



FOR IMMEDIATE RELEASE

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**COX BUSINESS CONVENTION CENTER TO BE
RENAMED ARVEST CONVENTION CENTER**

Oak View Group Secures New Naming Rights Partner for Convention Center

(Tulsa, Okla.) January 30, 2025 – The City of Tulsa and Oak View Group today announced a new 10-year partnership with Arvest Bank for the naming rights of the Cox Business Convention Center. The venue, managed by Oak View Group, will become the Arvest Convention Center after the Tulsa Public Facilities Authority approved the name change at its Jan. 30 board meeting. The naming rights will become effective on March 1.

“This partnership with Arvest Bank is an exciting milestone for the City of Tulsa and our convention center,” said Tulsa Mayor Monroe Nichols. “With Oak View Group’s management of the facility and Arvest’s deep commitment to our community, we are confident that this collaboration will help us take the

convention center to new heights. We look forward to seeing the positive impact this partnership will have on Tulsa, driving growth, and enhancing the experience for residents and visitors alike.”

The 10-year partnership was executed on behalf of the City of Tulsa by OVG Global Partnerships, the sponsorship and naming rights division of Oak View Group that connects world-class brands with world-class live event and meeting properties. This partnership with Arvest Bank to name the venue Arvest Convention Center brings together Tulsa’s award-winning venue with a bank committed to the growth and success of the communities it serves. Established in 1961, Arvest has over 200 locations throughout its four-state footprint, including more than 75 in Oklahoma.

“We’re very excited about this partnership and to be associated with a first-class venue that has served the city of Tulsa for more than 60 years,” said Kirk Hays, president of Arvest Bank – Tulsa Region. “Arvest believes in supporting the people and organizations that make our city a better place. This facility plays a vital role in our community, and we’re proud to support its continued success.”

In November, Arvest announced an agreement to acquire naming rights of the former Bank of America tower in downtown Tulsa. The bank also recently wrapped up its 17th year as lead sponsor of Arvest Winterfest, which is also managed by Oak View Group on behalf of the City of Tulsa.

“We are thrilled to announce our new partnership with Arvest, a pillar of the Tulsa community,” said Keller Taylor, vice president of BOK Center & Arvest Convention Center. “This exciting new chapter for the convention center represents more than just a name change—it’s a collaboration rooted in shared values and a commitment to fostering growth and opportunity in our city. Arvest’s longstanding dedication to Tulsa’s success and well-being aligns perfectly with our vision for the future. Together, we look forward to creating new possibilities and driving continued success for our community, the convention center, and all who come through our doors.”

The convention center has been a cornerstone of Tulsa’s event scene since it opened in 1964. Originally a \$7.5 million project, it was led by then-Mayor James L. Maxwell and began construction in 1962. Over the years, the center has grown to become home to the two largest ballrooms in the state of Oklahoma, serving as a hub for conferences, conventions, and community events.

In 2020, the convention center underwent a major renovation as part of the Vision 2025 initiative, with a \$55 million investment that brought much-needed upgrades to the facility. One of the key changes was the transformation of the 9,000-seat arena into the Grand Hall, a stunning 41,000 square-foot multiuse event space with 36-foot ceilings, now the largest of its kind in Oklahoma. Additionally, a new entrance was created on the East side of the building, offering better connectivity to the rest of downtown Tulsa and enhancing the overall visitor experience.

Plans for a new 650-room convention center headquarters hotel will further elevate the convention center

as a premier destination for large-scale events. This investment is a key step toward attracting even larger events and ensuring the venue continues to grow as a central hub for Tulsa's tourism and economic development. Building on more than 60 years of history, these exciting developments ensure that the convention center will continue to play a pivotal role in shaping Tulsa's future as a leading destination for conferences and major events

Work on new signage is currently underway and will be unveiled at a later date.



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About Arvest

With more than \$26 billion in assets, Arvest Bank is a community-based financial institution serving more than 110 communities in Oklahoma, Arkansas, Kansas and Missouri. Established in 1961, Arvest Bank is committed to meeting the needs of its more than 830,000 retail and business customer households by continually investing in the digital tools and services customers expect. Its extensive network of more than 200 banking locations provides loans, deposits, treasury management, wealth management, credit cards, mortgage loans and mortgage servicing as a part of its growing list of digital services. Arvest is known for its commitment to the communities it serves and to attracting, hiring and retaining a diverse group of talented people. Arvest is an Equal Housing Lender and Member FDIC. To learn more please visit www.arvest.com.

About OVG

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on Facebook, Instagram, LinkedIn, and X.