

ALERUS CENTER 2024 ANNUAL REPORT



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MISSION STATEMENT

To provide premier entertainment and events that stimulate economic impact and improve the quality of life for Grand Forks area citizens.



LETTER FROM THE GENERAL MANAGER

2024 was a record-breaking year at Alerus Center, marking one of the most successful years in our venue's history. In this calendar year, we exceeded expectations with an incredible lineup of events that drove major economic impact to the Greater Grand Forks region. A highlight of the year was hosting Zach Bryan for two unforgettable nights—our first-ever back-to-back major concert weekend. His shows shattered venue records, bringing in the highest gross ticket revenue and the most tickets sold for any event in Alerus Center history. Additionally, UND Football hosted an impressive seven home games, giving fans an unforgettable season and reinforcing our commitment to supporting the University and its athletic programs. Altogether, we hosted over 350 events in 2024, generating over \$32 million in economic impact for our community.



In addition to breaking records, we are proud to say that Alerus Center ended the year with a profit, further solidifying our role as an economic driver for the region. Our mission remains steadfast—to bring world-class entertainment and events that enhance the quality of life in Grand Forks while boosting local businesses, hotels, and restaurants. The success of this year would not have been possible without the dedication of our talented full-time and part-time staff, whose commitment and passion make every event a success. Their hard work, long hours, and relentless pursuit of excellence were on full display throughout the year, and we are incredibly grateful for their contributions. It was also remarkable to see former employees return to lend a hand, showcasing the deep loyalty and love for this venue that extends beyond our current team.

Lastly, a sincere thank you to the Grand Forks Events Center Commission and the City of Grand Forks for their unwavering support, leadership, and guidance. Together, we continue to push boundaries, create unforgettable experiences, and drive economic growth for our community. Thank you, Grand Forks, for making 2024 a historic and truly remarkable year at Alerus Center.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anna Rosburg'. The signature is fluid and cursive.

Anna Rosburg
General Manager
Oak View Group
Alerus Center

LETTER FROM THE COMMISSION CHAIR

It has been my honor to chair the Grand Forks Event Center Commission. I am forever grateful for Anna and her group for their continued dedication to the Alerus Center, making it a cornerstone of the northern Red River Valley.

With the continued support from the City of Grand Forks and the taxpayers, the Alerus Center is positioned for great things not only for the present but also as we move into the future.

In 2024, for the first time in Alerus Center history, the building hosted Zach Bryan for show on back-to-back nights. Every Saturday in September was spent hosting UND Football. The list goes on and on.

The Alerus Center has gone through quite the transformation. 2024 brought the end of the roofing project, and in 2025 the Conference Center will get a fresh look to accommodate the changing needs of the various conferences and weddings that the Alerus Center is honored to host.

A great foundation and continued support from valued stakeholders make the Alerus Center a very special place, and we cannot imagine Grand Forks, ND without it!

Jarrod Spoor

Chair

Alerus Center Commission



LETTER FROM VISIT GREATER GRAND FORKS

I am delighted to write about the outstanding partnership that Visit Greater Grand Forks shares with the Alerus Center, expertly managed by Oak View Group. It is a privilege to continue serving as an Alerus Center Commissioner during Anna Rosburg's impactful tenure.

Each year, the Alerus Center surpasses previous achievements, attracting top talent like the recent Zach Bryan concert. The two-show series generated an impressive economic impact of \$12.3 million and boasted an average occupancy rate of 89.5%. Tens of thousands of visitors experience the first-class service, immaculate facilities, and top-tier entertainment at the Alerus Center. Anna and her dedicated team tirelessly host events that not only deliver significant economic benefits but also enhance the appeal of Greater Grand Forks as a vibrant place to live and visit.

As we concluded 2024, the Alerus Center and Visit Greater Grand Forks joined forces once again to present the Big Ticket Giveaway, giving one lucky winner the opportunity to enjoy world-class entertainment throughout the year.

Many thanks to the Alerus Center and Oak View Group for our exceptional partnership.

Warm regards,

Julie Rygg

Executive Director

Visit Greater Grand Forks



OUR STAFF

ADMINISTRATION:

ANNA ROSBURG | General Manager

DEREK HOFFERT | Assistant General Manager/Director of Partnerships

ANJANETTE HEATH | Office Manager

MARKETING & SALES:

MATTHEW TERNUS | Director of Marketing

SHELBY LOOKER | Director of Conference Sale & Marketing

KAYLA BRASSY | Conference Sales & Marketing Manager

CARLI JORDAN | Partnerships Manager

FINANCE:

ANDREA WEGENER | Director of Finance

KAYLEE BUCKINGHAM | Accounting Manager

CASSIE LABINE | Staff Accountant

AVIS HOVLAND | Accounting Clerk

BOX OFFICE:

COLE JOHNSON | Box Office Manager

EVENT SERVICES:

BREANNE SYPHERD | Director of Events

ERIN SORVIG | Event Manager

MATTY VOTILLA | Event Manager

CARSON GROSSKREUTZ | Event Manager

JENNA STEIN | Event Coordinator / Intern

OPERATIONS

DOMINICK WASHINGTON | Director of Operations

ERIKA ANDERSON | Senior Operations Manager

KOLE FORD | Operations Manager

MICHAEL KRAKORA | Operations Manager

PAT ROBINSON | Maintenance Manager

CHASE MCDERMOTT | Systems & Projects Manager

FOOD & BEVERAGE

ALLEN HESS | Director of Food & Beverage

NADIA GROSSKREUTZ | Senior Food & Beverage Manager

LEAH BOGGIE | Executive Chef

MATTHEW HONER | Executive Sous Chef

JOLAIN ANDERSON | Concessions Manager

CARLA BECK | Banquets & Catering Supervisor

STAFF RECOGNITION

Jolain Anderson graduated from the Women’s Fund Leadership Academy.

Anna Rosburg was recognized as the Grand Forks Herald’s 2024 Person of the Year.

Anna Rosburg was named a 2024 VenuesNow All-Star.

Dominick Washington and Derek Hoffert received their Certified Venue Professional awards.

Dominick Washington, Derek Hoffert, and Shelby Looker graduated from IAVM’s Venue Management School

Matty Voytilla, Erin Sorvig, and Alayzia Parisien graduated from the Chamber Leadership Program.



BOARDS WE SERVE ON

- Young Professionals Advisory Board
- Grand Forks Event Center Commission
- Evolve Grand Forks
- UND Customer Experience Certificate Program Advisory Board
- Altru Gala Planning Committee
- VGGF Board of Directors
- Blue Zone
- Northern Valley Orchestra Board
- NLFSC + GGFSC

TRAININGS CONDUCTED

All full-time staff have received the following certifications:

- IAVM Trained Crowd Manager-Kulture
- KultureCity Sensory Inclusion

RECEIVED PROMOTIONS

- Kaylee Buckingham to Accounting Manager
- Erika Anderson to Senior Operations Manager
- Chase McDermott to Systems & Projects Manager
- Leah Boggie to Executive Chef
- Breanne Sypherd to Director of Events
- Hennessy Locsin to Senior Event Manager



FACILITY UPDATES



RIBBON CUTTING

The Happy Harry's Suite Level held its official ribbon cutting ceremony. The suite level remodel project officially completed thanks to the design and construction teams at EAPC and Diversified Contractors.



CENTRAL PLANT

Construction on the new central plant began, a significant step toward improving infrastructure and efficiency. Crews have started site preparation, with excavation and foundation work underway.

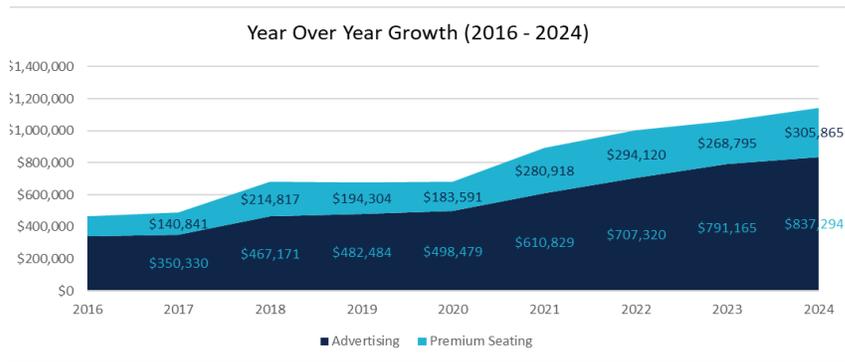


ADDED STORAGE

Underneath the west arena stands, beams were repositioned to create additional storage space. This space now houses green room items, UND supplies, and more.



PARTNERSHIPS



\$1,400,002

Gross revenue for 2024

13%

Increase over 2024



FIELD SUITES

In partnership with UND Athletics, Alerus Center launched on-field suites for the 2024 UND Football season. With a one-of-a-kind view that puts fans right in the action while also providing premium catering and first-class service, the on-field suites were a huge hit and will be back again in 2025!

HAWK'S PERCH

Field suite fans were treated to their very own "Lambo Leaps" throughout the season. This interactive, fan-focused experience provides a unique and fun way to watch UND Football.





ARENA OVERVIEW

25,000+
Max Capacity

32
Ticketed Events

162,747
Total Ticketed Attendance



RECORD-BREAKER BRYAN

In 2024, Alerus Center made history with a two-night performance by country music star Zach Bryan, setting new records for ticket sales and gross revenue. Night one drew over 25,000 fans, the largest single-night crowd in venue history, and the weekend marked Alerus Center's first-ever back-to-back headlining concert. The overwhelming support from fans reinforced the venue's reputation as the premier entertainment destination in the region.



34 HOME TOUCHDOWNS

With 7 home UND Football games, fans were no stranger to the sound of fireworks and the fight song. The team put together 34 different touchdown drives at home throughout the season, including a thrilling 27-24 win over #4 Montana. Alerus Center wishes outgoing UND Football Head Coach, Kyle "Bubba" Schweigert, the best in his future endeavors with the University. Thank you, Coach, for your collaboration and support throughout the years.

Other notable events in 2024 included TOBYMAC, Journey with Special Guest Toto, Happy Harry's Pork & Brew, Harlem Globetrotters, Chris Stapleton, Kane Brown, PBR, Hairball, and Mannheim Steamroller.



CONSUMER & TRADE SHOWS

16

Consumer Shows

28,344

Attendance

The addition of OVG Partnerships played a major role in making the 2024 International Crop Expo one of the most profitable in recent years!



EVENT SPOTLIGHT

Making its debut with a sold-out event in May 2024, Throne MMA proved to be a fan favorite. After a successful partnership with Alerus Center's Conference Center in October 2024, Throne MMA will return in May 2025!

This marks a major addition to our event lineup, bringing top-tier MMA action to the region!



18

Trade Shows & Conventions

15,147

Attendance

In 2024, the Alerus Center hosted eight state-level conventions, bringing thousands together for networking, innovation, and industry.



10





CONFERENCE CENTER OVERVIEW

141 MEETINGS

8,211

Total attendance

69 BANQUETS

16,987

Total attendance



Alerus Center sent out holiday gifts to thank and attract conference center business for 2025.

In 2024, the Alerus Center had 590 total event days with 66 dark days.

GRAND FORKS' LARGEST WEDDING VENUE



20

Receptions

5

Marriages

4,908

Attendance

Alerus Center continues to be a leader in the market as a wedding ceremony, reception, and rehearsal dinner venue. Our sales and events teams guide each couple through our diverse offerings and our

In April 2024, Alerus Center proudly secured the naming rights to the DDA Wedding Show, reinforcing our commitment to hosting premier events in the region. This partnership enhances the show's impact, providing couples and local vendors with an elevated event experience.



8 YEARS OF SPECTRA/OVG

Spectra took over operations of Alerus Center in the summer of 2017. In the winter of 2022, Spectra merged with Oak View Group to become OVG. Summer of 2024 marked the 8-year anniversary of the current management group operating the venue. In 2024, OVG racked up several notable accomplishments:

ANNUAL ATTENDANCE RECORD (162,747)

MOST TICKETED EVENTS IN A CALENDAR YEAR (32)

MOST TICKETS SOLD FOR A SINGLE EVENT - ZACH BRYAN NIGHT ONE (25,000+)

2024 - FIRST TIME IN VENUE HISTORY TO HOST BACK-TO-BACK MAJOR CONCERTS

MERCHANDISE REVENUE RECORD - ZACH BRYAN (\$700,000+)

FOOD & BEVERAGE REVENUE RECORD - ZACH BRYAN (\$464,183.89)

LARGEST GROSS REVENUE FOR PARTNERSHIPS (\$1,400,002)

CONSUMER & TRADE SHOW ATTENDANCE RECORD IN A GIVEN YEAR (43,491)





A HUB FOR COMMUNITY

Alerus Center serves as a corporate, culture, entertainment, and education hub for the Grand Forks community.

Alerus Center hosts:

- Public Arts Commission Gallery
- Grand Forks Police Training
- National Guard send-off ceremonies
- Holiday parties and family events
- STEM Events
- UND Fan Luncheons & much more!



MORE THAN ENTERTAINMENT

Attending an event at Alerus Center is more than just entertainment—it's an opportunity to experience new ideas, cultures, and perspectives. Events like Feast of Nations bring the world to the Greater Grand Forks region, featuring global cuisine, music, and dance that celebrate the rich diversity of our community.

FUN FOR ALL AGES

Alerus Center has something for everyone, no matter the stage of life. From children marveling at monster trucks to young professionals at leadership conferences, farmers attending the International Crop Expo, and seniors enjoying the Grand Forks Senior Center's holiday lunch, our calendar is filled with events for all interests and ages.





GIVING BACK

Each year, Alerus Center hosts and participates in several charitable events. In 2024, Alerus Center competed in the Grand Forks Chamber of Commerce Golf Tournament and the Grand Forks Children's Museum Star Seekers Dinner.

Moreover, Alerus Center continued to host the drive-in holiday movie, meals for the Grand Forks Senior Center, day care tours, Family Voices of ND Trunk or Treat, and other similar events.



RESPONSE READY

With thousands of guests passing through its doors at every event, Alerus Center prioritizes safety above all else. The venue regularly partners with local law enforcement, firefighters, and medical teams for training exercises. This included K-9 unit field tests, ALERRT training and more, ensuring a safe and secure environment for all. This includes serving as an American Red Cross shelter for community members displaced by a February apartment fire.

ECONOMIC IMPACT

With the help of Visit Greater Grand Forks, Alerus Center tracked 50 events (UND Football not included in this number) and how they impacted the Greater Grand Forks community in 2024. The top 30 are listed below.

DIRECT SPEND
\$21,873,948

DAY ATTENDEES
72,377

OVERNIGHT ATTENDEES
54,407

EVENT NAME	DIRECT SPEND	DAY ATTENDEES	OVERNIGHT ATTENDEES
Zach Bryan Concert (2 Shows)	\$8,242,058	10,948	25,015
2024 Jr. Grand Am Basketball Tournament	\$2,794,738	800	7,200
Great Northern Regional FIRST Robotics	\$1,182,820	1,969	656
Kane Brown Concert	\$1,076,540	6,223	4,149
Chris Stapleton Concert	\$837,345	6,291	2,696
Journey & Toto Concert	\$659,982	4,994	2,140
International Sugar Beet Institute Show	\$638,458	863	800
International Crop Expo 2024	\$626,330	2,931	500
PBR Grand Forks Chute Out 2024	\$588,400	2,680	1,786
2024 UND Spring Commencement	\$560,148	5,250	2,250
VEX Robotics Signature	\$429,510	875	875
2024 Toughest Monster Truck Tour Finals	\$376,229	2,777	694
Jurassic Quest 2024	\$359,065	3,602	636
UAS Summit & Expo 2024	\$351,077	350	400
Toby Mac Concert	\$249,365	2,019	405
2024 ND League of Cities Convention	\$227,932	20	286
GGF Youth Football Weekend 2024	\$210,117	2,500	5
ND Water Pollution Control Conference	\$202,699	55	275
NDMCA Annual Leadership Conference	\$191,884	75	200
ND SHRM State Conference	\$190,983	52	300
2024 Paririe Grains Convention	\$158,594	69	300
2024 Fly-ND Conference	\$153,441	50	200
Dakota Conference Rural/Public Health	\$150,966	100	293
The Grand Outdoors Show	\$149,567	2,037	107
2024 Northern Valley Career Expo	\$118,765	2,100	5
Feast of Nations 2024	\$83,110	309	132
ND Champions Ball 2024	\$82,977	52	158
RRVM Spirit of America Bike & Car Show	\$79,160	982	52
Harlem Globetrotters 2024	\$75,609	669	287
Budget RV/Leisureland RV Camper Show	\$66,968	934	49

TOTAL ECONOMIC IMPACT
Over \$32,305,942.00

FINANCIALS

	2024 ALERUS CENTER FINANCES		
	ACTUAL	BUDGETED	VARIANCE
NUMBER OF EVENTS	357	391	(34)
ATTENDANCE	283,539	235,816	47,723
DIRECT EVENT INCOME	\$266,470	\$614,979	(\$348,509)
FACILITY FEE	\$307,416	\$263,500	\$43,916
SUITE REVENUE	\$106,322	\$110,583	(\$4,261)
NET TICKETING REVENUE	\$298,041	\$215,714	\$82,327
NET ANCILLARY INCOME	\$3,140,682	\$2,140,905	\$999,777
TOTAL EVENT INCOME	\$4,118,931	\$3,345,681	\$773,250
OTHER INCOME	\$1,089,141	\$811,093	\$278,048
ATM	\$15,725	\$20,000	(\$4,275)
UND RENT	0	0	0
HOSPITALITY TAX	\$827,057	\$636,648	\$90,409
BMX	\$7,860	0	\$7,860
TOTAL INDIRECT EXPENSES	\$5,314,232	\$4,771,446	(\$542,787)
NET OPERATING INCOME	\$744,481	\$41,977	\$702,505

Alerus Center is thankful for a record-breaking year which saw favorable numbers in attendance, ticketing revenue, and ancillary income.



FUTURE OUTLOOK

As we reflect on another successful year and look ahead to an exciting future, Oak View Group remains committed to ensuring Alerus Center continues to serve its mission. In 2025, we are thrilled to welcome back several fan-favorite events, including the Professional Bull Riders Pendleton Whisky Tour, the Toughest Monster Truck Tour, and Throne MMA. These events, along with an incredible lineup of concerts, conventions, and community gatherings, will make for another dynamic year at Alerus Center.

Additionally, we are excited to announce that our conference center will undergo a transformative remodel beginning in May 2025. This renovation will modernize the space, enhancing its versatility and appeal for conventions, weddings, corporate events, and more. These updates will allow Alerus Center continues to be a premier destination for both entertainment and business in the region.

Oak View Group looks forward to another year of driving economic impact and enriching the Grand Forks community by hosting world-class events and unforgettable experiences.

Anna Rosburg
General Manager
Oak View Group
Alerus Center