

ANNUAL REPORT 2015

SWIFTEL CENTER | BROOKINGS, SD

Swiftel
CENTER

VenuWorks

brookings
SOUTH DAKOTA



824 32ND AVENUE | BROOKINGS, SD | WWW.SWIFTELCENTER.COM

2015 Venue
Excellence
Award

ARENA





MOMENTS MADE HERE.



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BEHIND THE SCENES

2015 Brookings City Council

Tim Reed

[Mayor](#)

City of Brookings

Keith Corbett

[Deputy Mayor](#)

South Dakota State University

Patty Bacon

[Program Director](#)

Brookings County Youth Mentoring

Dan Hansen

[Assistant Dean of Pharmacy Student Services](#)

South Dakota State University

Oepke "Ope" Niemeyer

[Owner](#)

Ope Niemeyer Flooring Installation

Jael Thorpe

[Owner](#)

Jael Photography & J.Ella

Scott D. Meyer

[Owner](#)

9 Clouds

2015 Swiftel Center Advisory Committee

Tom Coughlin

[City Representative](#)

Daktronics

Teri Ronning

[City Representative](#)

Daktronics

Jennifer Johnson

[Chamber Representative](#)

Brookings CVB

Jeff Holm

[SDSU Representative](#)

South Dakota State University

Rod Schaefer

[City Representative](#)

Principal Financial Group

Alan Gregg

[County Representative](#)

Dakota Service & Repair

Jason Wosje

[County Representative](#)

Self-Employed

Lee Ann Pierce

[County Liaison](#)

Brookings County Commission

Jeff Weldon

[City Liaison](#)

City of Brookings

2015 Swiftel Center Full-Time Staff

Tom Richter

[Executive Director](#)

Jeremy Linstad

[Associate Executive Director](#)

Matt Chapman

[Director of Food & Beverage / Chef](#)

Andrea Hogie

[Director of Finance](#)

Dave Biteler

[Operations Manager](#)

Karla Eidem

[Event Manager](#)

Kristina Lankow

[Sales & Marketing Manager](#)

Molly Nagelhout

[Box Office Manager](#)

Kayla Bessler

[Event Coordinator](#)

Tara Krause

[Food & Beverage Coordinator](#)

Curt Roland

[Conversion Supervisor](#)

The facilities are great, but it is the staff that makes the event successful. Kudos on putting the right people in place!

NAN POPPEN, FISHBACK FINANCIAL



Connect with us via email at
swiftelcenter@swiftelcenter.com

TO OUR FANS

We are proud to manage an internationally-recognized venue for the city of Brookings. Our vision to provide excellent customer service is stronger than ever.



Tom Richter *Executive Director*

Certified Facilities Executive (CFE)

Tom Richter is a Certified Facilities Executive (CFE) and has been a member of the International Association of Venue Managers (IAVM) since 1998. Tom served on the IAVM Board of Directors and was the IAVM Region 3 Director. Tom was one of six that served on the IAVM Executive Committee in 2015.

On behalf of the VenuWorks management team, I am pleased to present the 2015 Annual Report for the Swiftel Center. Our facility truly is a gathering place for the community. We continue to build recognition for the Swiftel Center and repertoire of our overall event mix.

The fiscal year of 2015 proved to be successful with a record-breaking attendance of more than 133,000 patrons through the facility.

The highlight of 2015 was winning the IAVM 2015 Venue Excellence Award for Arenas. Thanks to the support of VenuWorks, our entire full-time staff was able to accept the award in person. We are incredibly honored to receive this award from our peers who represent some of the best arenas in the world.

We are proud to manage an internationally-recognized venue for the city of Brookings. Our vision to provide excellent customer service is stronger than ever. Client satisfaction, exceptional service and fiscally-responsible business decisions are all qualities of the VenuWorks approach to doing business in Brookings.

Thank you to the Brookings City Council, City Staff, Swiftel Center Advisory Committee, all our fans, patrons and business partners for your continued support.

Here's to an excellent 2015 and exciting years ahead!

MIDWEST HOSPITALITY AT ITS BEST.

The mission of the Swiftel Center is to enhance the quality of life for the citizens of the region by providing a gathering place for cultural, recreational, educational and community events, thereby positively impacting the economy of Brookings.



DIRECTOR'S HIGHLIGHTS.



AWARD-WINNING

Winning the IAVM 2015 Venue Excellence Award for Arenas.



SOLD-OUT

Hosting two completely sold-out national touring concerts.



RECORD-BREAKING

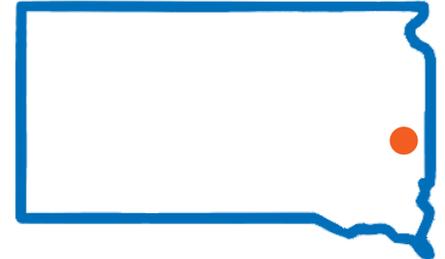
Attracting more than 133,000 attendees to events.

BRAD PAISLEY
Country Nation
World Tour
January 31, 2015



OUR CITY

The Swiftel Center is located in Brookings which is the fourth largest city in South Dakota. With a population of more than 22,000, Brookings is home to some of the state's largest manufacturers as well as South Dakota State University.



We are proud to host events in this flourishing community.

Congratulations on another record-setting year for the Swiftel Center!



Jeff Weldon
City Manager
City of Brookings

With each passing year, the Swiftel Center continues to celebrate accomplishments that seem to exceed those of the previous year; and 2015 was no exception. The Swiftel Center won the coveted Venue Excellence Award issued by the International Association of Venue Managers, the premiere professional trade association of public assembly facilities worldwide. This prestigious award places the Swiftel Center among the best in the industry for adding quality of life to our community. This is no small achievement since the Swiftel Center and the City of Brookings are in the smallest market ever to have received this outstanding award.

Thanks to our great team at VenuWorks who manage the Swiftel Center along with all our supportive sponsors that have made it happen.

Congratulations again, and best wishes for another successful year in 2016!





We really enjoy all of the staff! From sound technicians to wait staff to event coordinators, everyone shows they care about the event.

ELENA MCKEOWN,
MILLS PROPERTY



NATIONALLY RANKED.

Brookings, South Dakota is ranked nationally by Livability.

- ★ TOP 100 BEST PLACES TO LIVE
- ★ TOP 25 SAFEST CITIES IN AMERICA



STUDENT POPULATION.

South Dakota State University is the state's largest higher-ed institution.

12,589 ENROLLED FROM ALL 50 STATES
AND 81 COUNTRIES



The Swiftel Center truly is a venue of excellence.



Tim Reed
Mayor
City of Brookings

City of Brookings Owned Facility

The Swiftel Center facility is owned by the City of Brookings and is under a management contract with VenuWorks to employ full-time staff to market, book, operate and maintain the facility.

Congratulations to the Swiftel Center on a banner year entertaining more than 133,000 guests at events ranging across 265 days. We are proud of the dedication of the full-time staff members and their efforts to bring fresh entertainment to Brookings. This year, the Swiftel Center hosted 11 concerts, nine of which were national touring acts and two of which completely sold-out. After 14 years of high-quality management and operation, the Swiftel Center and its staff were honored by winning the IAVM 2015 Venue Excellence Award for Arenas, giving international recognition to not only the event facility but to the entire Brookings region. It's been a record-breaking year!

The City of Brookings looks forward to the bright future ahead.



Kayla did such an awesome job with organizing everything and was so helpful to us weeks before the big day and especially the day of the event! She definitely found a job that she is very good at!

2015 BRIDE

DAKTRONICS BANQUET ROOM WEDDING RECEPTION



FISHBACK FINANCIAL



WALLEYE CAKE



GODSMACK CONCERT



RUMBLE IN THE JUNGLE



ARENA WEDDING RECEPTION



CHAMBER ANNUAL MEETING



REGION 3B & 2A GIRLS BASKETBALL



FIRST CHANCE BONANZA PRCA RODEO



CASA BANQUET



SDSU JACKRABBIT STAMPEDE RODEO

OUR SERVICES

With a 30,000 square foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Swiftel Center is one of South Dakota's premiere event centers. We strive to be a valued facility that provides a diverse, exceptional and positive experience to all those who pass through our doors.



BOOKING

We act as the city's rental agent by leasing the use of the facilities, co-promoting and self-promoting events.

Event booking is a partnership with frequent users and promoters. We require that certain health, safety and insurance requirements are met and impose industry-based standards for event presentation, authenticity and behavior at events.

IN 2015
43 NEW EVENTS BOOKED
TOTALLING 32,127 ATTENDEES



CATERING

We offer personalized, turn-key service as well as market-value pricing and creative, appealing menus.

Our food and beverage service is entirely done in-house including concessions, banquets and catering. We create unique menus and present food with imagination, creativity and visual appeal.

IN 2015
48 BANQUETS HOSTED
AVERAGING 281 PER BANQUET



TICKETING

We are able to build and manage an event from beginning to end for a synchronous purchasing experience.

We are able to control the guest experience at every ticketing touch-point, which means greater potential for repeat guests via all sales and marketing channels including the internet, remote phone centers and on-site box office.

IN 2015
29 TICKETED EVENTS
TOTALLING 43,008 TICKETS SOLD



FULL-SERVICE VENUE.

Every aspect of event management is handled in-house by a staff ready to coordinate the details to make each event a spectacular reality.

-  BOX OFFICE
-  OPERATIONS
-  EVENT COORDINATION
-  FINANCE & BUDGET
-  FOOD & BEVERAGE
-  SALES & MARKETING

BY THE NUMBERS

IN 2015

265

EVENT DAYS

2015 was filled with a variety of events including these major sporting events:

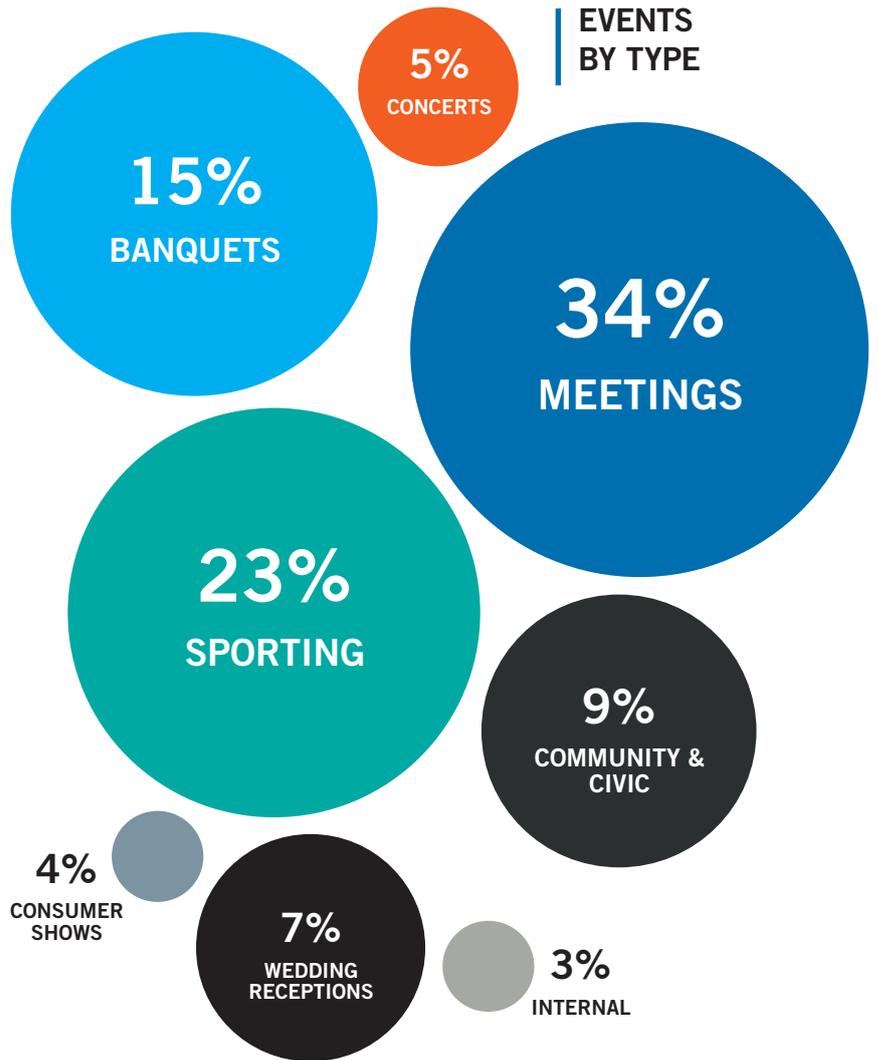
Region 3B & 2A Girls Basketball
MARCH 6

State AAU Wrestling Tournament
MARCH 28-29

State 9-Ball Pool Tournament
OCTOBER 1-4

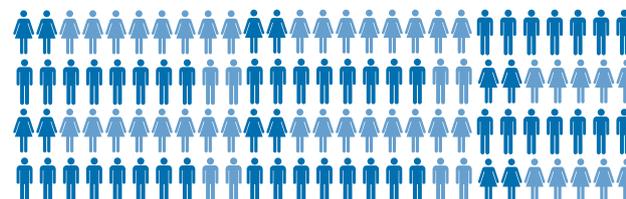
East River Pool Tournament
JANUARY 2-4
DECEMBER 11-13

EVENTS BY TYPE



We always have a great time at all the events held at the Swiftel Center. Your great staff is part of that reason.

ROGER BIERSTED, FIRST BANK & TRUST



RECORD BREAKING.

IN 2015

133,136

TOTAL ATTENDANCE

EVENTS BY ATTENDANCE

27,308
CONCERTS

9,416
BANQUETS

12,733
MEETINGS

49,655
SPORTING

17,493
COMMUNITY &
CIVIC

12,317
CONSUMER
SHOWS

4,057
WEDDING
RECEPTIONS

157
INTERNAL



LUNCH IS SERVED.

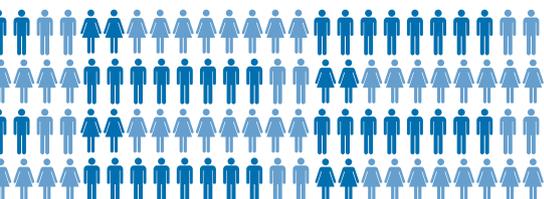
During the Catholic Youth Rally, the Food & Beverage team successfully served lunch to more than 1,700 attendees in under 27 minutes.

96%

CUSTOMER SATISFACTION.



11
FULL-TIME STAFF



200+
PART-TIME STAFF





MILLS PROPERTY ANNUAL MEETING

It was such a stress relief when we walked in to see the tables and linens set up along with the street lights and the curtains. This made decorating so much more enjoyable!

ELENA MCKEOWN, MILLS PROPERTY



LITTLE INTERNATIONAL DANCE



ZZ TOP CONCERT



EAST RIVER POOL TOURNAMENT



RODNEY CARRINGTON



GOT MILK GALA



BOWES ANNIVERSARY PARTY



DAKOTA TERRITORY GUN SHOW



WING & BREW FEST



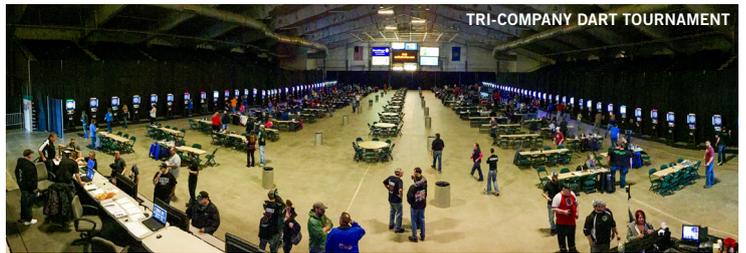
MIDWEST SUPERCROSS



NEWSBOYS CONCERT



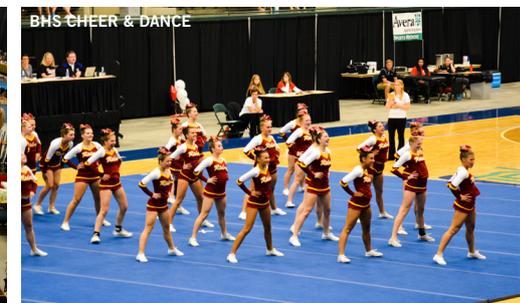
EASTER EGG HUNT



TRI-COMPANY DART TOURNAMENT



HOME FREE CONCERT



BHS CHEER & DANCE



LEADERCAST

2015 HEADLINES

“Thanks to the city of Brookings, our community fan base and VenuWorks for your support. The Swiftel Center truly is Midwest hospitality at its best!”

TOM RICHTER, SWIFTEL CENTER

Venue Excellence Award for Arenas

The entire Swiftel Center full-time staff was present to accept the award in Baltimore, a first in IAVM awards history.



AUGUST

Swiftel Center wins the international 2015 Venue Excellence Award

The Swiftel Center was awarded the 2015 Venue Excellence Award for Arenas by the International Association of Venue Managers (IAVM) at the Venue Industry Awards Luncheon in Baltimore. This is the highest award in the venue industry given by IAVM, which is the world's largest professional association dedicated to the management of public assembly venues.

The award winner is determined based on operational excellence, team-building and professional development, safety and security, and service to the community. This prestigious award is a significant accomplishment for any venue but comes with even greater reward considering the size of the Swiftel Center facility, staff and city population.





NOVEMBER

More than \$5,000 raised by Tough Enough to Wear Pink

The 2015 Tough Enough to Wear Pink campaign presented \$5,133 to the Brookings Health System Foundation. Funds will provide cancer education and training to local cancer care teams, promote cancer screening benefits, and provide financial assistance to patients in need.



MAY

Swiftel Center declared Tourism Facility of the Year

The Swiftel Center was recognized by the Brookings Convention & Visitors Bureau as the 2014 Tourism Facility of the Year at the first annual 2015 Tourism Luncheon. South Dakota Secretary of Tourism Jim Hagen presented the award to the staff.



APRIL

Swiftel Center awards two student scholarships

The Swiftel Center Dairy Fest committee awarded two \$500 scholarships to South Dakota State University students Megan Viland and Megan Schaefer at the 2015 Dairy Science Scholarship Banquet.



SEPTEMBER

Swiftel Center hosts VEA celebration

More than 200 members of the Brookings community celebrated with the Swiftel Center on winning the IAVM Venue Excellence Award at an Open House.



Awarded the South Dakota Great Star Service designation



Awarded the Prime Site Award for the 5th consecutive year

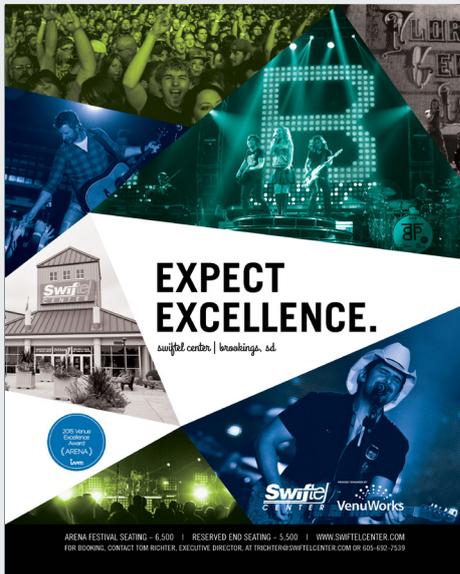


MARKET REACH

Throughout the year, we strategically place advertisements in industry publications to target artists and management teams as well as agents, promoters and national touring acts.

I just wanted to thank the Swiftel Center for the opportunity to introduce Maren Morris on stage! I had a blast! The show was awesome and I'm looking forward to the next time!

ROBBIE OWENS,
MIDWEST COMMUNICATIONS



BRAND REFRESHED.

Our 2015 advertising campaign featured interconnected photo triangles highlighting exciting moments in Swiftel Center history overlaid in our blue and teal brand colors. The Venue Excellence Award badge showcased our award-winning status.

POLLSTAR

2015 VENUE DIRECTORY | PUBLISHED 10/15/2015

2015 YEAR END EDITION | PUBLISHED 01/08/2016



18,810

email subscribers



7,677

facebook likes



632

twitter followers

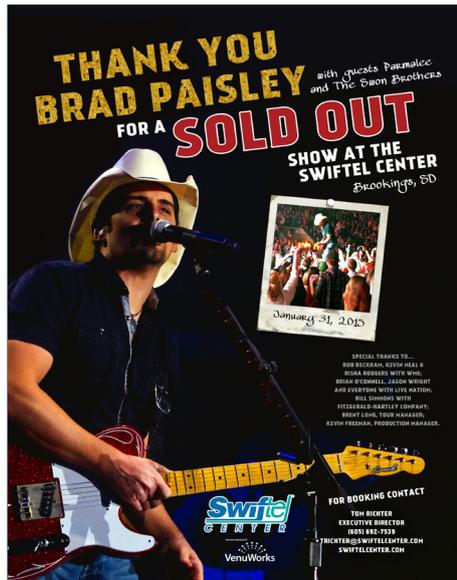
LITTLE BIG TOWN
Pain Killer National Tour
October 24, 2015



FEATURED ADS AND PHOTOS
IN MORE THAN 12 ISSUES



ACHIEVED INTERNATIONAL
PRESENCE IN ALL 50 STATES,
CANADA, AUSTRALIA, ASIA
& EUROPE



POLLSTAR | PUBLISHED 2/13/2015

STRATEGY: Published following a sold-out show; thank you ad.



POLLSTAR | PUBLISHED 11/20/2015

STRATEGY: Published following a sold-out show; thank you ad.



POLLSTAR | PUBLISHED 11/06/2015

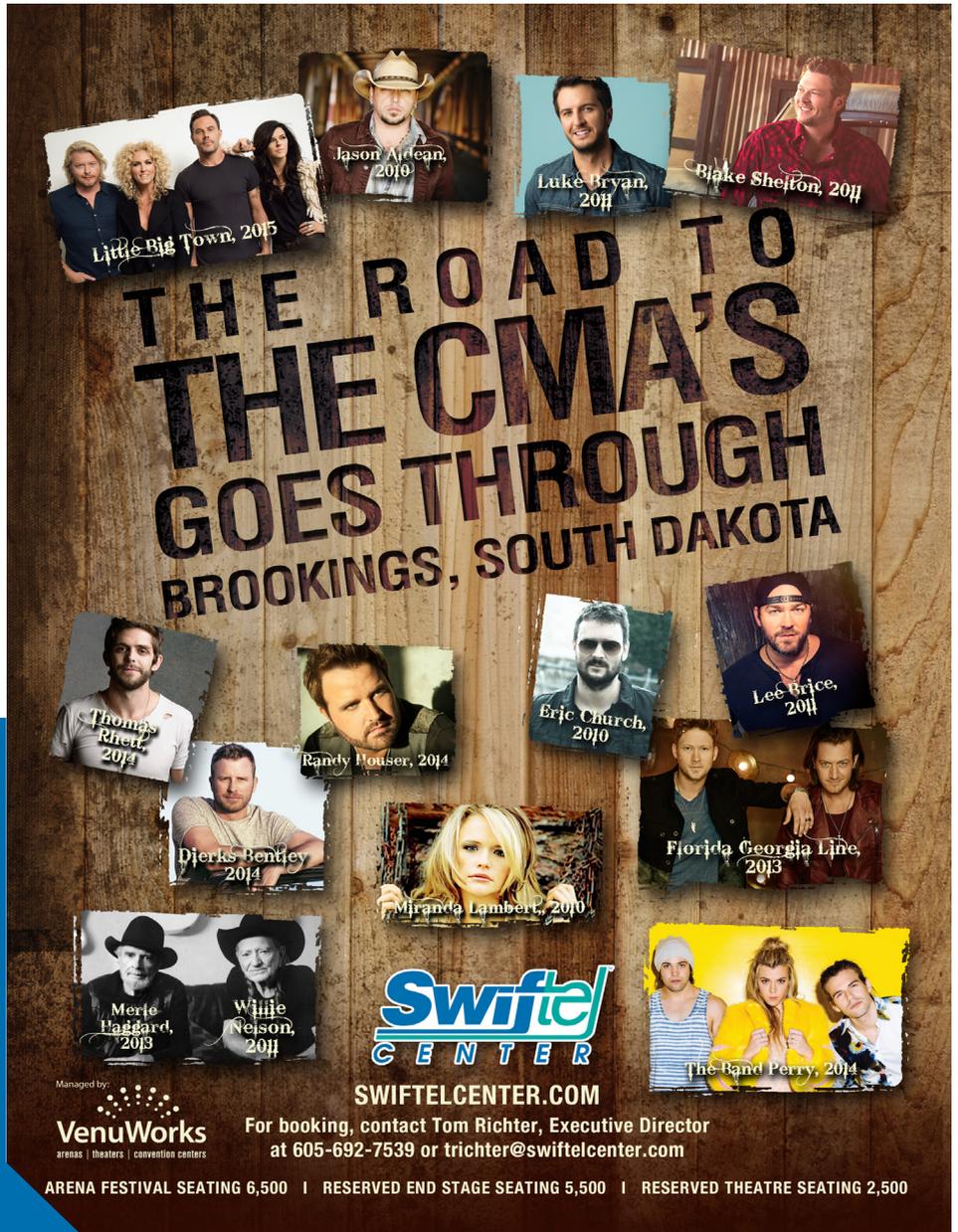
STRATEGY: Showcased the number of VenuWorks shows.

STAR STRUCK.

14 of the artists nominated for a 2015 Country Music Association (CMA) Award have performed at the Swiftel Center.

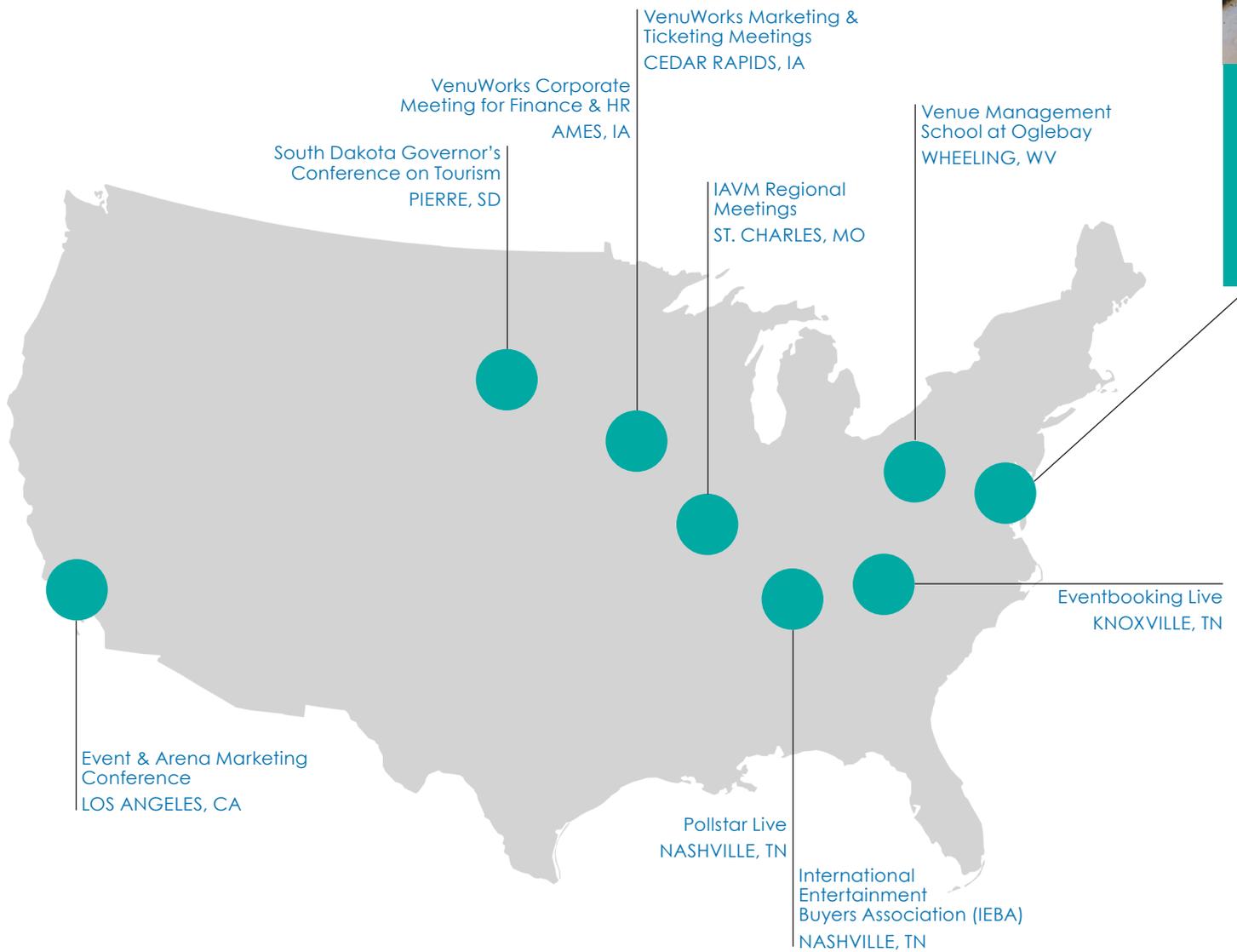
POLLSTAR
PUBLISHED 10/30/2015

STRATEGY: Published the week before the CMA Awards.



NATIONAL IMPACT

Throughout the year, full-time staff members attend conferences and training seminars to continue learning industry best practices. Each destination is an opportunity to spread the word about the Swiftel Center and Brookings, SD.



100%

of the full-time staff received the Techniques of Alcohol Management (TAM) certification.



Dale Carnegie Sales Training Graduate

Karla Eidem



Leadership Brookings Graduate

Jeremy Linstad

100%

of the full-time staff completed Fire Extinguisher training with the Brookings Fire Department.



\$1,028,000

Revenue generated from Food & Beverage including concessions and catering. 2015 was the first year F&B exceeded one million dollars.

GRANT ORIENTED.

The Swiftel Center actively seeks opportunities to apply for grant dollars to support marketing and event initiatives. In 2015, grant applications were submitted to:



Brookings CVB
BROOKINGS, SD



Glacial Lakes & Prairies
Tourism Association
WATERTOWN, SD



Vision Brookings
BROOKINGS, SD

The prime rib was cooked to perfection. Medium rare...YUM! Everyone loved the mashed potatoes!

2015 BRIDE



Karla and the staff were great. They made sure everything ran smoothly from start to finish. We had no worries. Matt was great to work with. He was very accommodating for the reception!

2015 BRIDE



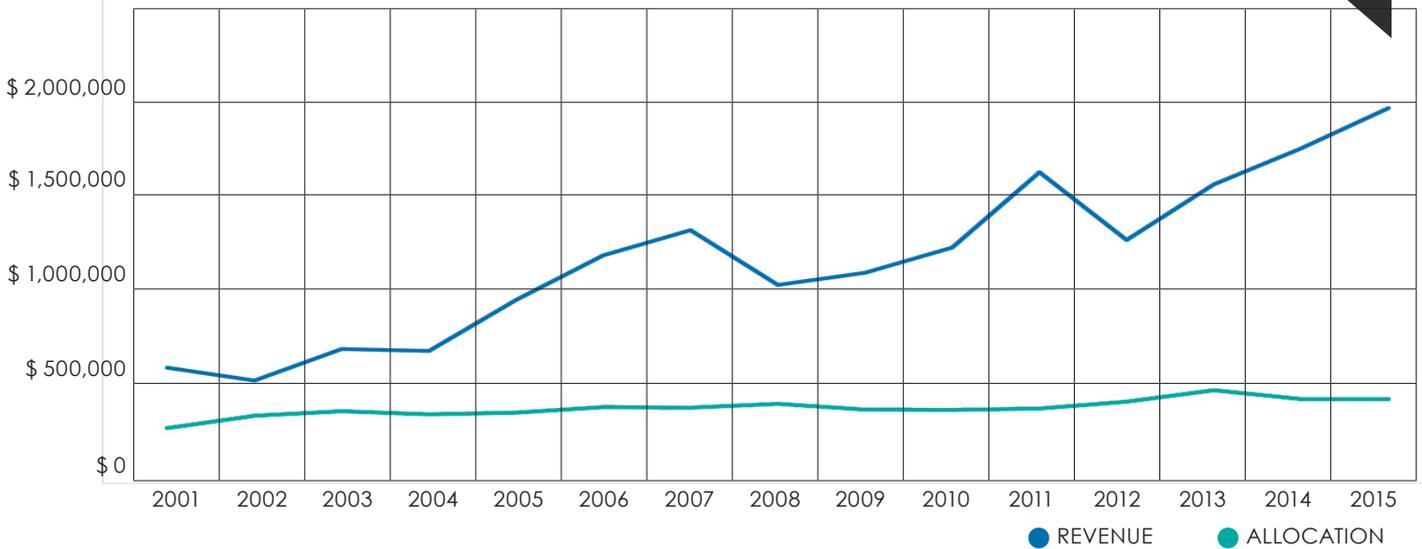
FINANCIAL PERFORMANCE

Our goal is to maximize revenue by hosting many well-attended events and minimizing expenses through efficient and cost-effective facility operations.

2015 proved to be another year of growth.

Since the Swiftel Center opened, the city allocation has remained relatively fixed. Our revenue has ebbed and flowed, consistently growing every year since 2012.

OPERATIONAL REVENUE VS. CITY ALLOCATION



ECONOMIC IMPACT.

Our multi-purpose facility acts as a catalyst for economic development and consumer spending by delivering event attendees and their spending multiplier which boosts commercial, retail, restaurant and hotel spending throughout the entire region.

\$21 million dollars was our economic impact calculated in 2013. Since then, our events, attendance and revenue have grown every year.



	BUDGET 2015	ACTUAL 2015
Misc. Revenues	\$ 1,811,665	\$ 1,972,058
Transfer from 3rd B Tax	\$ 375,000	\$ 375,000
REVENUE & TRANSFER FROM FUNDS	\$ 2,186,665	\$ 2,347,058
Personnel Services	\$ 1,168,700	\$ 1,197,686
General Administrative	\$ 18,435	\$ 30,505
Contracted Services	\$ 102,265	\$ 121,810
Occupancy	\$ 295,903	\$ 265,282
Service / Operations	\$ 585,158	\$ 710,461
Travel & Motor Vehicle	\$ 19,800	\$ 21,468
OPERATING EXPENSE TOTAL	\$ 2,190,261	\$ 2,347,212
CAPITAL IMPROVEMENT ALLOCATION	\$ 500,486	\$ 382,492
CAPITAL IMPROVEMENT EXPENSES	\$ 500,486	\$ 376,492
NET REVENUE / COST	\$ - 3,596	\$ 5,846



DISHWASHER ENVY.

The new Hobart dishwasher can clean over 1,200 dinner plates in under 6 minutes. Compare to the old unit that could only clean 128 dinner plates in the same time.

OUR FACILITY

To maintain the quality our guests expect, we invest time, energy and resources to the maintenance of the Swiftel Center facility. We completed several projects in 2015 to enhance your experience here.

EXPANSIONS

- Security Access Card System
- Trade Show Equipment

REMODELS

- Box Office Windows
- Kitchen Prep Area

UPGRADES

- Daktronics Ballroom Sound System
- Daktronics Ballroom & Lobby A LED Dimmable Lighting
- Kitchen Dishwasher
- Dance Floor



MIC CHECK.

The remodeled Box Office has bullet-resistant glass and state-of-the-art talk-through technology to enhance sound.

Laminate counters freshen up the inside of the Box Office along with new blinds, chairs and cash drawers.

OUR SPONSORS

Exclusive sponsorship opportunities are available for local businesses to promote in our building. Our staff takes time and great pride in building strong relationships with these partners.

Thanks to our sponsors for your continued support.

NAMING SPONSOR



POUR RIGHTS SPONSOR



FOUNDING SPONSORS



Brookings
HEALTH SYSTEM



VISIONARY SPONSORS

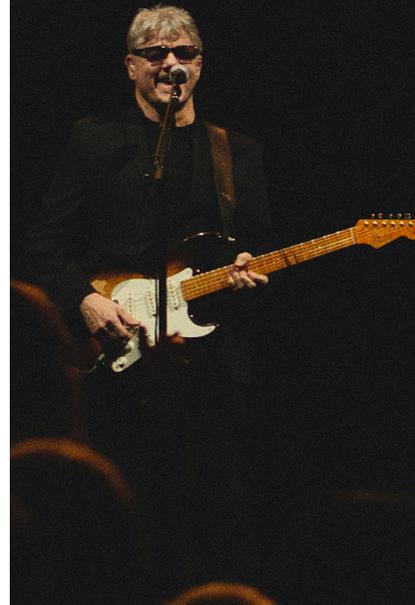


PIONEER SPONSORS



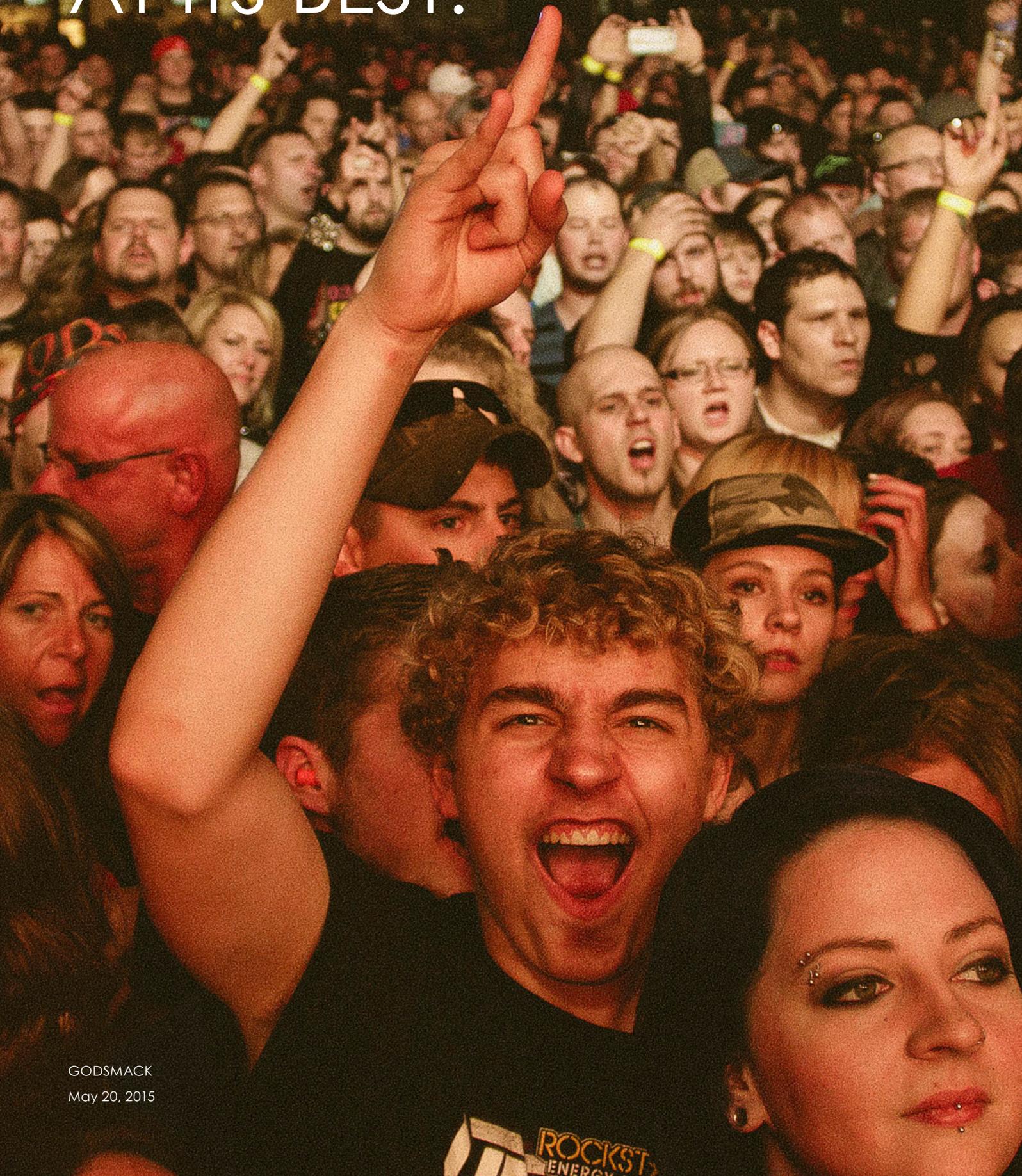
The operations manager, food service and security staff were all very friendly! Our production crew was very pleased and impressed with Jeremy's professionalism.

EMILY HOFFMAN,
CATHOLIC YOUTH RALLY



STEVE MILLER BAND
May 27, 2015

MIDWEST HOSPITALITY AT ITS BEST.



GODSMACK
May 20, 2015

ROCKST
ENERGY



824 32ND AVENUE
BROOKINGS, SD 57006

EAST RIVER POOL TOURNAMENT | DAKOTA TERRITORY GUN SHOW

BRAD PAISLEY | PARMALEE | THE SWON BROTHERS

TRI-COMPANY DART TOURNAMENT | MOMENTS TO CHERISH BRIDAL SHOW

MARTINA MCBRIDE | BROOKINGS CHAMBER ANNUAL MEETING

BROOKINGS REGIONAL BUILDERS ASSOCIATION HOME SHOW

ROCKY MOUNTAIN ELK BANQUET | CLASS 3B & 2A GIRLS BASKETBALL

RUMBLE IN THE JUNGLE CHEER & DANCE COMPETITION

DAKOTA GAME CON | **STATE AAU WRESTLING**

LITTLE INTERNATIONAL DANCE | YOUTH ACTIVITIES JAMBOREE

EASTER EGG HUNT | WILL LUNCHEON

SOUTH DAKOTA STATE UNIVERSITY JACKRABBIT STAMPEDE RODEO

RODNEY CARRINGTON | BROOKINGS LEADERCAST

AMERICAN INDIAN GRADUATION | **GODSMACK**

PAPA ROACH | IN THIS MOMENT | BHS GRADUATION

MEMORIAL DAY PROGRAM | **STEVE MILLER BAND**

MATTHEW CURRY | GOT MILK GALA | **DAIRY FEST**

GALA OF THE ROYAL HORSES | QUARTER HORSE SHOW

DAKOTA ROYAL CHARITY DRAFT HORSE SHOW

UNCLE SAM JAM | WING & BREW FEST

VENUE EXCELLENCE AWARD OPEN HOUSE CELEBRATION

BROOKINGS HIGH SCHOOL CHEER & DANCE COMPETITION

ZZ TOP | BLACKBERRY SMOKE | WILL LUNCHEON

STATE 9-BALL TOURNAMENT | MOMENTS TO CHERISH BRIDAL SHOW

BROOKINGS CHAMBER THINK LOCAL SHOWCASE

LITTLE BIG TOWN | DRAKE WHITE | MAREN MORRIS

SDSU ROBOTICS COMPETITION | VETERANS DAY PROGRAM

FIRST CHANCE BONANZA PRCA RODEO | **NEWSBOYS**

HAWK NELSON | RYAN STEVENSON | WILL LUNCHEON

HOLIDAY SHOPPING EXPO | **MIDWEST SUPERCROSS**

EAST RIVER POOL TOURNAMENT | **HOLIDAY JAM**

HOME FREE | SWIFTEL CENTER BASKETBALL CLASSIC