

ADD THE DATE THEY DIDN'T PLAN.

A modern arena with a captive regional audience and no real competition for touring content. When a routing gap opens between the coasts, Idaho Falls fills it — and pays for it.

HEADLINE RESULT · **TOOL / LIVE NATION**

4,298

PAID TICKETS · SINGLE NIGHT

Gross ticket sales	\$649,777
Net Revenue	\$499,009
Platinum Gross	\$65,006

— BY THE NUMBERS

PROOF A SECONDARY MARKET CAN CARRY PRIMARY REVENUE

Figures drawn from recent Mountain
America Center concert settlements
across four touring genres.

\$649_K GROSS, ONE NIGHT TOOL — Live Nation	4,531 PAID TICKETS MEGAN MORONEY — AEG	\$161_{AVG} AVG TICKET VALUE, CONFIG Premium Seating Upside	\$1,074 MARKETING SPEND MORONEY — Organic Demand
--	---	--	---

— MARKET POSITION

THE ONLY ROOM FOR A HUNDRED MILES.

Mountain America Center is the dominant live-entertainment venue for Eastern Idaho and the surrounding region. Limited competing inventory means real pent-up demand — audiences treat an arena date as a destination, not a discretionary night out.

Idaho Falls
Rexburg/BYU-Idaho
Pocatello
Jackson & Western WY
Southern Montana
Utah Border Communities

Home Market
Student Density
Drive-In
Destination
Drive-In
Overflow



- ◇ Underserved & loyal. Reduced market fatigue vs. major metro touring routes — households anticipate events and buy in.
- ◇ Strong walk-up. Increased urgency for early buys, plus reliable late-purchase and day-of sales.
- ◇ They'll travel for it. Fans cover real distance for premium entertainment, with high family & group attendance.
- ◇ They spend inside. Strong food, beverage & merch patterns; elevated demand for premium and platinum inventory.

FOUR TOURS. FOUR GENRES. CONSISTENT DEMAND.

Recent bookings show ticket demand and gross revenue don't require a top-25 market. Rock, country, comedy — the room delivers across formats.



TOOL
LIVE NATION

ROCK/METAL

4,298
PAID TICKETS

\$649,777
GROSS TICKET SALES

\$499,009
NET REVENUE

MEGAN MORONEY
AEG PRESENTS

COUNTRY

4,531
PAID TICKETS

\$309,325
GROSS, ONE NIGHT

\$73,469
ADDITIONAL PLATINUM TICKET REVENUE

NATE BARGATZE
OUTBACK PRESENTS

COMEDY

3,968
PAID TICKETS

\$242,526
GROSS TICKET SALES

\$4,645
Total marketing spend — organic demand

KOE WETZEL
AEG

COUNTRY/ROCK

2,864
PAID TICKETS

Strong
CONCESSIONS & MERCH

Ancillary+
revenue beyond the ticket line

— PREMIUM & PLATINUM

PREMIUM BUYERS ARE ALREADY IN THE ROOM.

The market sustains elevated pricing when supply is managed. Platinum inventory can be effectively monetized — and it holds up net of taxes and fees.

MEGAN MORONEY · PLATINUM

Platinum Gross \$73,469

Net After Tax & Fees \$62,845

TOOL · PLATINUM

Platinum Gross \$65,006

Net Platinum Revenue \$61,326

TOOL · SCALING EXAMPLE

Concert Capacity 4,546

Projected Gross \$735,670

Avg Ticket Value \$161.82

— WHY IT WORKS FOR YOU

BUILT FOR THE SETTLEMENT YOU ACTUALLY WANT.

Recent bookings show ticket demand and gross revenue don't require a top-25 market. Rock, country, comedy — the room delivers across formats.



FLEXIBLE CONFIGURATIONS

- ◆ 2,500-seat intimate reserved
- ◆ 3,500-seat theater bowl
- ◆ 4,500+ end-stage concert
- ◆ Premium floor & bowl combinations



GUEST EXPERIENCE

- ◆ Modern facility & amenities
- ◆ Excellent sightlines throughout
- ◆ Efficient ingress & egress
- ◆ Safe, family-friendly, destination feel



OPERATIONAL EXECUTION

- ◆ Professional financial settlements
- ◆ Efficient labor & event execution
- ◆ Fast changeovers & turnarounds
- ◆ Cooperative venue marketing support

STRONG SALES. SMALL AD BUDGET.

Events hit strong sell-through on comparatively low advertising spend — the demand shows up organically.

NATE BARGATZE

≈\$4,645

↓ Lower customer acquisition costs

MEGAN MORONEY

≈\$1,074

↑ Higher operating margins

↑ Stronger return on advertising spend

Driven by word-of-mouth · social sharing · supportive local radio · regional destination travel · limited competition

↑ Improved profitability potential



— THE BOTTOM LINE

ROUTE IT THROUGH IDAHO FALLS.

One of the strongest emerging secondary entertainment markets in the Mountain West — reliable demand, real pricing power, and meaningful upside on every line that matters.

GROSS REVENUE PROVEN ACROSS GENRES	AVG TICKET PRICE PREMIUM HOLDS	PLATINUM MONETIZED & NET-POSITIVE	PROFITABILITY LOW-SPEND, HIGH-MARGIN
--	--	---	--