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[WWW.PAYNEARENA.COM](http://WWW.PAYNEARENA.COM)



# TECH PACK





# PAYNE ARENA IN HIDALGO, TEXAS

Payne Arena in Hidalgo is a multipurpose facility serving the Rio Grande Valley area of South Texas, with seating of approximately 5,500 for hockey and football and up to 7,200 for basketball and concerts (in-the-round). The facility also hosts boxing, rodeos, ice shows and theatrical productions. Payne Arena in Hidalgo has 2,000 parking spaces on site, 508 club seats, 26 private luxury suites and was designed and built to meet all ADA specifications to accommodate our guests with disabilities.

Payne Arena in Hidalgo is strategically located approximately 5 minutes from the US/Mexico border and 6 minutes from the McAllen International Airport

Since the grand opening in Oct. 2003 the Payne Arena in Hidalgo has been in Pollstar's Year End Top 100 Arenas Worldwide frequently.

The Payne Arena in Hidalgo also remains in the Top 10 Venues with a seating capacity of 5,001-10,000 according to Venues Today.

The Payne Arena in Hidalgo have been continually successful featuring shows as Sting, Ozuna, Bad Bunny, UFC Fight Night, Aerosmith, Kiss, Lil Wayne, Chris Brown, Elton John, Shakira, George Strait, Lady Antebellum, Brad Paisley, Luis Miguel, Chayanne, Maná, Katt Williams, Monster Jam, Cirque Du Soleil, Gabriel Iglesias (Fluffy), Selena Gomez, Gloria Trevi, Alejandra Guzman, Pepe Aguilar, Sin Bandera, WWE Live, Pitbull, George Lopez, Def Leppard, Marc Anthony, Life in Color, Rock Legend Sting, Juan Gabriel, Ricky Martin, Bellator 143, Prince Royce, Wisin y Yandel, Romeo Santos, Kenny Chesney, Chris Tomlin & more!





## PAYNE ARENA IN HIDALGO TM LIVE ANALYTICS RE-CAP

The Rio Grande Valley (RGV) Market consists of three (3) counties and covers about 1.1 Million People. What makes this market unique is its neighboring border cities in Mexico, which adds millions more in population to the mix. In fact we often see ticket purchasers from Reynosa, Mexico coming frequently to the box office.

Recently Payne Arena in Hidalgo completed a thorough market analysis via Ticketmaster Live Analytics. The report validated what we have known. This market (though it has a lower household income versus the National TM average) still produces a “higher” ticket spend per event. For example the National average Household Income is \$107,000, the RGV Market Household Income is \$57,000. However, what is more interesting and encouraging for events in our market is the following:

The National Random Sample of Ticketmaster Purchasers shows a Ticket Price of \$63.00, with a Spend Per Event at \$158.00. The Random Sample of Payne Arena in Hidalgo DMA Ticketmaster Purchasers shows a ticket price of \$73.00 with a Spend Per Event at \$190.00. Conclusion: Despite a lower household income consumers in our market are willing to invest more of their hard earned income on coming to events at Payne Arena in Hidalgo.

To further illustrate our market's Concert Purchasing Power the following is a sample of some “key” recent events.

DATE	EVENT	TICKET PRICES	TICKETS SOLD	\$\$\$
6/5/14	George Strait	\$379, \$250, \$165, \$125, \$89	6,859	\$1.5M
2/3/15	Pitbull	\$150, \$125, \$100, \$75, \$55	5,515	\$587K
5/12/15	Kenny Chesney	\$305, \$178, \$122, \$90	4,529	\$679K
6/30/15	Aerosmith	\$359, \$259, \$209, \$158, \$122, \$81	4,987	\$908K
10/7/16	Elton John	\$156, \$86, \$36	6,742	\$726K
8/25-26/17	Gloria Trevi/Alejandra Guzman	\$150, \$110, \$85, \$65, \$45	10,547	\$904K
4/28/18	Maluma	\$169, \$129, \$109, \$89, \$59	5,046	\$695K
9/20/18	Chayanne	\$169, \$139, \$109, \$89, \$69	4,826	\$628K
10/27/18	Ozuna	\$129, \$99, \$79, \$59, \$49, \$39	5,253	\$500K
3/1-2/19	Banda MS	\$258, \$208, \$149, \$109, \$89, \$69, \$49	9,498	\$964K
3/29/19	Bad Bunny	\$179, \$129, \$89, \$59	6,036	\$704K
5/10/19	Sting	\$499, \$349, \$179, \$149, \$109, \$89, \$69	3,412	\$450K
5/15/19	Wisin Y Yandel	\$350, \$250, \$200, \$159, \$129, \$99, \$79, \$59	3,824	\$425K
7/25-26/19	Anuel AA	\$149, \$129, \$99, \$79, \$49	7,046	\$655K







# PAYNE ARENA

Multipurpose facility serving the  
Rio Grande Valley area of South Texas

POLSTAR  
**TOP 100  
ARENA**



**IN THE  
WORLD**

★ LOCATION ★

**6**  
minutes  
FROM THE



**MFE**  
McAllen Miller  
International Airport



**5**  
minutes  
FROM THE



USA/Mexico Border

SINCE OPENING

**2003**



**4 MILLION FANS**  
HAVE ATTENDED THE VENUE

**IN 2019  
OVER**

**500K FANS**

**ATTENDED**

**OVER 100  
EVENTS!**

**16 YEARS OF HUGE GROSSES**



# PAYNE ARENA

CONCERTS PURCHASERS

# NATIONAL SAMPLE OF TM

CONCERTS PURCHASERS



## FINANCIAL STATUS

HH INCOME

\$107K



INCOME  
> \$150K

HH INCOME

\$107K



INCOME  
> \$150K



## TRAVEL DISTANCE



LOCAL DISTANCE 28 MILES



LOCAL DISTANCE 38 MILES



## GENDER



MARKET RESEARCH BROUGHT TO YOU BY



# PAYNE ARENA

CONCERTS PURCHASERS

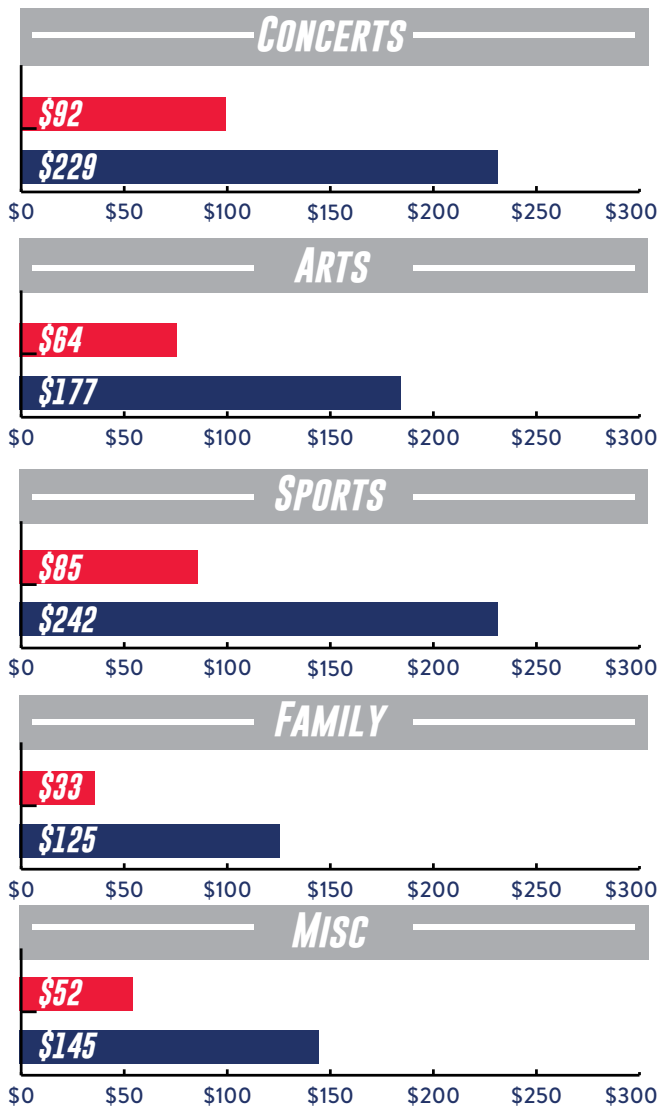
# NATIONAL SAMPLE OF TM

CONCERTS PURCHASERS

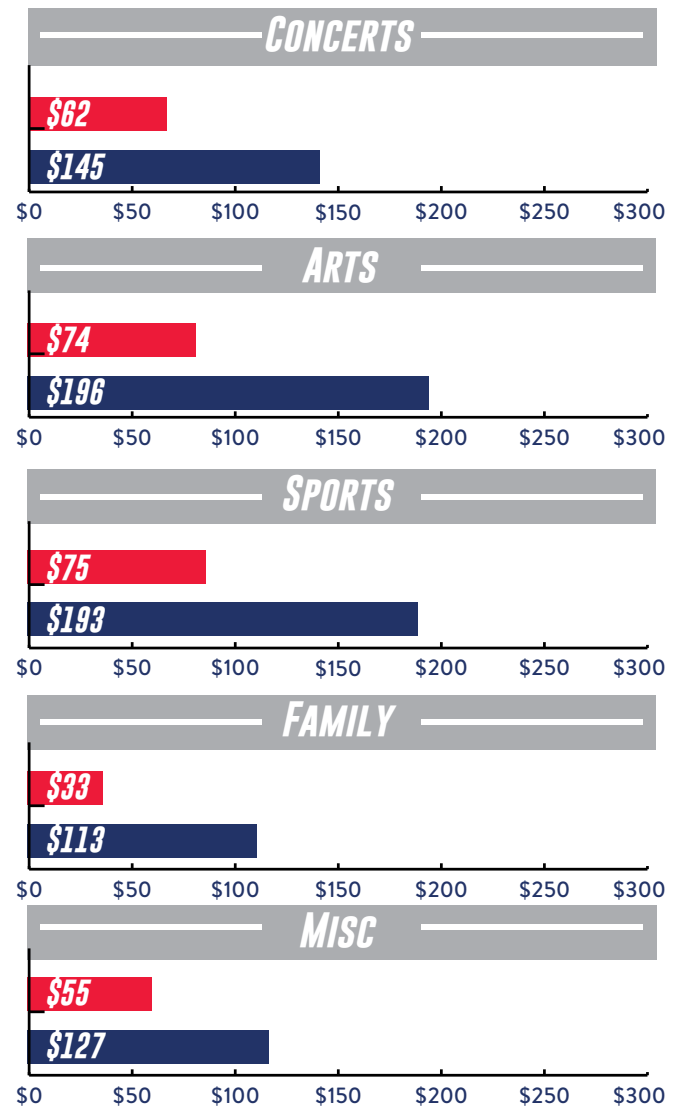


## ***SPEND PER EVENT***

■ \$215 SPEND/ EVENT ■ \$85 TICKET PRICE



■ \$146 SPEND/ EVENT ■ \$62 TICKET PRICE



MARKET RESEARCH BROUGHT TO YOU BY



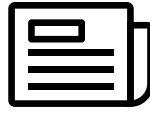
# CONTACT INFORMATION



CALL



TEXT



FAX



EMAIL

## GENERAL MANAGER

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# **ARENA MARKET**

*INFORMATION*

**PAYNEARENA.COM**



## **MARKET INFORMATION**

The Payne Arena in Hidalgo sits five minutes from the international border with Mexico. The total population of the Rio Grande Valley (DMA) is over 1 million people. However, the Mexican border cities, which include Reynosa, Matamoros, Camargo, Rio Bravo and Valley Hermoso have a population of over 1 million people as well. The Rio Grande Valley includes Hidalgo, Cameron, Starr and Willacy counties. On the basis of this information, the RGV is now the 6th largest Hispanic market in America.

## **BRIDGE CROSSINGS**

On an average day the Hidalgo/Reynosa International Bridge, two-way traffic will consist of 53,000 cars and trucks and over 29,000 pedestrians. The Pharr-Reynosa International Bridge, which is located four miles east of the Hidalgo/Reynosa crossing, opened in January of 1995. Two-way traffic is currently 14,809 cars and trucks per day. At the present rate of growth, a third international bridge will be needed in the near future. On July 27, 1999, President Clinton issued the long awaited Presidential Permit for the proposed Anzalduas International Crossing which opened in 2010.

## **SHOPPING**

The Rio Grande Valley is the retail center of South Texas and Northern Mexico, drawing from a consumer base of over 10 million people within a 200-mile radius. The Rio Grande Valley is a \$16.4 billion retail market, which is a 16% increase from \$14.1 billion in 2010. In the bi-national metropolitan area, Rio Grande Valley retailers serve a market population of over 1.5 million people. McAllen is represented by 37 of America's top 100 retailers and is ranked 4th in Texas in per capita sales tax receipts. La Plaza Mall remains one of the Simon Properties highest grossing retail malls (per square foot) in the United States, boasting average sales of over \$500 per square foot. Many national retailers located in the mall, are among the most profitable stores in their chains. The mall is known to generate more than 18 million visitors annually.

## **WINTER TEXANS**

Yearly, a number of retirees make their way to the Valley to keep warm during the cold northern winters. 'Winter Texans' comprise a large population of the Valley, and are big volunteers in the area. Winter Texans begin occupying the Valley beginning in September and leave around mid-April, while January and February prove to be the busiest months. The estimated number of winter Texans that come to The Rio Grande Valley each winter is upwards of 130,000.





# ARENA TECHNICAL

*INFORMATION*

[PAYNEARENA.COM](http://PAYNEARENA.COM)



UP TO 7,200 FANS

**BASKETBALL & CONCERTS**



APPROX. 5,500 FANS

**FOR HOCKEY & FOOTBALL**



## STAGING

State Farm Hidalgo Arena owns a state-of-the-art staging system with a maximum size of 60X80 ft.

The stage is flexible in location, dimension and configuration and is ADA accessible.

## SEATING

There are three rows on either side of the bowl and five rows at the backstage end that can be removed by forklift.



## ELECTRICAL CAPABILITIES



### LOCATION

### AMPS / VOLTAGE

### PHASES

### DISTANCE FROM STAGE

Stage Left

200 208

3

75 ft

Stage Right

200 208

3

75 ft

Outside 1 of 2

400 208

3

95 ft

Right of Mix

200 208

3

80 ft from mixer

Left of Mix

200 208

3

80 ft from mixer

Outside 2 of 2

600 480

3

95 ft

## FORKLIFTS

**1 8,000 LB.**

**2 5,000 LB.**



Both are propane fueled.



## RIGGING

Total rigging weight for 60' x 40' end stage configuration is 100,000 lbs. Rigging plans are available from the Operations Office. All rigging plans, including the weight of each point must be submitted to and approved by Management prior to load in. The grid trusses are on 28 ft. centers upstage to back of house.



## SQUARE FOOTAGE

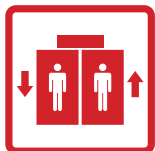
17,000 sq. ft. Center Floor with dasherboard configuration.  
19,000 sq. ft. with portable risers extracted.

**TOTAL SITE 186,000 SQ. FT.**



## LOADING DOCK

The facility has two sunken loading docks with dock plates that allow a level run from truck to performance area. The docks are in an “L” shape with no grade. There is also a mild ramp area from outside directly to the back roll-up door. The dock can accommodate two trucks. There are two (60 amp / 208v) shore service outlets.



## ELEVATORS

2 Multipurpose elevators



## EMERGENCY EQUIPMENT

Fire sprinklers, smoke sensors and fire extinguishers are located throughout the facility. The facility employs an emergency generator for life safety light and sound only.



## LOCKS AND KEYS

Locker/dressing rooms may be secured with locks and keys. Keys for each room may be checked out through the Operations Office. All persons who sign out keys will be responsible for return of the keys at the conclusion of the event.



## PYROTECHNICS

A permit is required for any pyrotechnics used in the building or anywhere on the premises. There will be a designated room used for storing pyrotechnics. Building will supply fire extinguishers at the show's expense. A permit must be obtained from the city Fire Marshall and a demonstration held prior to the event.



## FEATURES FOR PATRONS WITH DISABILITIES

All entrances to the suite level of Payne Arena in Hidalgo are wheelchair accessible. Designated disabled parking is conveniently located at the main entrance. Elevators are available inside Payne Arena in Hidalgo to provide access between levels. Disabled seating is available at various locations inside the bowl. Payne Arena in Hidalgo is equipped with an in-house listening device system for the hearing impaired.



## PUBLIC RESTROOMS

Four Women's with ten stalls in each  
Four Men's with fourteen stalls and twenty-six urinals total  
Two Unisex facilities





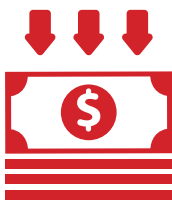
## RENTAL RATES

Precise Facility Rental Rates are available upon request. All rental rates refer to the rental of the building and do not include the cost of labor, equipment, or other cost related to the event not explicitly stated otherwise. Although a precise rate is available upon request.



## BOOKING PROCEDURES

Assignment of Dates – Prospective tenants must contact the General Manager office to determine the availability of dates. Payne Arena in Hidalgo will tentatively reserve requested dates after completion of the license application by the tenant and acceptance by Payne Arena in Hidalgo. A date is not considered firm until a signed contract and required deposit are returned to the building. The General Manager of the Arena may deny the use of the facility to any individual, group, organization, or event that would result in an unfair degree of competition or is not in the best interest of the City of Hidalgo, and Payne Arena in Hidalgo. If another tenant should request the dates in question or a portion thereof, the tenant will be required to execute a contractual agreement and submit the required deposit within 24 hours of notification or within a time as specified by the General Manager.



## DEPOSIT REQUIREMENTS AND PROCEDURES

A deposit is required as consideration in order to secure a date at the Arena. If less than thirty days prior to the event an initial deposit of 100% of the base rent and estimated expenses is required upon signing of contract. For events with assigned dates less than one year and more than thirty days prior to the event, a 50% deposit is due upon signing the contract and the balance is due 30 days prior. For events with assigned dates one year or more in advance, a 25% deposit is due upon the signing of the contract. An additional 25% is due in six months prior to the event and the balance is due thirty days prior. Payne Arena in Hidalgo management reserves the right to require an additional sum in advance to cover estimated expenses and/or as “damage” deposit which is refundable after the event is settled and when a check of the facility is completed.



## EVENT MANAGEMENT

Payne Arena in Hidalgo will provide and the lessee will be charged for all event-related staffing. These personnel includes full box office services, ticket sellers, ticket takers, ushers, stagehands, security, police, fire, medical, technical lighting, sound and audio/visual personnel, custodians, forklift operators, and the like. Tenants are instructed not to make any other staffing arrangements for their events at Payne Arena in Hidalgo without first obtaining written permission from the General Manager. Payne Arena in Hidalgo requires general event staff and security for the building and perimeter.



## FOOD AND BEVERAGE

Payne Arena in Hidalgo has exclusivity over all food and beverages served and consumed throughout the facility. The tenant, exhibitors, or their representatives may not sell food and beverage items at any time. Food and beverages may not be brought onto the premises of the Arena by exhibitors for the purpose of distribution to patrons without the expressed written permission of the General Manager. Patrons may not bring food and beverages onto the premises of the Arena at any time. In accordance with the rules and regulations of the state of Texas, it is against the law for a tenant, exhibitor, or patron to bring alcoholic beverages into the building for any purpose. All arrangements for alcoholic beverages must be made through the Arena. Under no circumstances will alcoholic beverages purchased or distributed by a tenant, exhibitor, or patron be permitted to be taken off the premises of the Arena.



## CATERING

SAVOR Company is the exclusive caterer for Payne Arena in Hidalgo. All catering is carefully handled by SAVOR. The Arena has the capacity to seat approximately 1,500 people for a catered function within the facility. Arrangements for catered functions are made through the Arena.



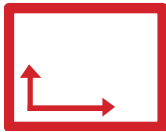
## MARKETING SERVICES

Payne Arena in Hidalgo “In-House” agency can assist you with numerous details involved to successfully market your event. Our agency can provide for the production and placement of print, radio, television and electronic advertising. Payne Arena in Hidalgo Marketing Director will also assist with promotions, public relations and publicity needed to ensure ticket sales. included in the base promotion for the event are: Ticketmaster e-blast, Social Media daily updates and blasts, press release announcing event, media coverage prior to the event. Our Group Sales Department would be happy to implement a group sales program for your event, at a low commission rate of 15% of the overall group dollars (plus reimbursement of direct expenses).



## TELEVISION/VIDEO SYSTEM

Payne Arena in Hidalgo is equipped with an in-house TV / video system that includes two video boards and three portable cameras. As part of the marketing strategy implemented to every event, audio visual department creates digital media to run on all concourse Closed Circuit televisions, outside speakers with audio spot of the event, digital fascia signs with banner ad of the event.



## SQUARE FOOTAGE

Concessions	3,858 sf
Dressing Rooms	9,040 sf
Public Concourse (Lower)	14,670 sf
Backstage and Marshalling	12,128 sf
Public Restrooms	6,000 sf
Floor	17,000 sf
Seating	31,000 sf
Upper Common Areas	4,800 sf



## CONCESSION STANDS

There are four concession stands with 26 total points of sale. In addition there are several portable locations throughout the facility.



## BOX OFFICE LOCATION:

*The box office is located*

On the front of the Payne Arena in Hidalgo facing 10th Street.

**Phone Number**

956-843-6688

**Hours**

Monday – Friday, 8:30am – 5:30pm (Oct. thru June)

Saturday - Open at 12 noon ONLY if an event is scheduled

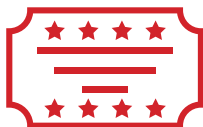
Sunday – Open at 12 noon ONLY if an event is scheduled

Open 10:00 am for Saturday show on-sales only

**Forms of payment accepted**

Cash, Visa, MasterCard, American Express, Discover.

Checks are NOT accepted.



## PURCHASING TICKETS

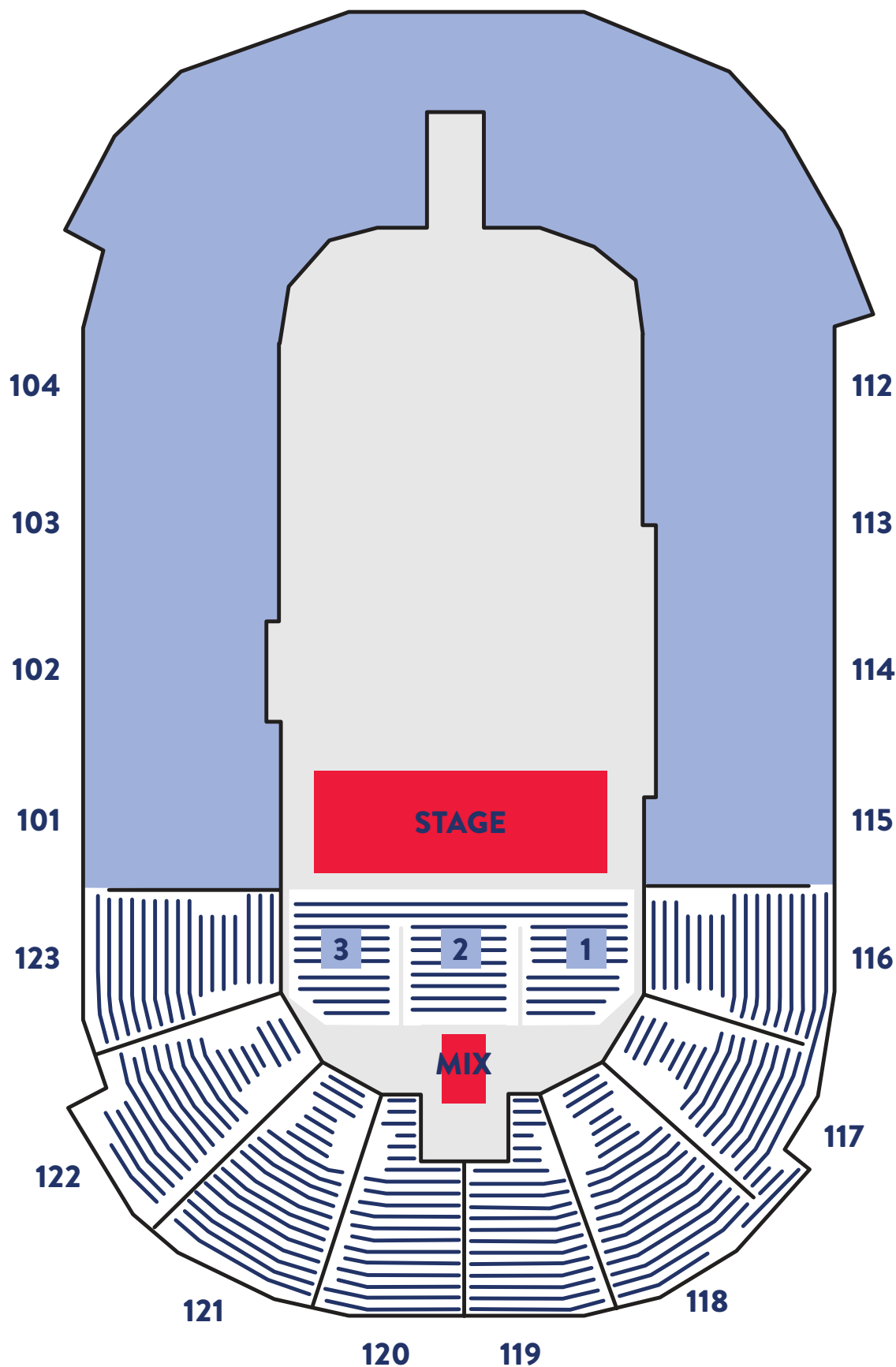
Tickets available at

- Payne Arena in Hidalgo box office
- By phone at 800-745-3000
- WWW.PAYNEARENA.COM
- www.ticketmaster.com



# **ARENA TECHNICAL**

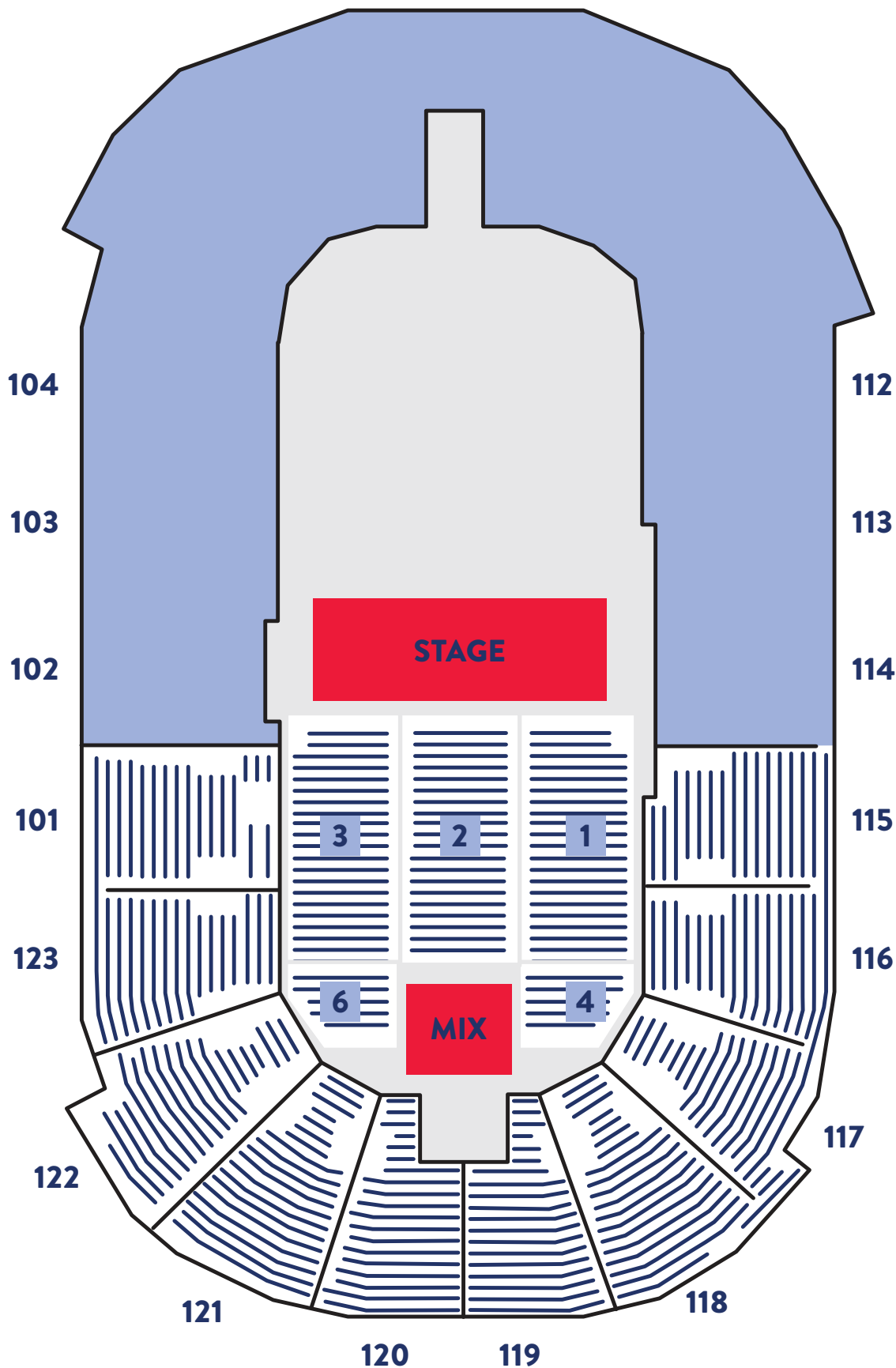
***SETUPS & CAPACITIES***







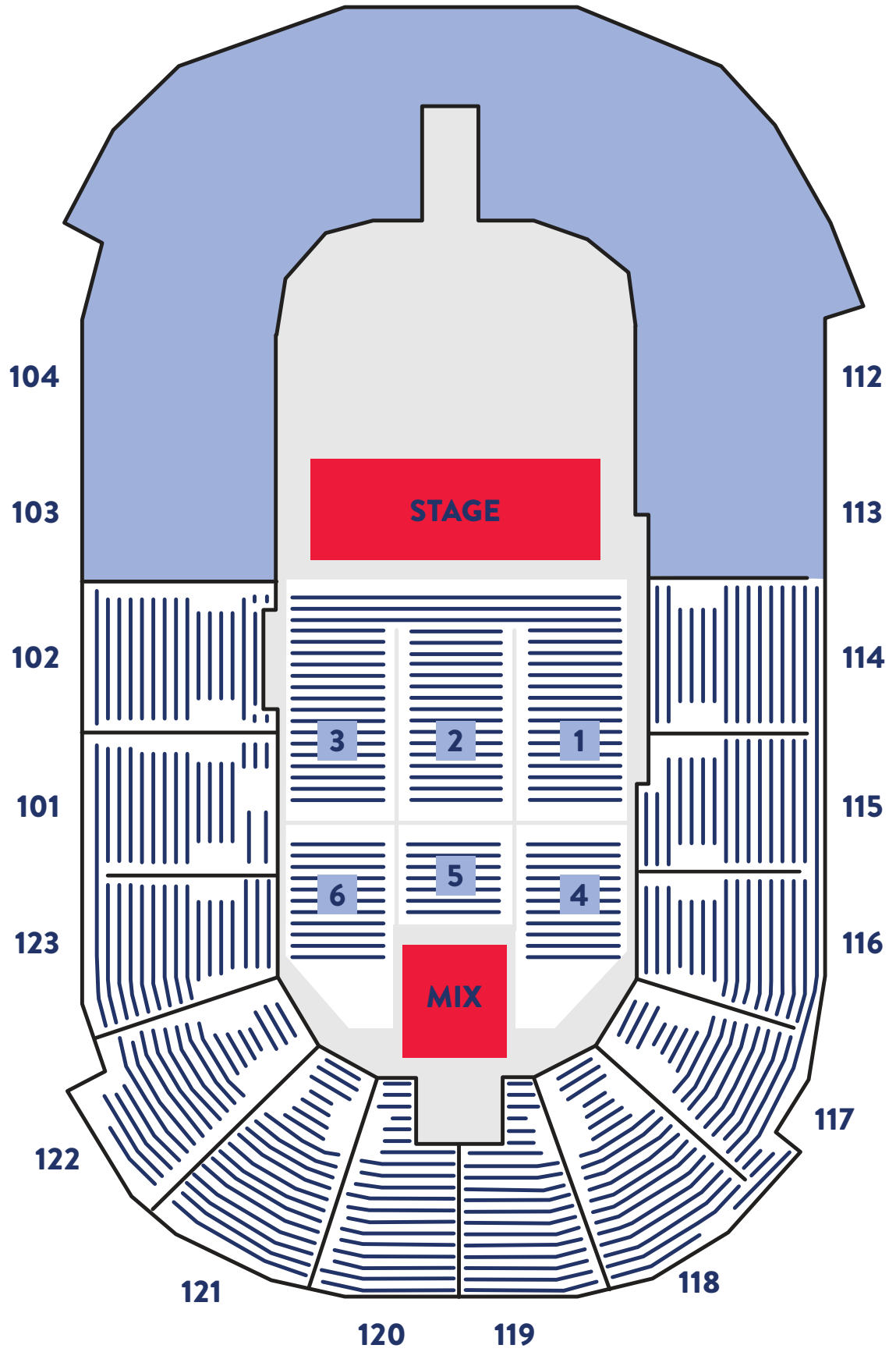
# 1/2 HOUSE STAGE MODEL



  
CAPACITY  
**3,351**



# 3/4 STAGE MODEL

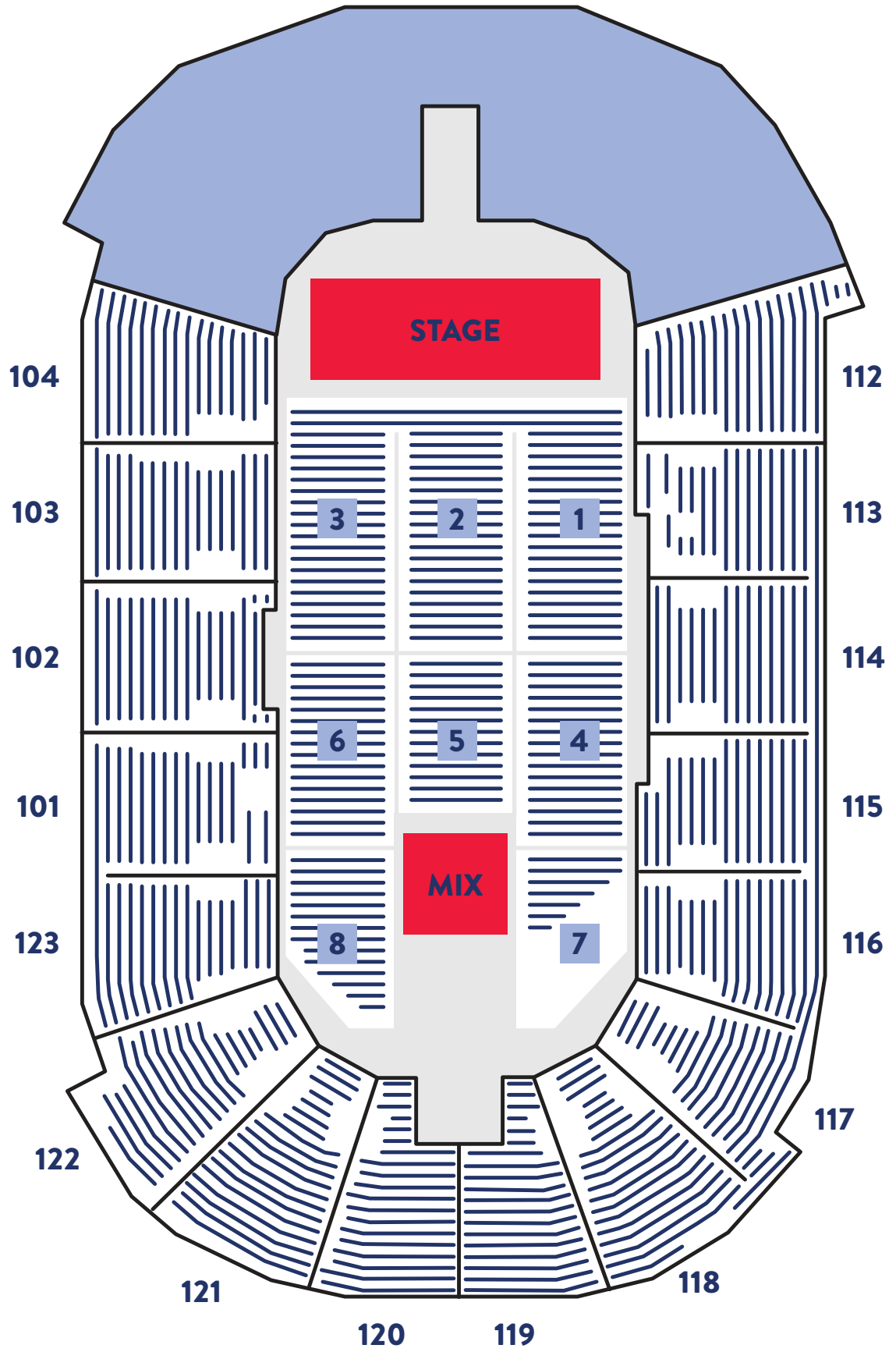


CAPACITY

4,147



# 180 STAGE MODEL



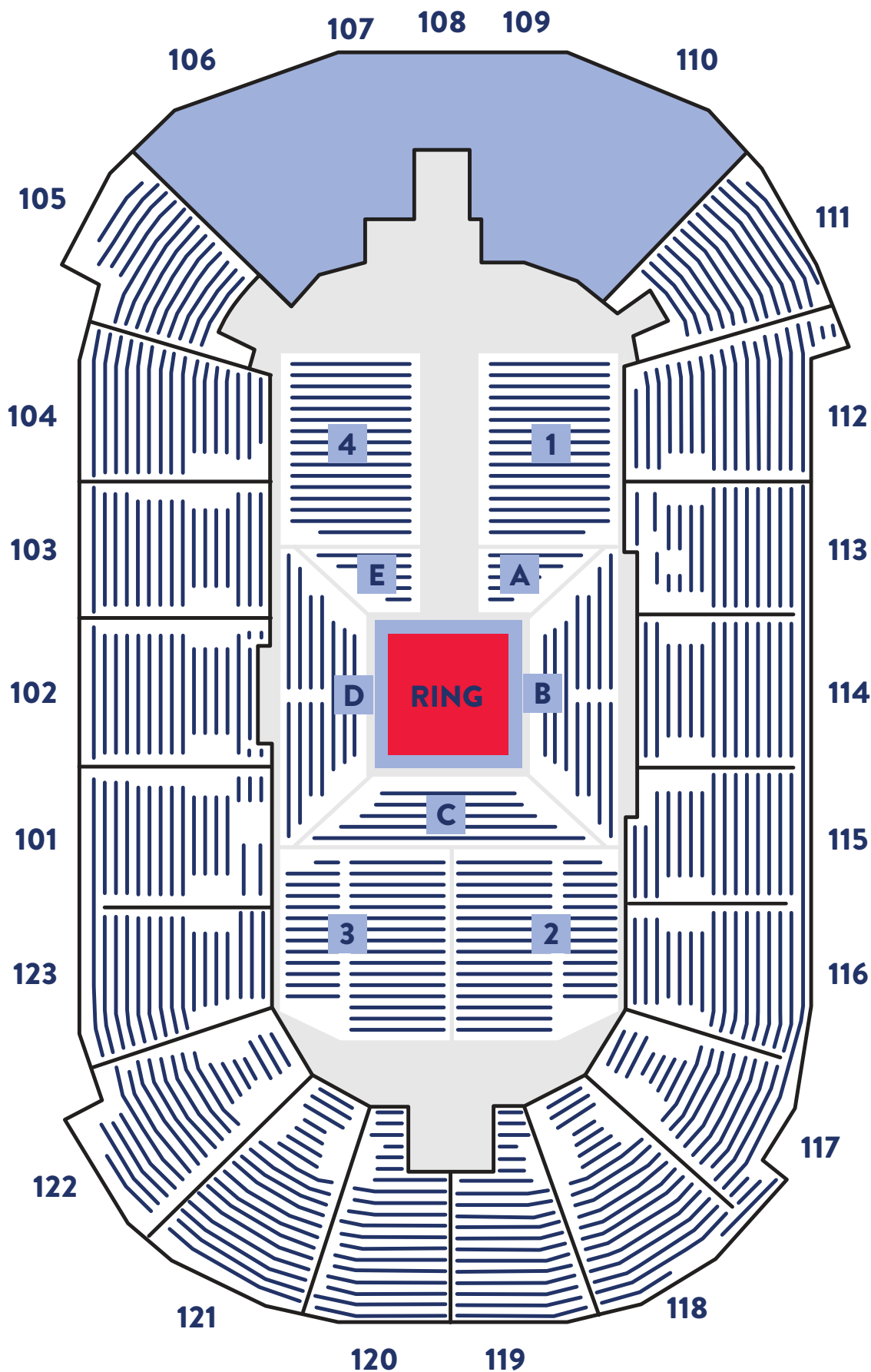
CAPACITY

5,684



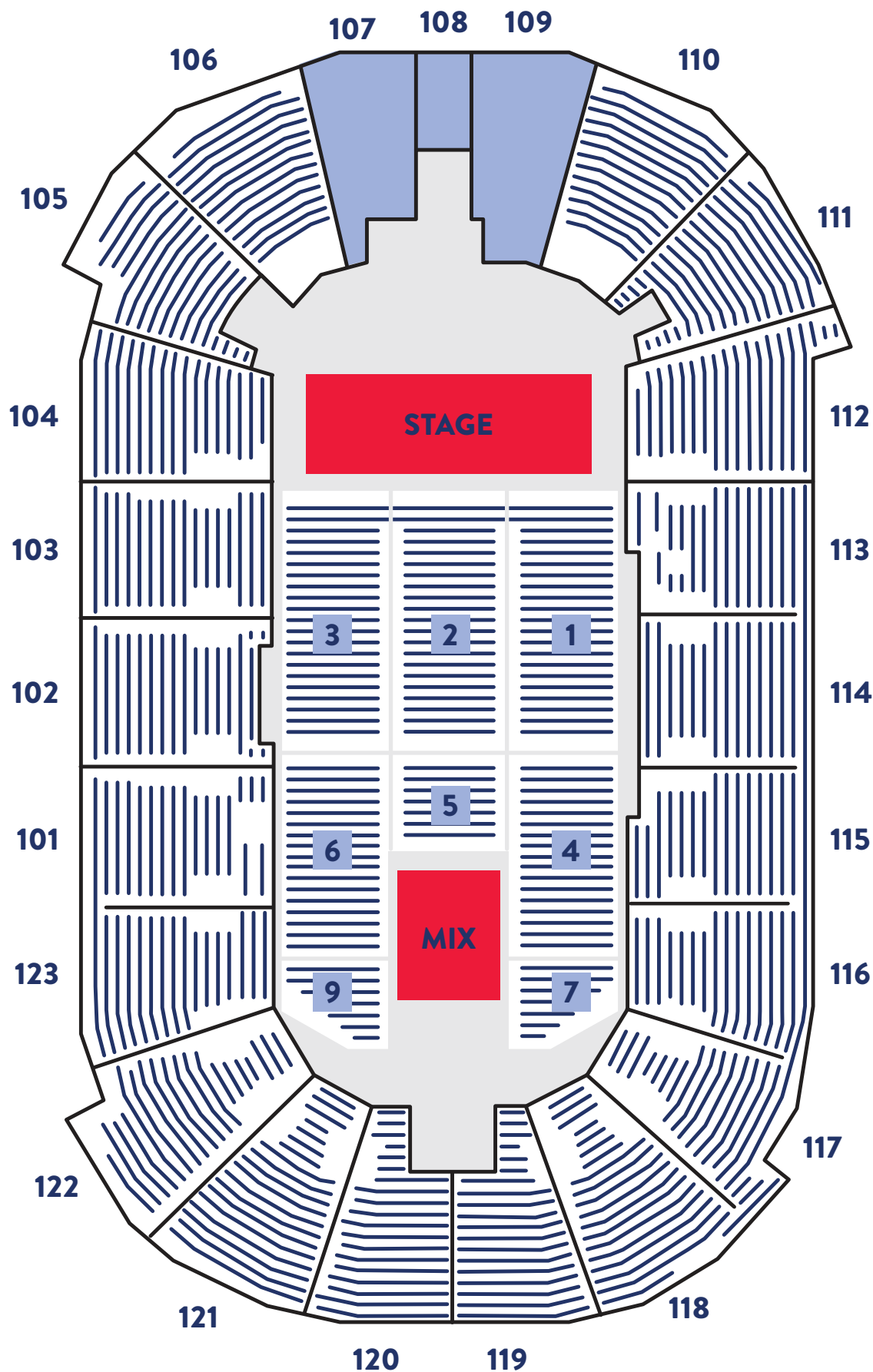
# STAGE MODEL

BOXING/MMA/WRESTLING



CAPACITY

**6,180**



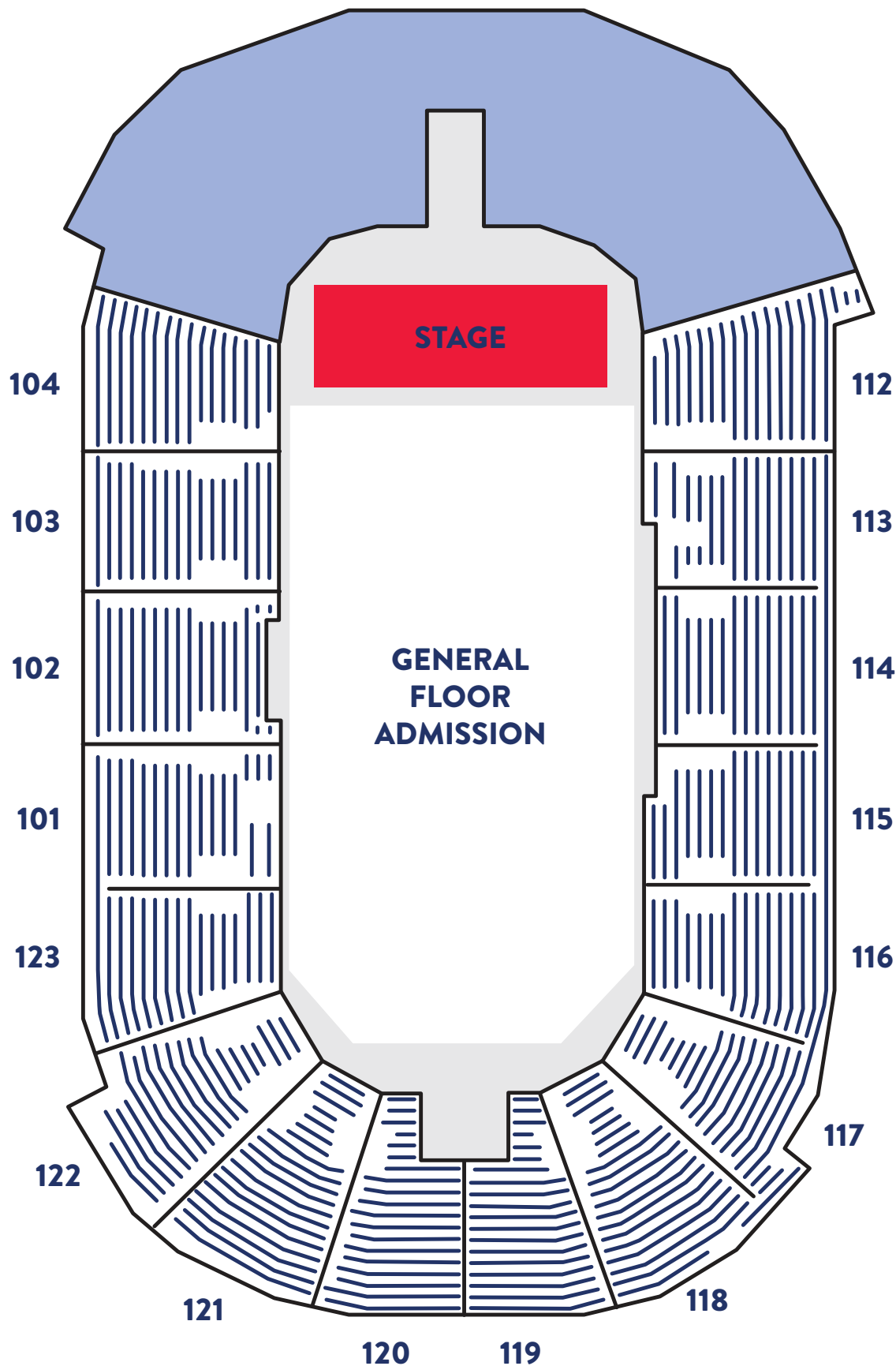
  
CAPACITY  
**6,376**





# 180 STAGE MODEL

GA FLOOR

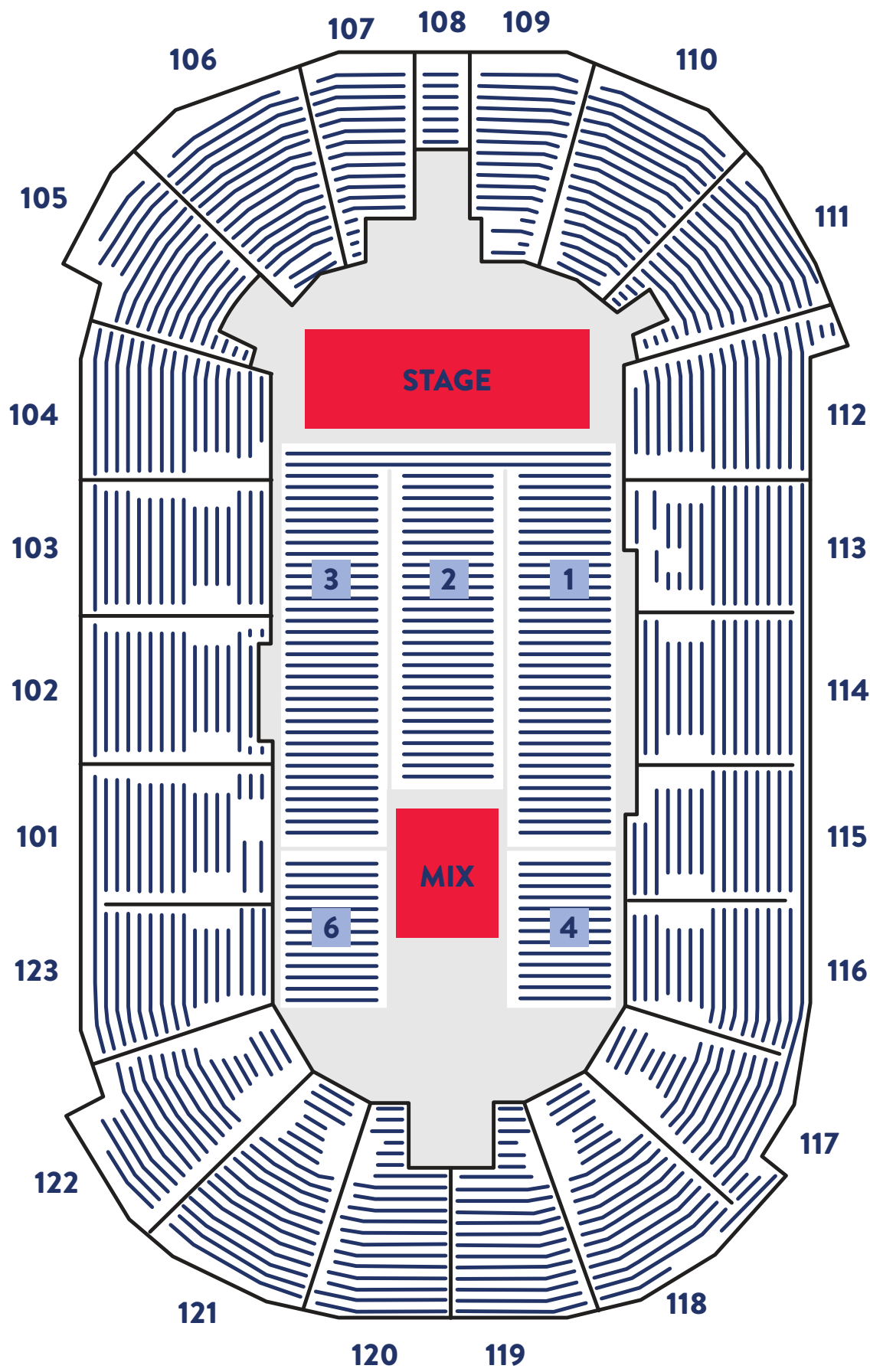


CAPACITY

**6,412**



# 360 STAGE MODEL

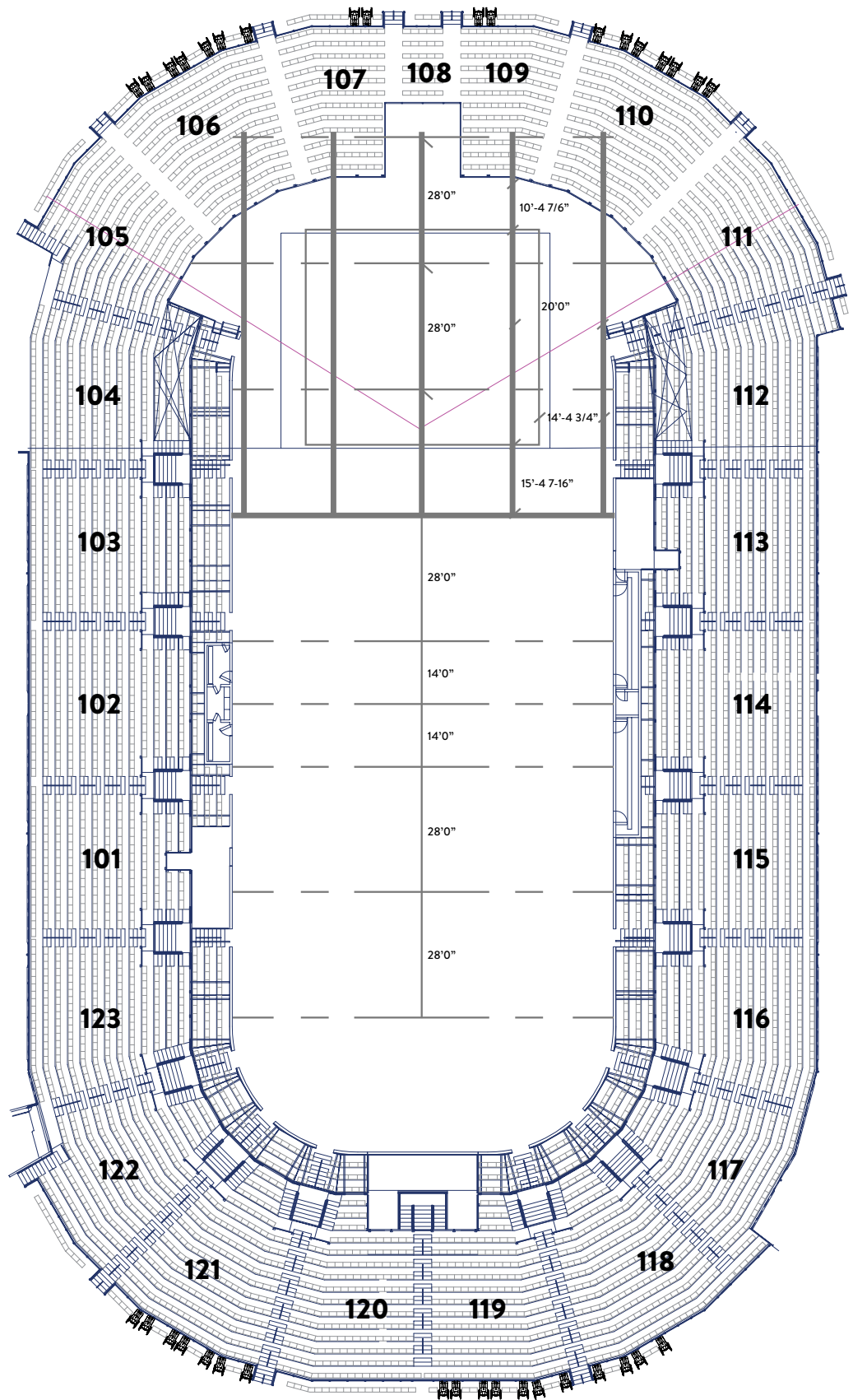


CAPACITY

**7,042**



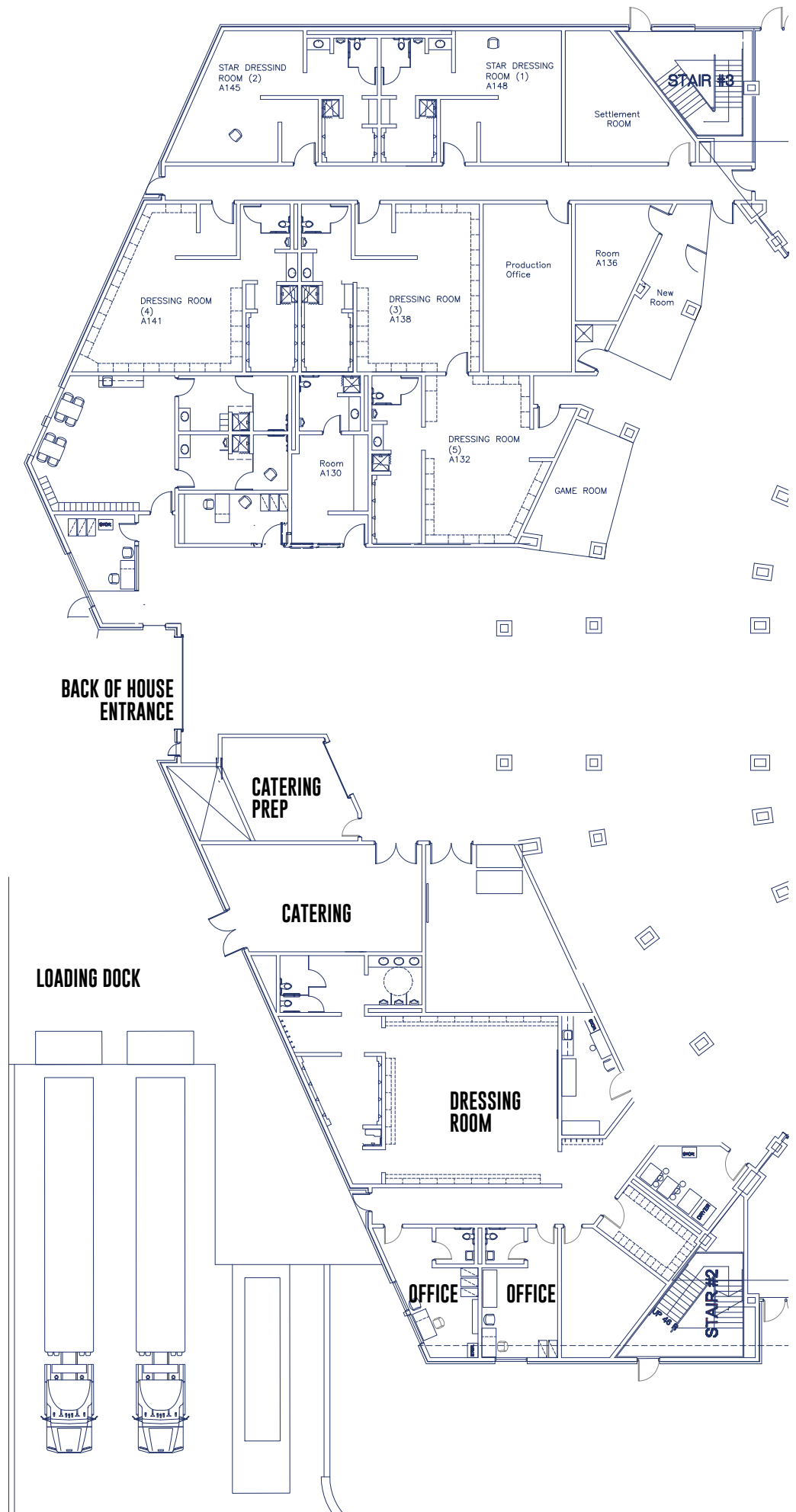
# RIG POINTS SPECIFICATIONS



Overall Roof Capacity:.....	800,000
Low Steel Height:.....	50.8
High Steel Height: .....	75
High Steel Accessible: .....	In most spots yes, others with lift
Beam Spreads: .....	28' on/off and 16' up/down
Other Obstructions: .....	Air ducts in some locations
Floor / Circus Anchors: .....	Pre existing only
Arena Floor Dimensions: .....	85'x200'
Fall Protection Available In Entire Arena: .....	On main beams



# BACK OF THE HOUSE





# LEGACY SUITES LEVEL

2ND FLOOR

