

## A Diamond in the Desert: Upcoming Renovations to Dazzle Visitors to Desert Diamond Arena

By Matt Beardmore

Since 2003, the Desert Diamond Arena has been an important part of the Glendale community, enhancing the quality of life and driving economic impact at various levels, said Dale Adams, the facility's general manager.

Starting next year, the venue will start to look and feel a little different as renovations are coming to celebrate the facility's 20th year anniversary.

Located at Loop 101 and Glendale Avenue, the Desert Diamond Arena hosts between 50 and 70 events per year (approximately 35 concerts, 15 sporting events, and 5-10 others), which does not include small private events.

According to Adams, programming, such as booking concerts, events, family shows, sports events and more, is the most challenging part in this competitive environment. But so far, Adams and his team are doing an amazing job filling the gap left by the NHL's Arizona Coyotes, who had played their home games at Desert Diamond Arena from 2003 until the end of the 2021-22 season.

The arena reported record revenue in 2022.

"It's always a challenge to fill that many dates (left by the departing Coyotes), but at the same time our venue is now not encumbered with 43 confirmed games, plus practice dates and other hockey related events, which gives us flexibility and the opportunity to have more available dates for touring shows, depending on their touring schedules," Adams said.

Along with enjoying top-notch shows, concerts, and sporting events – the venue is currently the home of the

Professional Bull Riders' Arizona Ridge Riders – starting next year visitors to the Desert Diamond Arena will soon be able to enjoy some upgrades.

"We are excited about upcoming renovations that will start in 2024," Adams said. "These will mostly be fan facing visual, food and beverage, and physical enhancements along with decorative upgrades that will change the look and feel of the venue."

Adams and his team are also excited about the growing partnership with the Glendale Chamber of Commerce – the venue has been a chamber member since Adams arrived in 2016 and is a silver level investor with the chamber – and how that can help grow business and improve the visitor experience.

"The relationship with the Chamber is very synergistic as everything we do affects local businesses, from the services they provide to offering part-time positions to community members," Adams said. "The Chamber is our liaison to the business community, community members and our partner when it comes to attracting future businesses."

"We are always looking for new events, and when we promote our venue, city, and state, we will call on the Chamber for support, which enhances the sales pitch for any touring shows operation or adds value to a major spectacular event," he added.

For more information about the Desert Diamond Arena, visit <https://www.desertdiamondarena.com>.

