

BID Board Meeting Minutes  
May 14, 2013 @ 8:30 a.m.

Present: Mike Struck, Tari Waterman, Tom Richter, Jill Kosbau, Jennifer Johnson

Approval of meeting minutes – Motion by Richter, second by Waterman, minutes approved.

Approval of agenda – Motion by Richter, second by Kosbau, agenda approved.

### **Convention & Visitors Bureau Event Update**

- Johnson shared that at the last BID Board meeting it was mentioned that knowing the event break-down would be helpful to the board in considering and making funding recommendations to the City Council moving forward. Johnson provided a high-level overview of event history and break-down from 2009-2013. The information was compiled to establish a baseline and look at trends. Events were categorized in one of five ways:
  - **Yearly Events** – events that happen every year and typically apply for grant funding, for example: Boys State Hockey, Swiftel Center Classic Basketball Tournament, the History and Garden Festival or the East River 8ball Tournament
  - **Rotating Events** – events that happen every other year, for example: Girls State AA Basketball or the Special Olympics Softball Tournament
  - **1<sup>st</sup> Time Request & Events Not Held in Brookings 4+ Years** – this category accounts for events that may have already been held in Brookings, but just recently applied for grant funding and/or events that have not been held in Brookings for a longer period of time. Examples in this category include: the Home Show, Swiftel Dart Tournament, SD Men’s State Bowling Tournament, Camaro Fun Days or India Night.
  - **New Events** – this category classifies true new events, meaning they have never been held in Brookings, for example: the South Dakota Wind Conference or the South Dakota Newspaper Association Convention
- From 2009-2013 the event breakdown was:
  - Yearly Events = 39%
  - Rotating Events = 25%
  - 1<sup>st</sup> Time Request & Events Not Held in Brookings 4+ Years = 22%
  - New Events = 14%
  - This reflects an average of \$78,935.20 given out each year in grant funds and a total economic impact of \$33.7 million.
  - The data showed that the average return on investment for yearly events is \$114.54 vs. a \$55.56 return on investment for new events. This is not surprising as it typically costs more to acquire new business than it does to retain repeat customers/business.
- To date the 2013 event breakdown is:
  - Yearly Events = 39%
  - Rotating Events = 37%
  - 1<sup>st</sup> Time Request & Events Not Held in Brookings 4+ years = 5%
  - New Events = 19%

- This reflects \$74,150 in grant funds and an estimated economic impact of \$6.3 million.
- Already in 2013 the CVB has worked with industry partners to support 24 events, of which seven are brand new events to Brookings.

### **Plan of Improvements Discussion/Recommendation**

- Struck provided an update on cost estimates for replacing the main message board in the Swiftel Center on the north side of the building. Initial rough estimates are coming in at \$250,000 to \$300,000.
- Richter shared that installation of a new main message board is a significantly large project and since the Swiftel Center is a public facility, the project must be publically bid.
- Kosbau asked about what percentage of events use the message board.
- Richter estimated that 50% or less of the events held at the Swiftel Center use the main message board. Richter added that events might not use the message board because it is outdated and does not have the capabilities of a system such as would be seen/used at the Frost Arena.
- Kosbau mentioned concern about losing events if our facilities don't have the adequate technology to meet event needs.
- Richter shared that an updated message board is in the Swiftel Center's capital improvement plan (within the next 5 years or so). He did not think the BID funds should go to fund the new message board in total.
- Johnson offered concern about the BID Board picking specific projects to fund and suggested establishing a capital improvement fund.
- Kosbau added that the fund criteria should include a focus on the visitor and improving public facilities that enhance the overall visitor experience.
- Struck shared that the estimated BID tax collection for 2014 will be around \$200,000.00
- Struck suggested the BID Board set up a large project fund (beyond the existing \$100,000 reserve that is required) that would be earmarked for special large projects to be selected by the Council. Board members were in favor of this suggestion. Struck said that he will compose a statement of recommendation and email out the initial draft to the board for feedback and an email vote.

Meeting adjourned.