



# INDEPENDENCE

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**City of Independence owned Silverstein Eye Center Arena has an estimated \$29.7 million economic impact annually**

INDEPENDENCE, Mo. – The City of Independence today announced the results of an Economic Impact Study that was recently completed to understand how the 10-year-old Silverstein Eye Center Arena is impacting the area.

“We are excited to see the results of this study and understand the impact the Silverstein Eye Center Arena has on Independence,” Independence Mayor Eileen Weir said. “We now know the arena brings in nearly \$30 million of revenue to our area and hosts an average of 300,000 patrons a year. We have reason to be proud of this local attraction and look forward to many more years of concerts, games and events.”

Of the 300,000 annual patrons, approximately 53,000 are out-of-town overnight guests to the Kansas City region.

Over the last two years the City of Independence, working with their management company Spectra Venue Management, has implemented several facility updates at the Silverstein Eye Centers Arena. In 2018-2019, lighting and video boards were replaced, high-speed Wi-Fi and the FanThreeSixty experience were installed, and a new outdoor party patio was opened for guests to enjoy.

For the 2019-2020 season, two additional LED Video Displays each with screens measuring 900 square feet have been installed to continue to improve the visitor experience. Patrons will also find the Martin Underground Grill & Bar on the Loge level, which will be open to all fans during Mavericks games. Additional exterior lighting upgrades are now being completed, and a new scoreboard and sports lighting have been installed in the Independence Community Ice Rink.

“This is an exciting time for the City of Independence and the Silverstein Eye Center Area,” Arena General Manager Larry Hovick said. “We are seeing interest from new shows on a regular basis because of the upgrades to this facility and have seen a record number of patrons over the last year.”

The improvements to the Arena and Community Ice were paid for out of the Independence Event Center CID.

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