

AGENDA

Grand Forks Events Center Commission



Wednesday March 26, 2025 | 12:00 PM
Meeting Room 12

___ Jarrod Spoor ___ Russell Kraft ___ Greg Rixen ___ Scott Foyt
___ Matt Fischer ___ Irene Halbritter ___ Ken Vein ___ Julie Rygg
___ Chad Karthaus

1) Call to Order

2) Roll Call

3) Consent Agenda

- a. Approval of February 26, 2025 meeting minutes

4) February Financials

5) 2024 Annual Report Presentation

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) Conference Center Renovation Update

8) Committee Reports

- a. Finance & Renovation –2025 Capital Review
- b. Visit Greater Grand Forks
- c. UND

9) Other

10) 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

April 2, 2025; April 23, 2025; May 28, 2025

F & R Meetings

May 12, 2025; June 11, 2025; July 9, 2025 (tentative)

Alerus Center Commission

Events Center Commission (3 year terms)

- **Jarrold Spoor** – *Chair*, Public at Large Representative
Expiration - December 30, 2027
- **Russell Kraft** – Public at Large Representative
Expiration – June 30, 2027
- **Greg Rixen** – *Vice-Chair*, Public at Large Representative
Expiration – July 31, 2025
- **Matt Fischer** - Public at Large Representative
Expiration – December 31, 2026
- **Scott Foyt** – *Secretary*, Public at Large Representative
Expiration – December 31, 2025
- **Irene Halbritter** - Public at Large Representative
Expiration – March 31, 2027
- **Ken Vein** - City Council Representative
Expiration - August 1, 2025
- **Bill Chaves** (non-voting) - UND Representative
- **Julie Rygg** (non-voting) - VGGF Representative

Alerus Center Management
(701) 792-1200

<u>Anna Rosburg</u>	General Manager
<u>Derek Hoffert</u>	Asst. General Manager & Director of Partnerships
<u>Shelby Looker</u>	Director of Conference Sales & Marketing
<u>Allen Hess</u>	Director of Food & Beverage
<u>Breanne Sypherd</u>	Director of Events
<u>Dominick Washington</u>	Director of Operations
<u>Andrea Wegener</u>	Director of Finance
<u>Matthew Ternus</u>	Director of Marketing

A L E R U S C E N T E R

2024 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 the 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 2025

EVENTS SPREAD

<u>EVENTS</u>	<u>IAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTALS</u>
Football Regular Season									3	1	2		6
Other Sports (College, HS)	1	1		1	1					1	1		6
Robotics			1								1		2
Performing Arts												1	1
Minor Concerts									1			1	2
Major Concerts			1							1			2
Globetrotters	1												1
Motor Sports				2									2
Family Shows											1		1
Comedians													0
Graduations					1								1
Happy Harry's Pork & Brew Festival	1												1
Other							1			1			2
Banquets - Large	3	2	3	4	4	0	0	0	2	4	4	4	30
Banquets - Small	3	3	4	4	4	0	0	0	2	4	4	6	34
Weddings	1	0	0	1	1	0	0	0	4	4	2	2	15
Special Events			1	1		0	0	0	1				3
Meetings - Large	2	2	3	1	1	0	0	0	5	2	3	0	19
Meetings - Small	10	12	12	12	5	0	0	0	12	12	15	12	102
Consumer shows - arena		1	2		1	0	1	0		1	0	1	7
Consumer shows - small		2	2	1		0	0	0	2	1	1	1	10
Trade shows				1		0	0	0	1				2
Conventions	2	2	2	2	1	0	0	0	3	4	0	2	18
Crop Expo		1				0	0	0					1
Facility Use								1					1
Community Events	5	5	3	1	1	0	0	0	3	2	3	2	25
City Use	3	2	3	2	3	2	1	2	2	3	2	3	28
TOTALS	32	33	37	33	23	2	3	3	41	41	39	35	322
											Less City Use:		294

February 2024 Total Number of Events Comparison

Event Type	2022	2023	2024	2025
Large/Small Banquets	5	5	5	9
Major/Minor Concerts	0	1	0	1
Family Shows	0	0	0	1
Conventions	1	0	0	1
Large/Small Meetings	5	19	12	14
Consumer Shows	0	0	0	3
Trade Shows	1	0	0	0
Wedding Receptions	2	0	1	1
Community/Civic	0	5	6	3
Sporting	0	1	1	1
Comedian	0	0	0	0
City Use	2	3	1	4
Happy Harry's Pork and Brew	0	1	1	0
Dance	1	1	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	1	1	0	0
Monthly Total	18	37	27	38
Year-to-Date Total	18	37	27	65

February 2024 Total Number of Event Days Comparison

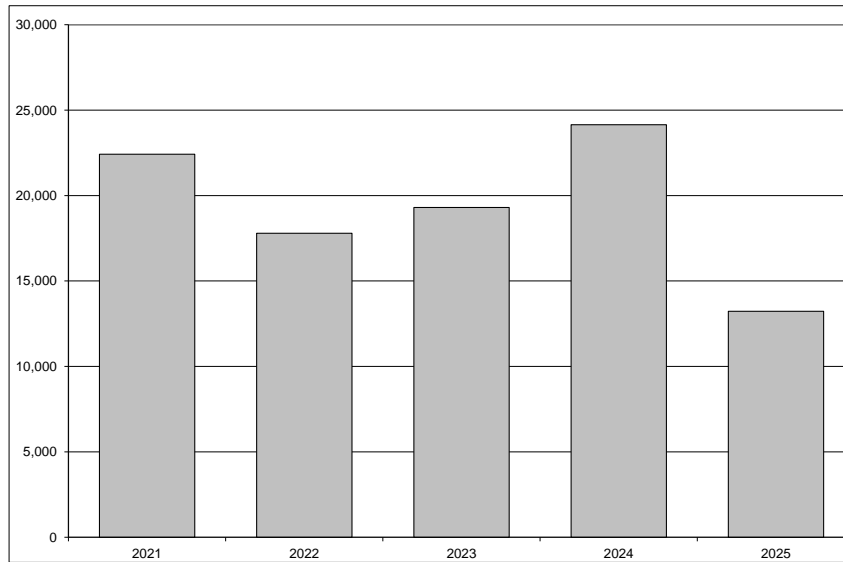
Event Type/Days	2022	2023	2024	2025
Large/Small Banquets	5	5	10	10
Major/Minor Concerts	1	1	0	1
Family Shows	0	0	0	3
Conventions	4	0	0	4
Large/Small Meetings	10	24	23	18
Consumer Shows	0	0	0	7
Trade Shows	3	0	0	0
Wedding Receptions	2	0	1	1
Community/Civic	0	5	6	3
Sporting	0	1	1	1
Comedian	0	0	0	0
City Use	2	3	1	11
Happy Harry's Pork and Brew	0	1	1	0
Dance	2	2	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	10	1	0	0
Monthly Total	39	43	43	59
Year-to-Date Total	39	43	43	102

ALERUS CENTER

2024 Attendance Comparison

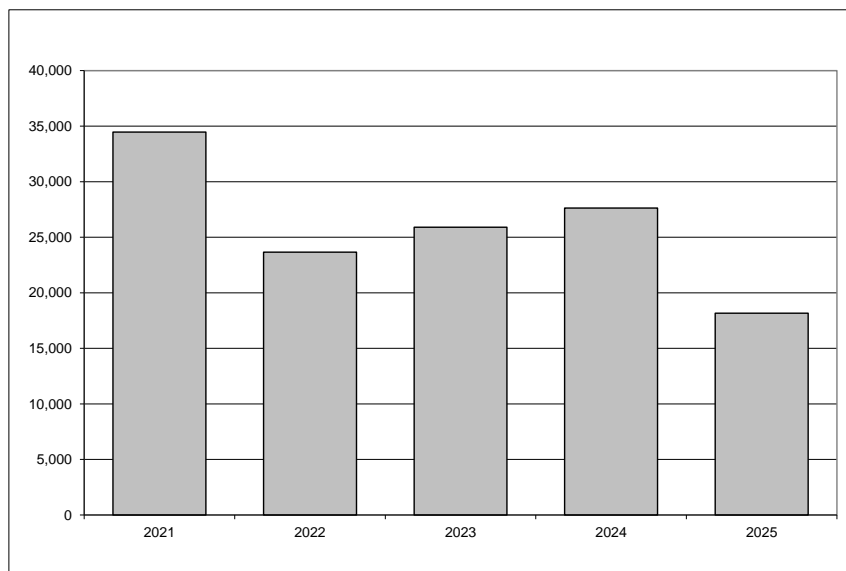
FEBRUARY

2021	2022	2023	2024	2025
22,423	17,789	19,300	24,146	13,227



YEAR-TO-DATE COMPARISON

2021	2022	2023	2024	2025
34,466	23,661	25,895	27,622	18,155



Commission Packet Upcoming Events

Description	Start Date	End Date	Type
Resource Auction	03/17/25	04/03/25	Small Consumer Show (CONSS)
Mobile Pro Load In Day - EDC	03/26/25	03/26/25	Facility Use (FAC)
Strata start-up meeting	03/26/25	03/26/25	Small Meeting (MEETI)
Commission Meeting	03/26/25	03/26/25	City Usage (CITY)
EDC Annual Meeting 2025	03/27/25	03/27/25	Large Meeting (MEETL)
ACS Pan Boiling Class #1	03/27/25	03/27/25	Small Meeting (MEETI)
GF Growth & Development Facility Tour	03/27/25	03/27/25	Facility Use (FAC)
Greater Grand Forks Farm Toy Show	03/28/25	03/29/25	Small Consumer Show (CONSS)
Sigma Nu Formal	03/28/25	03/28/25	Small Banquet (BANQ)
Sigma Alpha Epsilon Founder's Day Banquet	03/29/25	03/29/25	Large Banquet (BANQL)
UND Recruit Tour	03/29/25	03/29/25	Facility Use (FAC)
NAU Country Annual Meetings	03/31/25	04/02/25	Large Meeting (MEETL)
Special Commission Meeting - CC Reno Bid approval	04/02/25	04/02/25	City Usage (CITY)
American Federal Customer Appreciation	04/03/25	04/03/25	Small Banquet (BANQ)
Junior Grand Am	04/04/25	04/06/25	High School Sport (HSS)
ACS Leadership (Spring 1)	04/04/25	04/04/25	Small Meeting (MEETI)
Bergstrom Electric, Inc Meeting 2025	04/04/25	04/04/25	Large Meeting (MEETL)
Gardening Saturday	04/05/25	04/05/25	Large Meeting (MEETL)
Gamma Phi Beta Formal	04/05/25	04/05/25	Large Banquet (BANQL)
UND Recruit Tour	04/05/25	04/05/25	Facility Use (FAC)
Honor Flight Send-off	04/06/25	04/06/25	City Usage (CITY)
DIRT HOLD	04/07/25	04/10/25	Facility Use (FAC)
Strata CPR class	04/07/25	04/08/25	Small Meeting (MEETI)
Opp Construction Leadership/Driving Training	04/09/25	04/09/25	Small Meeting (MEETI)
Spring Job Fair	04/10/25	04/10/25	Trade show (TRADE)
Nodak Electric Cooperative Annual Meeting 2025	04/10/25	04/10/25	Large Banquet (BANQL)
Ronnie/HarriSon Wedding Rehearsal Dinner	04/10/25	04/10/25	Small Meeting (MEETI)
ACS Pan Boiling Class #2	04/10/25	04/10/25	Small Meeting (MEETI)
Cirrus Aircraft Supervisor Training	04/10/25	04/10/25	Small Meeting (MEETI)
Ronnie/HarriSon Wedding Reception	04/11/25	04/11/25	Wedding Reception (WEDD)
ACS Leadership (Spring 2)	04/11/25	04/11/25	Small Meeting (MEETI)
United Way MGM	04/11/25	04/11/25	Large Banquet (BANQL)
PBR - Night 1	04/11/25	04/11/25	Rodeo (RODEO)

PBR - Night 2	04/12/25	04/12/25	Rodeo (RODEO)
Lambda Chi Alpha Formal	04/12/25	04/12/25	Large Banquet (BANQL)
Bergman/Bodensteiner Wedding Reception	04/12/25	04/12/25	Wedding Reception (WEDD)
DIRT HOLD	04/13/25	04/18/25	Facility Use (FAC)
Opp Construction Annual Meeting 2025	04/15/25	04/15/25	Large Meeting (MEETL)
Crystal Rock Healing Pop-Up Shop	04/17/25	04/19/25	Small Consumer Show (CONSS)
Monster Trucks Party 2025	04/18/25	04/18/25	Small Banquet (BANQ)
Monster Trucks	04/19/25	04/19/25	Motor Sport (MOTSP)
Forks Friends of NRA Banquet	04/19/25	04/19/25	Large Banquet (BANQL)
DIRT CLEAN UP	04/20/25	04/24/25	Facility Use (FAC)
NAU Country Insurance	04/23/25	04/23/25	Small Meeting (MEETI)
Commission Meeting	04/23/25	04/23/25	City Usage (CITY)
ACS April Board Meeting	04/23/25	04/23/25	Small Meeting (MEETI)