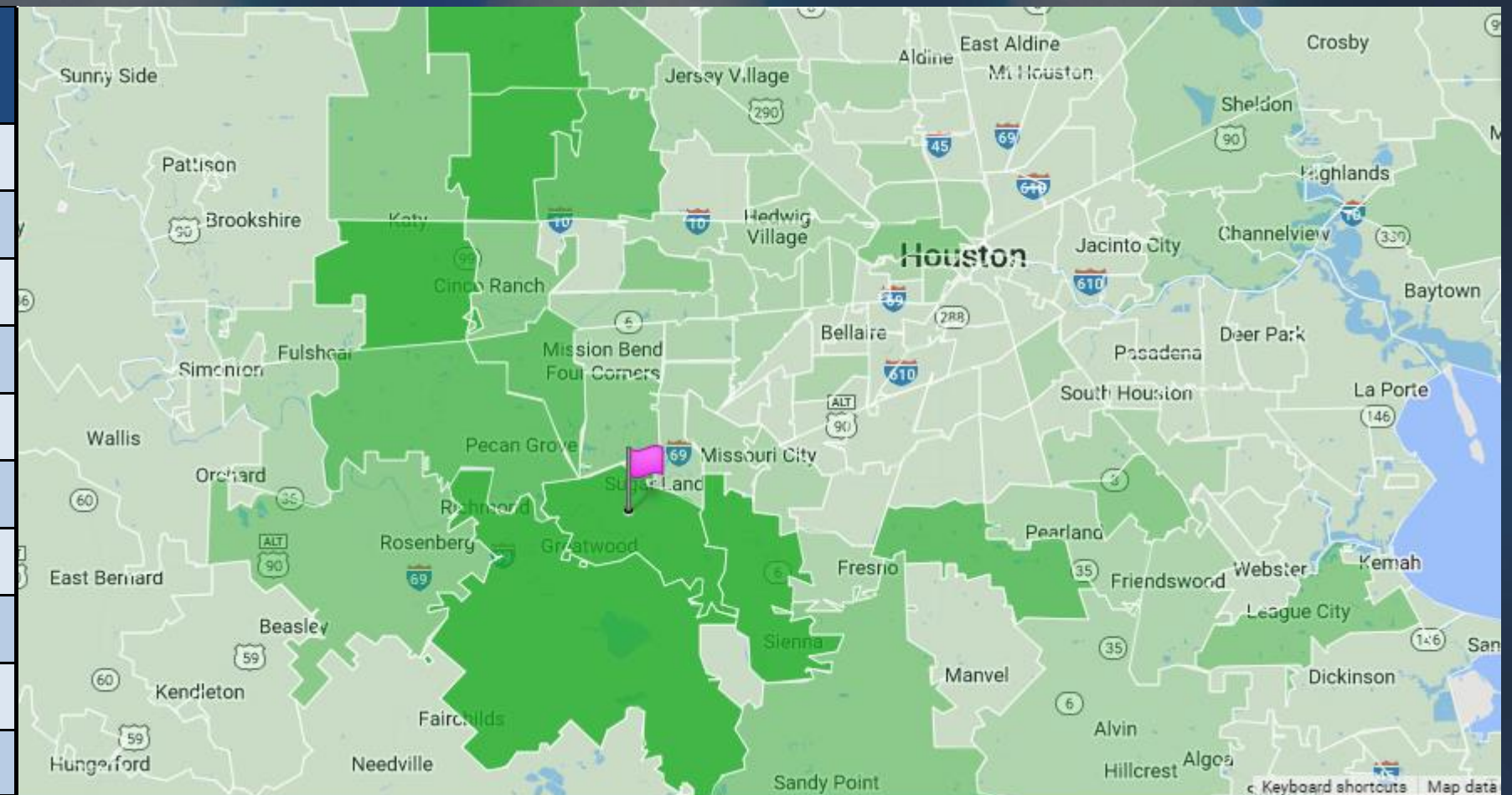
EMPLOYMENT (FULL TIME / PART TIME)

- ACE SL, LLC – 25 FT / 95 PT
- Pritchard Sports & Entertainment – 4 FT / 100 PT
- Platinum Parking – 3 FT / 50 PT
- Contemporary Service Corporation – 6 FT / 200 PT
- Law Enforcement / EMT – 30 PT
- Stagehands – 6 FT / 65 PT
- **TOTAL STAFF: 44 FULL TIME / 540 PART TIME**

MEASURING SUCCESS

TICKET BUYERS BY SURROUNDING COUNTIES – TOP 10

COUNTY	TICKETS	% TOTAL TICKETS	FACE VALUE	% TOTAL FACE VALUE
Harris, TX, USA	77205	46.25%	\$ 5,305,583.87	46.37%
Fort Bend, TX, USA	26064	15.60%	\$ 1,608,401.30	14.06%
Montgomery, TX, USA	6977	4.17%	\$ 456,287.74	3.98%
Brazoria, TX, USA	6681	4.00%	\$ 401,992.56	3.51%
Galveston, TX, USA	4693	2.81%	\$ 283,000.47	2.47%
★ Bexar, TX, USA	2423	1.45%	\$ 188,569.35	1.65%
★ Travis, TX, USA	1999	1.19%	\$ 159,003.70	1.39%
Jefferson, TX, USA	1384	0.83%	\$ 97,760.11	0.85%
★ Dallas, TX, USA	920	0.55%	\$ 74,766.36	0.65%
★ Williamson, TX, USA	872	0.52%	\$ 67,779.27	0.59%



★ OF THE TOP 10 COUNTIES, 6k+ TICKET BUYERS TRAVELED 150+ MILES SPURRING POSITIVE IMPACT ON SUGAR LAND HOTELS AND RESTAURANTS

ON THE HORIZON IN 2023

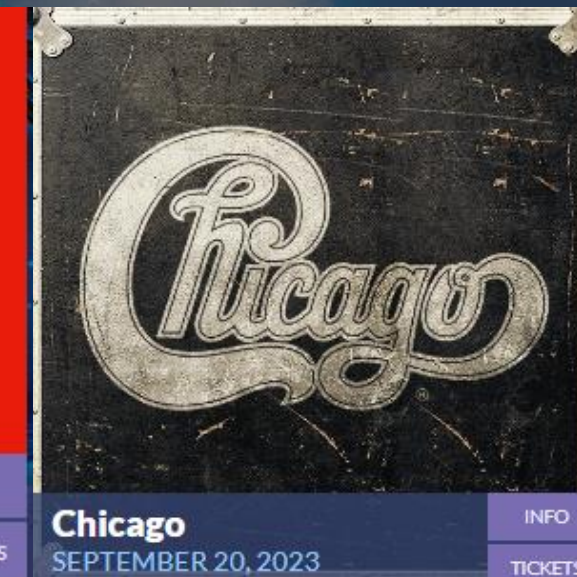
- MORE GREAT SHOWS!
- CONTINUED DIVERSIFIED PROGRAMMING
 - BRYAN ADAMS
 - COUNTING CROWS
 - BANDA MS
 - CHICAGO
 - CARLOS VIVES
 - KIDZ BOP
 - GEORGE LOPEZ
 - RAIN – A TRIBUTE TO THE BEATLES



BRYAN ADAMS
SO HAPPY IT HURTS
WITH VERY SPECIAL GUEST
JOAN JETT
AND THE BLACK HEARTS

Bryan Adams
So Happy It Hurts Tour
JUNE 28, 2023

INFO
TICKETS



Chicago

Chicago
SEPTEMBER 20, 2023

INFO
TICKETS



BANDA MS
DE SERGIO LICARRAGA

Banda MS
AUGUST 4, 2023

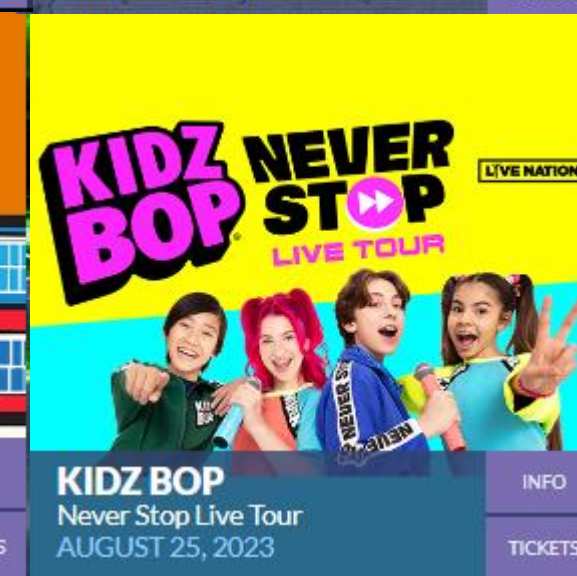
INFO
TICKETS



RAIN
A TRIBUTE TO THE BEATLES

RAIN – A TRIBUTE TO THE BEATLES
MAY 20, 2023

INFO
TICKETS



KIDZ BOP NEVER STOP
LIVE TOUR

KIDZ BOP
Never Stop Live Tour
AUGUST 25, 2023

INFO
TICKETS



George Lopez
OMG HI Comedy Tour
JUNE 25, 2023

INFO
TICKETS

ON THE HORIZON IN 2023

- PARTNERSHIP WITH SUGAR LAND CULTURAL ARTS FOUNDATION TO COMMISSION FOUR MURALS TO BE DISPLAYED IN OUR MAIN LOBBY
- ART INSTALLATIONS BY LOCAL ARTIST IN BACK OF HOUSE SPACES TO FEATURE THE CITY OF SUGAR LAND
- CONTINUED INVOLVEMENT WITH OUR COMMUNITY THROUGH PARTNERSHIPS WITH LOCAL BUSINESSES



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