

## BANCORPSOUTH ARENA 2011 ACCOMPLISHMENTS

- Appearances by major acts such as Ringling Bros. and Barnum & Bailey Circus, Keith Urban, Cirque du Soleil, Miranda Lambert, and Reba
- Three sold out performances: Rascal Flatts, Monster Jam, and Casting Crowns
- Three major touring acts used the Arena for their 2011 tour rehearsals: Sugarland, Rascal Flatts, and Poison. Poison kicked off their 25<sup>th</sup> Anniversary tour in Tupelo
- Attendance at our events in 2011 was the third-highest in our 18 year history. 233,474 guests came through our doors, behind only 1999 and 2010.
- This was our fourth consecutive year where attendance was greater than 200,000 – the first time in history we have had such a strong four year run.
- Due to our strong financial position we were able to replace the arena roof without any impact on the city's budget. The new roof should last 20 years.

## 2012 GOALS

- Continue our run of 200,000+ attendees for a record fifth straight year.
- Book a diverse event lineup that appeals to as broad of a cross section of area residents as possible
- Continue to enhance the quality of life of north Mississippians while also serving as an economic engine for the city and its businesses
- Maintain our strong financial position