

ALERUS CENTER

2025 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

2025 was a transformative year for Alerus Center. One defined not only by incredible events, but by meaningful investment in our future. This year marked the completion of a multi-million dollar conference center remodel, a project that significantly enhanced our ability to attract conventions, meetings, and events of all sizes. These improvements position Alerus Center as a more competitive, modern, and flexible venue, strengthening our role as a regional hub for business, tourism, and community gatherings.

Alongside these upgrades, 2025 delivered an exceptional year of live entertainment and events. Fans packed the building for unforgettable performances from artists like Cole Swindell, Gabriel Iglesias, Halestorm, and many more, showcasing the wide variety of world-class entertainment that continues to define Alerus Center. From concerts and comedy to sporting events, trade shows, and community gatherings, our calendar reflected the diverse interests of our region. In total, we hosted 319 events in 2025, generating more than \$18 million in economic impact for the Greater Grand Forks area.



These successes would not be possible without the dedication of our outstanding full-time and part-time staff. Their professionalism, adaptability, and commitment, especially during a year that combined major construction with a full event schedule, were nothing short of extraordinary. Our team's ability to deliver exceptional guest experiences while navigating change is a testament to their passion for this venue.

Finally, I would like to extend my sincere appreciation to the Grand Forks Events Center Commission and the City of Grand Forks for their continued support, vision, and partnership. Together, we are not only hosting events, we are investing in the future of our community. Thank you to our guests, promoters, partners, and staff for making 2025 a year of growth, progress, and unforgettable moments at Alerus Center.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anna Rosburg'.

Anna Rosburg
General Manager
Oak View Group
Alerus Center

LETTER FROM THE COMMISSION CHAIR

It has been my honor to serve as Chair of the Alerus Center Commission, and I am deeply grateful for Anna Rosburg and her team for their continued dedication to making Alerus Center a cornerstone of the northern Red River Valley.

With ongoing support from the City of Grand Forks and its taxpayers, Alerus Center continues to be an economic driver for our region through the numerous concerts, conventions, weddings, and other events it hosts. 2025 marked a transformative year, physically, for the Alerus Center Conference Center. The completion of the multi-million dollar conference center renovation represents a major investment in the venue's long-term vitality. These enhancements expand the Center's ability to host high-quality conventions, meetings, and community events, all while Alerus Center continues to thrive as a premier entertainment destination.

Built on a strong foundation and supported by valued stakeholders, Alerus Center remains a vital asset to our community. We cannot imagine Grand Forks without it, and we look forward to the continued impact it will have for years to come.

Cheers to 2025 and beyond,

Jarrod Spoor
Chair
Alerus Center Commission



LETTER FROM VISIT GREATER GRAND FORKS

I am pleased to highlight the continued strong partnership between Visit Greater Grand Forks and the Alerus Center, proudly managed by Oak View Group. Alerus Center continues to raise the bar by attracting top-tier talent and delivering memorable experiences for guests and visitors alike. In 2025, events such as Cole Swindell and Gabriel Iglesias drew audiences from across the region, contributing to an estimated \$18 million in economic impact.

Tens of thousands of visitors experienced first-class service, outstanding facilities, and a diverse lineup of entertainment that continues to elevate Greater Grand Forks as a destination to visit, meet, and celebrate. Beyond individual events, the Alerus Center plays a vital role in driving tourism and supporting local businesses, hotels, and restaurants throughout the community.

Visit Greater Grand Forks and the Alerus Center once again partnered on the Big Ticket Giveaway, providing one lucky winner the opportunity to enjoy world-class entertainment throughout the year while further showcasing the incredible offerings available in our community.

Thank you to the Alerus Center and Oak View Group for being valued partners in our shared mission to strengthen tourism and enhance the quality of life in Greater Grand Forks.
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 Sales & 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

BOX OFFICE:

COLE JOHNSON | Box Office Manager

EVENT SERVICES:

BREANNE SYPHERD | Director of Events

MATTY VOTILLA | Event Manager

CARSON GROSSKREUTZ | Event Manager

ERIN SORVIG | Event Manager

EMILY KINZLER | Event Coordinator / Intern

JARYN SUNDBY | Event Coordinator / Intern

OPERATIONS

DOMINICK WASHINGTON | Director of Operations

ERIKA ANDERSON | Senior Operations Manager

CHASE MCDERMOTT | Systems & Projects Manager

KOLE FORD | Operations Manager

MICHAEL KRAKORA | Operations Manager

ROY WILLIAMS | Operations Manager

PAT ROBINSON | Maintenance Manager

ALICIA DUBOIS | Housekeeping Manager

FOOD & BEVERAGE

ALLEN HESS | Director of Food & Beverage

NADIA GROSSKREUTZ | Senior Food & Beverage Manager

JOLAIN ANDERSON | Concessions Manager

MATTHEW HONER | Executive Sous Chef

CARLA BECK | Banquets & Catering Supervisor

ALLEN BENWARE | Sous Chef

STAFF RECOGNITION

Breanne Sypherd graduated from IAVM's Venue Management School.

Anna Rosburg was featured in Venue Professionals sharing her experience and advice on the industry.

Chase McDermott received his Certified Venue Professional designation.

Carli Jordan, Kayla Brassy, and Jolain Anderson graduated from the Chamber Leadership Program.

Matthew Ternus was recognized as a Conductor of the Month (April 2025) within OVG Region 2.

Jolain Anderson was a finalist for the Chamber's Mike Maidenbergl Emerging Leader Award.



BOARDS WE SERVE ON

Chamber of Commerce Executive Board
Young Professionals Advisory Board
Visit Greater Grand Forks Board
Evolve Grand Forks Board
Greater Grand Forks Soccer Club
Northern Lights Figure Skating Club

TRAININGS CONDUCTED

All full-time staff have received the following certifications:

IAVM Trained Crowd Manager
KultureCity Sensory Inclusion
Active Threat Training
Severe Weather & Evacuation Training

RECEIVED PROMOTIONS

Anjanette Heath to Office Manager
Matthew Ternus to Director of Marketing
Alerus Center & Ralph TRF



WHAT'S NEW?



RIBBON CUTTING

On September 4, Alerus Center officially celebrated the grand opening of its newly renovated conference center. The completion of the renovation represents an investment in the future of Alerus Center and Grand Forks.



GRAB & GO

Beginning with UND Football's season, the Grab & Go concession stand opened outside of section 209. This space allows patrons to get a variety of concession items, including Little Bangkok.

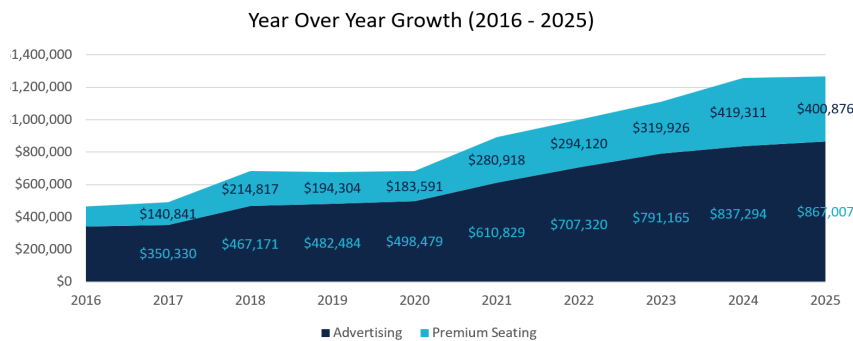


VETS IN PREMIUM

Thanks to a generous partnership with MAK Construction, Alerus Center launched the Veterans in Premium program, where one field suite at each home game was dedicated to veterans and active military personnel.



PARTNERSHIPS



\$1,244,491
Gross revenue for 2025

Achieved all-time highs in advertising revenue, suite leases, and club seat leases.



SCHEELS ENTRANCE

In partnership with Scheels, Entrance 2 has been officially renamed the Scheels Entrance. This rebrand provides guests with a clear, easily identifiable entry point for a wide range of events from UND Football games to arena conventions and more.

CHICK-FIL-A

Chick-fil-A brought their iconic Chicken Sandwich and Spicy Chicken Sandwich to Alerus Center events this year beginning with UND Football's home opener.





ARENA OVERVIEW

13,000+
Largest Event

24
Ticketed Events

66,345
Tickets Distributed



LAUGHTER FILLS THE HALLS

In October of 2025, standup comic Gabriel Iglesias brought his 1975 Tour to the Alerus Center. Iglesias' performance was the first standup act to be featured in the arena since Bert Kreischer's Tops Off World Tour stop in February of 2023. Grand Forks and the region showed out for Gabriel making his October show one of the best selling arena events (excluding football) in the calendar year.



ALERUS CENTER MAGIC

First-year Head Coach Eric Schmidt led the UND Football team to an 8-6 record highlighted by a first-round victory in the FCS playoffs. At home, the Fighting Hawks averaged more than 38 points per game powered by quarterback Jerry Kaminski. The 2026 schedule features highly anticipated matchups, along with the return of UND's starting quarterback, offensive line, and new Offensive Coordinator Danny Freund.

Other notable events in 2025 included Styx with Loverboy, Cole Swindell, MercyMe, Halestorm & Lindsey Stirling, Happy Harry's Pork & Brew, Harlem Globetrotters, PBR, and Hairball.



CONSUMER & TRADE SHOWS

18

Consumer Shows

18 consumer shows generated over \$180,000 in revenue and welcomed more than 28,000 attendees in 2025, with the Pride of Dakota Holiday Showcase alone drawing an impressive 9,000+ guests making it the largest consumer show of the year.

27,253

Attendance



EVENT SPOTLIGHT

River Cinema Grand Forks Comic Con returned to Alerus Center this time on the arena floor. The event, which brings in cosplayers and comic book fans from around the region, saw nearly a 15% increase in ticket sales from 2024.

The two-day event features a variety of panels, numerous vendors, and draws names like J. Paul Zimmerman, who starred in Disney's Halloweentown.



14

Trade Shows & Conventions

In 2025, the Alerus Center fueled regional economic impact by hosting major conventions, expos, and workforce events that brought thousands to Grand Forks, even during our major renovations.

12,585

Attendance



10





CONFERENCE CENTER OVERVIEW

118 MEETINGS

7,512

Total attendance

55 BANQUETS

12,954

Total attendance



In 2025, the Alerus Center had 511 total event days with 117 dark days.

GRAND FORKS' LARGEST WEDDING VENUE

18

Receptions

4

Marriages

4,083

Attendance

In 2025, Alerus Center hosted 18 happy couples, welcoming 4,083 guests. Average attendance was 225 guests per reception, the largest reception welcoming 400 guests. These numbers reinforce Alerus Center's strong market position as a premier regional venue for large scale celebrations.

(left) In October 2025, Alerus Center was once again the title sponsor of the DDA Wedding Show, reaffirming our commitment to supporting and elevating Grand Forks' premier bridal events.





8 YEARS OF OAK VIEW GROUP

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 2025 marked the 8-year anniversary of the current management group operating the venue. In that time, Spectra/OVG has racked up several notable accomplishments:

TICKETED EVENTS

#1 32 (2024)
#2 24 (2025)
#3 23 (2022)

TOTAL ATTENDANCE

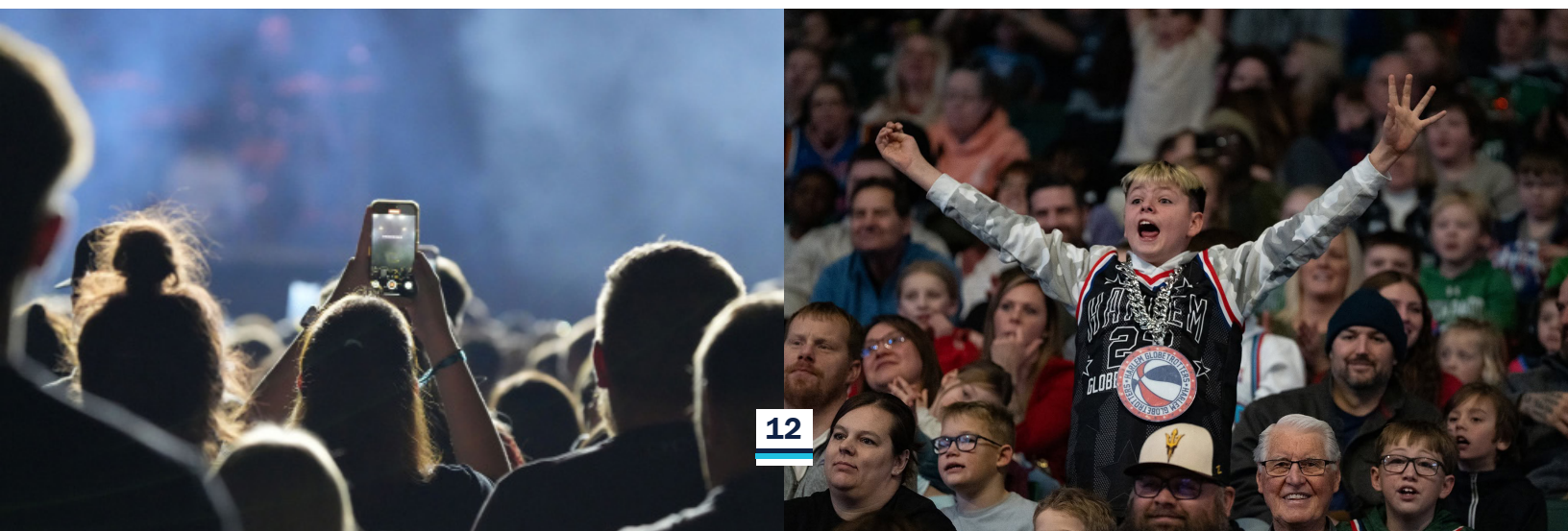
#1 Zach Bryan
#2 Luke Combs
#3 Morgan Wallen

TICKETS SOLD

#1 117,837 (2024)
#2 100,052 (2022)
#3 65,403 (2018)

GOING “CASHLESS”

Alerus Center made the transition to being a “cashless” facility beginning with the home opener for UND Football. Cash was still accepted at various points of sale throughout the fall, and continues to be accepted at the Box Office. Total cash usage quickly dropped, with many events seeing only 1% of Food & Beverage sales made with cash. Recurring events tracked saw an increase in per caps, such as a 27% increase from 2023 UND vs NDSU to 2025.





WITH YOU IN MIND

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

Alerus Center hosts:

- Local law enforcement training
- UND Commencement
- Honor Flight send off
- Holiday parties and family events
- UND Fan Luncheons & much more!



FREE AND OPEN TO THE PUBLIC

2025 offered numerous opportunities for the community to enjoy live entertainment at no cost. From the Budweiser Clydesdales and Smoke n' Shine in the Alerus Center parking lot to trading card shows and our annual drive-in movie hosted on the arena floor, these experiences reinforced Alerus Center's commitment to accessibility, community engagement, and welcoming guests of all ages.

IN THE EVENT OF...

Alerus Center worked alongside local law enforcement and first responders to conduct active threat scenarios designed to enhance preparedness and coordination. The training provided officers, firefighters, and medics with hands-on experience navigating the facility and responding to potential emergency situations.





GIVING BACK

Each year, Alerus Center hosts and participates in several charitable events. In 2025, Alerus Center competed in the Grand Forks Chamber of Commerce Golf Tournament and volunteered to serve at the Grand Forks Children's Museum Star Seekers Dinner.

Moreover, Alerus Center continued to host & participate in the drive-in holiday movie, meals for the Grand Forks Senior Center, the Potato Bowl's French Fry Feed, and more.



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, including K-9 unit field tests, ALERRT training and more, ensuring a safe and secure environment for all. Alerus Center additionally hosts annual evacuation training for all full and part-time employees alongside local law enforcement agencies.

ECONOMIC IMPACT

With the help of Visit Greater Grand Forks, Alerus Center tracked 40 events and how they impacted the Greater Grand Forks community in 2025. The top 30 are listed below.

DIRECT SPEND
\$16,250,000+

DAY ATTENDEES
86,875

OVERNIGHT ATTENDEES
38,165

EVENT NAME	DIRECT SPEND	DAY ATTENDEES	OVERNIGHT ATTENDEES
Jr. Grand Am	\$3,084,949	2,667	8,001
PBR	\$2,114,060	5,945	4,945
UND Commencement	\$1,407,720	3,400	5,100
UND vs NDSU	\$1,193,631	6,628	4,419
International Crop Expo	\$1,157,675	2,500	1,000
First Robotics	\$919,765	2,000	2,000
Halestorm & Lindsey Stirling	\$648,503	1,715	1,715
Cole Swindell	\$606,636	1,661	1,661
Styx and Loverboy	\$577,051	1,064	1,596
Gabriel Iglesias	\$446,605	2,229	1,486
UND vs Youngstown	\$419,012	9,631	507
MercyMe	\$407,608	1,331	1,331
UND vs Valpariso	\$387,818	9,072	478
UND vs Portland	\$382,582	9,120	480
UND vs SDSU	\$382,083	9,051	476
UND vs Indiana	\$348,302	8,216	432
Toughest Monster Truck Tour	\$348,072	3,159	1,053
Grand Outdoors Show	\$231,280	2,736	304
Red River Basin Land & Water Summit	\$185,568	250	75
Hairball	\$134,127	637	637
RRV Motorcycle Show	\$126,188	1,000	250
Tristate Aerial Applicators	\$118,434	250	25
Harlem Globetrotters	\$97,956	816	350
NDSLPC Convention	\$85,807	125	25
Happy Harry's Pork & Brew	\$83,793	756	324
Midwest Premier Football	\$83,408	350	350
River Cinema Comic Con	\$71,654	843	94
Feast of Nations	\$66,356	1,052	52
Farm Toy Show	\$59,775	1,000	30
Dakota Gun Show	\$53,863	950	50

TOTAL ECONOMIC IMPACT
Over \$18,000,000+

AUDITED FINANCIALS

2025 ALERUS CENTER FINANCES		ACTUAL	BUDGETED	VARIANCE
NUMBER OF EVENTS		319	320	(1)
PAID ATTENDANCE		102,923	89,549	13,374
TOTAL EVENT REVENUE		6,950,898	10,371,346	(3,420,448)
TOTAL EVENT COSTS		4,400,860	6,585,916	(2,185,056)
EVENT GROSS PROFIT		2,439,658	3,785,430	(1,345,772)
TOTAL CONTRACTED REVENUE		1,236,992	285,000	951,992
TOTAL CONTRACTED REVENUE EXPENSES		334,168	351,735	(17,567)
CONTRACTED REVENUE GROSS PROFIT		902,824	(66,735)	969,559
TOTAL OTHER REVENUE		999,332	821,702	177,630
TOTAL GROSS PROFIT		4,341,814	4,540,397	(198,583)
INDIRECT EXPENSES		5,230,036	5,041,718	(188,318)
TOTAL NET INCOME		(888,222)	(501,321)	(386,901)

Alerus Center experienced a variety of maintenance and repair projects throughout the calendar year including a \$6 million renovation of the conference center in just three months, leading to a larger negative variance on total net income.



FUTURE OUTLOOK

As we look ahead to 2026, the facility's 25th year of operations, Oak View Group remains focused on building momentum and ensuring Alerus Center continues to thrive as a premier destination for entertainment, sports, and community gatherings. The coming year promises another exciting calendar, featuring a mix of iconic performers, returning fan favorites, and signature events that our guests know and love.

We are thrilled to welcome artists such as the Goo Goo Dolls and Weird Al Yankovic to Alerus Center in 2026, alongside the return of crowd-favorite events like the Professional Bull Riders Velocity Tour and the Toughest Monster Truck Tour. These events, paired with a diverse lineup of concerts, sporting events, conventions, and community celebrations, will continue to draw visitors from across the region and beyond.

With the completion of the conference center remodel, Alerus Center enters 2026 stronger and more versatile than ever. The upgraded space enhances our ability to host high-quality conventions, meetings, weddings, and corporate events, further expanding our impact and strengthening Grand Forks as a destination for both business and entertainment.

Oak View Group looks forward to another year of delivering exceptional experiences, driving economic impact, and serving the Grand Forks community. Together with our partners, staff, and supporters, we are excited for what lies ahead and proud to continue shaping the future of Alerus Center.

Anna Rosburg
General Manager
Oak View Group
Alerus Center