

AGENDA

Grand Forks Events Center Commission

Wednesday November 15, 2023 |12:00 PM
Meeting Room 12/ Conference Line



___ Jarrod Spoor ___ Russell Kraft ___ Greg Rixen ___ Clare Albrecht
___ Matt Walkowiak ___ Ken Vein ___ Scott Foyt ___ Julie Rygg
___ Bill Chaves

1) Call to Order

2) Roll Call

3) Consent Agenda

- a. Approval of the November 2, 2023 Minutes

4) October Financials

5) Sole Source Turf Cover 2024 Capital Purchase

6) Management Reports

- a. Executive Report
- b. Finance
- c. Operations
- d. Food and Beverage
- e. Partnerships
- f. Marketing
- g. Conference Sales
- h. Event Management

7) Committee Reports

- a. Finance & Renovation – 2023 Capital Review
- b. Visit Greater Grand Forks
- c. UND

8) Other

9) Adjournment

NOTE: Members of the Alerus Center Commission may participate in the Committee meeting and any possible executive session which may constitute a quorum of the Commission as well as the Committee.

Alerus Center Mission Statement

The mission of the Alerus Center is to provide premier entertainment and events that stimulate economic impact and improve the quality of life for Grand Forks area citizens.

Upcoming Meeting Dates

Commission Meetings

December 20, 2023

F& R Meetings

December 13, 2023

2024 meeting invites will go out after the last Commission meeting of the year.

Alerus Center Commission

Events Center Commission (3 year terms)

- **Jarrold Spoor** – *Chair*, Public at Large Representative
Expiration - December 30, 2024
- **Russell Kraft** – *Vice Chair*, Public at Large Representative
Expiration – June 30, 2024
- **Greg Rixen** - Public at Large Representative
Expiration – July 31, 2025
- **Matt Walkowiak** - Public at Large Representative
Expiration – June 30, 2023
- **Scott Foyt** – Public at Large Representative
Expiration – December 31, 2025
- **Ken Vein** - City Council Representative
Expiration - August 1, 2025
- **Clare Albrecht** - Public at Large Representative
Expiration - December 31, 2023
- **Bill Chaves** (non-voting) - UND Representative
- **Julie Rygg** (non-voting) - CVB Representative

Alerus Center Management

(701) 792-1200

Anna Rosburg	General Manager
Derek Hoffert	Asst. General Manager & Director of Partnerships
Shelby Looker	Director of Conference Sales & Marketing
Toryn Jones	Director of Marketing
Allen Hess	Director of Food & Beverage
Megan Lenertz	Director of Events
Dominick Washington	Director of Operations
Andrea Wegener	Director of Finance

MINUTES

Grand Forks Events Center Commission

Thursday November 2, 2023 | 12:00 pm
Meeting Room 12 / Conference Line



Call to Order: Russel Kraft called the meeting to order at 12:01 pm.

Roll Call

Present: Russell Kraft, Matt Walkowiak, Greg Rixen (phone), Ken Vein, Clare Albrecht, Scott Foyt (phone), Julie Rygg, Chad Karthaus

City: Mike Vatnsdal

Alerus Center: Anna Rosburg, Derek Hoffert, Shelby Looker, Toryn Jones, Andrea Wegener, Megan Lenertz, Dominick Washington, Allen Hess and AJ Heath

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on September 27, 2023 were reviewed and approved.

*A motion was made by Ken Vein to approve the minutes; seconded by Clare Albrecht
Motion passed unanimously.*

September Financials

For September we had 36 of the budgeted 39 events. Total Event income for the month was \$338,144 of the budgeted \$512,098 resulting in an unfavorable variance of (\$173,984). Indirect expenses for the month were \$382,957 of the budgeted \$365,017 resulting in an unfavorable variance of (\$17,940). For the month the Net Income was \$141,391 of the budgeted \$253,489 resulting in an unfavorable variance of (\$112,098). For the year to date, there have been 259 of the budgeted 310 events with a total event income of \$1,850,477 of the budgeted \$2,365,000 resulting in an unfavorable variance of (\$514,523). Indirect expenses for the year so far are at \$3,517,395 of the budgeted \$3,374,097 resulting in an unfavorable variance of (\$143,298). The net operating loss for the year (\$297,198) of the budgeted (\$51,429) resulting in the unfavorable variance of (\$245,769). For the A/R we are mostly current with a few items out at 60 days A/P is mostly current with only US Foods out, but it has a 45day period. Rolling Forecast is still projecting a total of 388 events for the year, a total of \$2,651,809 for event income, \$4,352,330 in indirect expenses, resulting in a Net Loss of (\$162,978) for the year.

A motion was made by Matt Walkowiak to approve the August financials; seconded by Clare Albrecht

Motion passed unanimously.

Management Reports

- a. Executive - The amendment to the management agreement was approved by the city and OVG and is now in place. 2024 is looking solid for shows and includes seven

- home football games and the arena's first 2 show concert. Vote on the hospitality tax coming up this month and looking at a busy JB/football/Cirque weekend.
- b. Finance – Staying up to date with quick turnaround financials for the end of year.
 - c. Operations – Building maintenance and upkeep is ongoing, getting ready for JB weekend with staffing and bringing people in from other venues to help. 90% of the roof is complete and will be finished next year after the snow melts. Chiller/Central plant is out for bid and pre-bid walkthrough is today. Network project is ongoing with Marco.
 - d. Food & Beverage –October was good with 3 football games and large conferences. Prepping for JB weekend and finishing the end of year strong with holiday parties.
 - e. Partnerships – Carli is doing amazing work. Premium seating is booking well for next year and Journey is the only show currently sold out of premium seating. Already have ten restaurants confirmed for Pork & Brew.
 - f. Marketing – Four shows have been announced since the last meeting to include Harlem Globetrotters, Chris Stapleton and a second Zach Bryan show. There is another announcement coming up. Final ads Cirque and Hairball are going live. Live Nation is currently working on the final JB ads. Big Ticket Giveaway is coming up, hoping to beat the 5100 entries from last year with the big shows already announced for 24. Beginning to work on Annual Report and advertising for Crop Expo and Pork & Brew.
 - g. Conference Sales – September had 36 events figuring into 52 event days for October there were 0 dark days, currently sitting at 367 of 385 budgeted events for the year, striving to get the last 18 events. For 2024 there are 175 of 390 events booked for next year, which is almost half booked for 2024. New guides are out for now. Receiving more calls for turf use for the snow days.
 - h. Events - October was very busy for the events team and will continue into November with the big JB weekend, Hairball on December 1, and preparations for Crop Expo and Pork & Brew in 2024 are underway.

Committee Reports

- a) Finance & Renovation – Chiller/Central Plant is out for bid.
- b) Visit Greater Grand Forks – October showed that occupancy was at 60%. Border crossings are up but bus crossings are down. The city was at 85% occupancy with the UND-NDSU game and hockey weekend in October.
- c) UND – Chad went over numerous scenarios for football playoffs that would include Saturday games Thanksgiving weekend and the 2nd of December.

Adjournment

A motion was made by Matt Walkowaik to adjourn; seconded by Ken Vein

Motion passed unanimously.

Meeting adjourned at 12:58pm.

Respectfully submitted,
Anna Heath

Jarrold Spoor,
GFECC Chair

ALERUS CENTER

2023 Conference Center Event Breakdown (Nature of Event)

Meetings

- Large : 100+ attendees
- Small: 99 and fewer attendees
- Content Focused
- Can be multi-day

Banquets

- Large: 320+ attendees
- Small: 319 and fewer attendees
- Food/celebration focused
- Single day event

Weddings

- A reception/ceremony for two people celebrating a wedding

Conventions

- Multi-day event that is content focused
- Typically has advanced registrations
- Is private
- Typically involves hotel stays
- May or may not have tradeshow booths

Tradeshows

- Vendor Booths
- Private
- No content or meetings

Consumer Shows

- Large: takes place in the arena or in parking Lot
- Small: takes place in the meeting rooms and/or ballrooms
- Open to the public
- Tickets may or may not have a price point
- Vendors booth selling or marketing

ALERUS CENTER
FISCAL YEAR 2023
EVENTS SPREAD

EVENTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Football Regular Season									2	2	2		6
Other College Sports				1									1
Other Sports										1			1
High School Sports			1	1									2
Robotics			1										1
Performing Arts												1	1
Minor Concerts					1						1	1	3
Major Concerts					1				1	1			3
Globetrotters			1										1
Motor Sports				2									2
Family Shows		1		0	1								2
Comedians													0
Graduations					1	1							2
Happy Harry's Pork & Brew Festival	1												1
Other													0
Dance	1												1
Banquets & Weddings	2	0		2	2	6	6	6	4	2	2	2	34
Banquets - Large	1	1	2	3	2	2	2	1	3	4	5	4	30
Banquets - Small	5	7	3	3	5	4	2	3	4	4	5	4	49
Weddings	2	0		2	2	6	6	6	4	2	2	2	34
Special Events			1						1				2
Meetings - Large		5	5	4	4	5	4	4	3	3	5	1	43
Meetings - Small	10	12	15	10	13	10	10	12	10	10	10	10	132
Consumer shows - arena		1	5	1	1		1			2	1		12
Consumer shows - small			2	1							1		4
Trade shows	1	1		1					3				6
Conventions	1	2	2	3	2	2	1	1	4	4	2	2	26
Crop Expo				1									1
Facility Use													0
Community Events	2	2	2	1	2	1	1	1	2	2	1	2	19
City Use	3	2	3	2	3	2	3	2	2	3	2	3	30
Equipment Rental			1	1	1					1			4
TOTALS	27	34	43	36	38	33	30	30	39	38	37	30	415

Less City Use: 385

October 2023 Total Number of Events Comparison

Event Type	2020	2021	2022	2023
Banquets	0	7	7	9
Concerts	0	1	2	0
Family Shows	0	0	0	0
Conventions	0	3	3	4
Meetings	6	13	8	12
Consumer Shows	0	2	2	2
Trade Shows	0	0	0	0
Wedding Receptions	7	2	6	2
Community/Civic	23	2	5	3
Sporting	0	2	4	4
Comedian	0	0	0	0
City Use	4	3	3	0
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	0	1	1	1
Monthly Total	40	36	41	37
Year-to-Date Total	230	348	312	295

October 2023 Total Number of Event Days Comparison

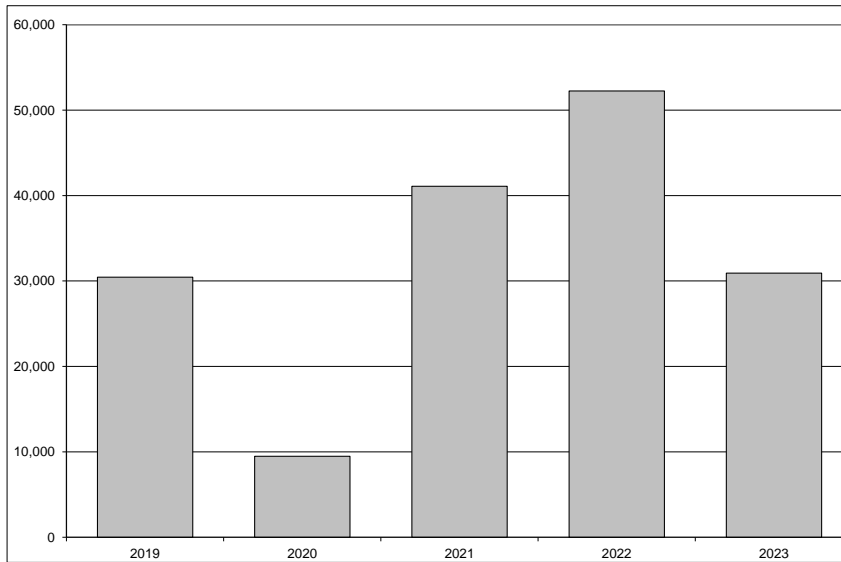
Event Type/Days	2020	2021	2022	2023
Banquets	0	8	8	9
Concerts	0	1	2	0
Family Shows	0	0	0	0
Convention	0	7	10	11
Meeting	9	27	10	16
Consumer Show	0	4	6	5
Trade Show	0	0	0	0
Wedding Reception	7	2	6	2
Community/Civic	23	2	5	3
Sporting	0	2	8	10
Comedian	0	0	0	0
City Use	4	4	3	0
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	0	1	1	1
Monthly Total	43	58	59	57
Year-to-Date Total	336	493	475	455

ALERUS CENTER

2023 Attendance Comparison

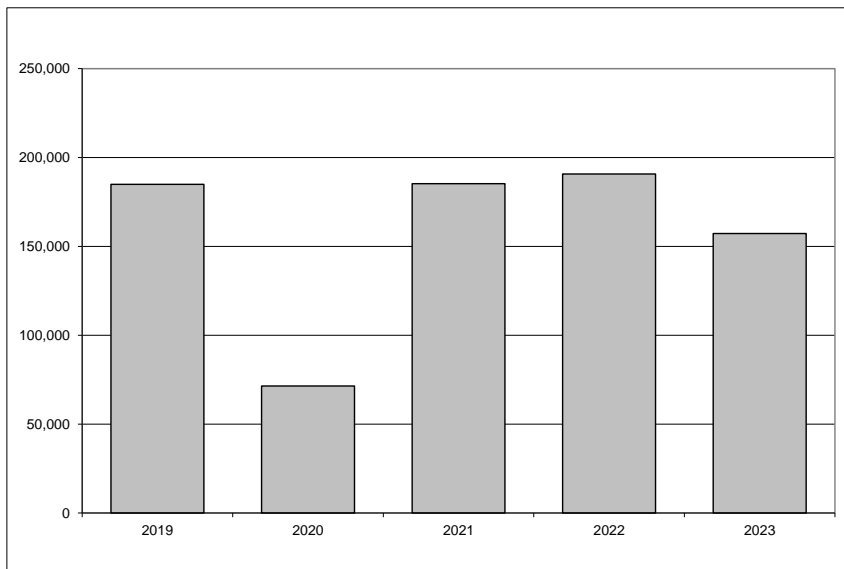
OCTOBER

2019	2020	2021	2022	2023
30,448	9,483	41,088	52,235	30,918



YEAR-TO-DATE COMPARISON

2019	2020	2021	2022	2023
184,853	71,413	185,241	190,657	157,221



Commission Packet Upcoming Events

Description	Start Date	End Date	Type
Commission Meeting	11/15/23	11/15/23	City Usage (CITY)
ACS Beet End Management #7	11/15/23	11/15/23	Small Meeting (MEETI)
UND Football vs Illinois State* -- Senior Day	11/16/23	11/18/23	Football Regular Season (FBREG)
ACS Beet End Management #8	11/16/23	11/16/23	Small Meeting (MEETI)
Northern Plains Rail Holiday Party 2023	11/17/23	11/17/23	Large Banquet (BANQL)
Jonas Brothers - Live Nation (11.17.23)	11/17/23	11/17/23	Major Concert (MJCON)
Alluma Holiday Party	11/17/23	11/17/23	Small Banquet (BANQ)
Midwest Premiere Football League	11/18/23	11/19/23	High School Sport (HSS)
Facility Use	11/18/23	11/18/23	Facility Use (FAC)
UND Football Parents Tailgate	11/18/23	11/18/23	Small Meeting (MEETI)
Cirque Musica Holiday Wonderland	11/20/23	11/20/23	Other (OTHER)
Grand Forks OUT and Proud	11/20/23	11/20/23	Small Meeting (MEETI)
Farm Auction Winter 2023	11/27/23	12/15/23	Large Consumer Show (CONSU)
Hefty Seed Meeting	11/28/23	11/28/23	Large Meeting (MEETL)
CHS Transportation Meeting	11/28/23	11/28/23	Small Meeting (MEETI)
ACS Sugar End Management #1	11/29/23	11/29/23	Small Meeting (MEETI)
Ritterman/Clemetson Wedding Tasting	11/29/23	11/29/23	Facility Use (FAC)
Valley Memorial Holiday Party	11/30/23	11/30/23	Small Banquet (BANQ)
ACS Sugar End Management #2	11/30/23	11/30/23	Small Meeting (MEETI)
Red River R/C Flyers #2	11/30/23	11/30/23	Charity / Community (CHARI)
Hairball	12/01/23	12/01/23	Minor Concert (MNCON)
Brady Martz Holiday Party	12/01/23	12/01/23	Small Banquet (BANQ)
Robb/ Bauer Wedding Ceremony & Reception	12/02/23	12/02/23	Wedding Reception (WEDD)
Black Gold Potato Conference	12/05/23	12/07/23	Convention (CONVE)
Christian/Pederson Wedding Tasting	12/05/23	12/05/23	Facility Use (FAC)
ND Regional Game and Fishing Dinner	12/05/23	12/05/23	Small Meeting (MEETI)
Crop Expo Meeting	12/06/23	12/06/23	Facility Use (FAC)
Amazon Leadership Summit	12/06/23	12/07/23	Small Meeting (MEETI)
American Federal Bank Holiday Social	12/07/23	12/07/23	Small Banquet (BANQ)
BBI International Employee All Staff Meeting	12/07/23	12/07/23	Small Meeting (MEETI)
319 CS Holiday Party	12/08/23	12/08/23	Small Banquet (BANQ)
Lunseth Plumbing and Heating Co. Holiday Party	12/08/23	12/08/23	Large Banquet (BANQL)

North Dakota Eye Clinic Holiday Party	12/08/23	12/08/23	Small Banquet (BANQ)
CHS Ag Services Holiday Party	12/09/23	12/10/23	Large Banquet (BANQL)
Cirrus Aircraft Holiday Party	12/09/23	12/09/23	Large Banquet (BANQL)
Senior Center Christmas Meal	12/12/23	12/12/23	Large Banquet (BANQL)
Limagrain Cereal Seeds Meeting	12/12/23	12/12/23	Small Meeting (MEETI)
Prairie Grains Convention	12/13/23	12/14/23	Convention (CONVE)
Finance & Renovation Meeting	12/13/23	12/13/23	City Usage (CITY)
Red River R/C Flyers #3	12/13/23	12/13/23	Charity / Community (CHARI)
Security Forces Christmas Party	12/15/23	12/15/23	Small Banquet (BANQ)
Bayer Crop Science Meeting	12/15/23	12/15/23	Small Meeting (MEETI)
Crystal Rock Healing Pop-Up Shop	12/15/23	12/17/23	Small Consumer Show (CONSS)
Northwestern Mutual Christmas Party	12/15/23	12/15/23	Small Meeting (MEETI)
ACS Workforce Development Meeting	12/19/23	12/20/23	Small Meeting (MEETI)
Commission Meeting	12/20/23	12/20/23	City Usage (CITY)
Advanced Drainage Systems Holiday Party	12/21/23	12/21/23	Small Banquet (BANQ)
ACS Sugar End Management #3	12/27/23	12/27/23	Small Meeting (MEETI)
ACS Sugar End Management #4	12/28/23	12/28/23	Small Meeting (MEETI)
Dale/Blazer Wedding Reception	12/29/23	12/29/23	Wedding Reception (WEDD)