

ALERUS CENTER 2022 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

2022 was a record-breaking year for Alerus Center. The bar was set high in 2021, and we picked up right where we left off in 2022. Morgan Wallen got the year off to an incredible start, and it continued through the remainder of the year hosting more large concerts and selling more tickets than any year in Alerus Center history. We are fortunate to have been able to host 376 events this year and drive over 22 million dollars in economic impact to the greater Grand Forks region.



It seems forever ago that we were budgeting for a 3-year recovery considering how quickly we rebounded in 2021, and that success continued in 2022 where we showed a profit of over \$400k. Alerus Center was able to effectively serve the mission of driving significant economic impact and quality of life through events and entertainment and was able to continue to fill hotels and restaurants. As always, our success would not be possible without such a talented Alerus Center staff, and I would like to personally thank them for all of their continued hard work and dedication. We often say that our business is the ultimate team sport. We are so fortunate to have had another incredible year at Alerus Center and we are so thankful for our full and part time staff who continue to go above and beyond for our clients and guests and never shy away from long hours and the challenge to make it all happen. Additionally, many of our former employees who have moved on in their careers and across the county came back to help us make this magic happen. It was nothing short of astounding to watch the loyalty, hard-work, and love for this building come together.

Lastly, a huge thank you to the Grand Forks Events Center Commission and the City of Grand Forks for their constant support, leadership, and guidance! Together, we have shown that we can overcome, we are resilient, and we will continue to rise again. Thank you Grand Forks for a memorable year at Alerus Center.

Sincerely,

Anna Rosburg
General Manager
Oak View Group
Alerus Center

OUR STAFF

ADMINISTRATION:

ANNA ROSBURG | General Manager

DEREK HOFFERT | Assistant General Manager/Director of Partnerships

ANJANETTE HEATH | Office Coordinator/Staff Accountant

CHASE MCDERMOTT | Special Projects Coordinator

MARKETING:

TORYN JONES | Director of Marketing

SALES:

SHELBY LOOKER | Director of Conference Sale & Marketing

ABIGAIL MCGLYNN | Conference Sales & Marketing Manager

FINANCE:

ANDREA WEGENER | Director of Finance

CASSIE LABINE | Staff Accountant

BOX OFFICE:

COLE JOHNSON | Box Office Manager

EVENT SERVICES:

MEGAN LENERTZ | Director of Events

BREANNE SYPHERD | Senior Event Manager

HENNESSY LOCSIN | Event Manager

CAITLYN ABBOTT | Event Coordinator

JAYDA BENNETT | Event Coordinator

OPERATIONS

DOMINICK WASHINGTON | Director of Operations

COREY STONE | Assistant Director of Operations

ERIKA ANDERSON | Operations Manager

KOLE FORD | Operations Manager

KYLE STONE | Operations Supervisor

PAT ROBINSON | Maintenance Manager

FOOD & BEVERAGE

ALLEN HESS | Director of Food & Beverage

JOLAIN ANDERSON | Concessions Manager

NADIA GROSSKREUTZ | Banquet & Catering Manager

TAMMY YORBA | Assistant Banquets & Catering Manager

LORETTA GUNSALLUS | Executive Chef

SHANE HALVORSON | Sous Chef

WYATT GUNSALLUS | Assistant Sous Chef

STAFF RECOGNITION

Anna Rosburg received her Certified Venue Executive certification from IAVM. She is one of only 6 CVPs to earn her CVE.

Jonathan Greene, Polina Solinevich, & Megan Lenertz received their Certified Venue Professional certifications from IAVM.

Megan Lenertz became a Certified Wedding Venue Professional and Shelby Looker became a Certified Wedding planner.

Breanne Sypherd & Shelby Looker graduated from the Chamber Leadership Program.

Polina Selinevich was named as an IAVM 30 Under 30.



BOARDS WE SERVE ON

Chamber of Commerce Executive Board
Young Professionals Advisory Board
Grand Forks Event Center Commission
Visit Greater Grand Forks Board

Several other boards that Alerus Center staff previously served on were disbanded in 2022.

CERTIFICATIONS WE'VE EARNED

All full-time staff have received the following certifications:

- IAVM Trained Crowd Manager
- Kulture City Sensory Inclusion
- American Red Cross Adult/Pediatric CPR, First Aid, AED

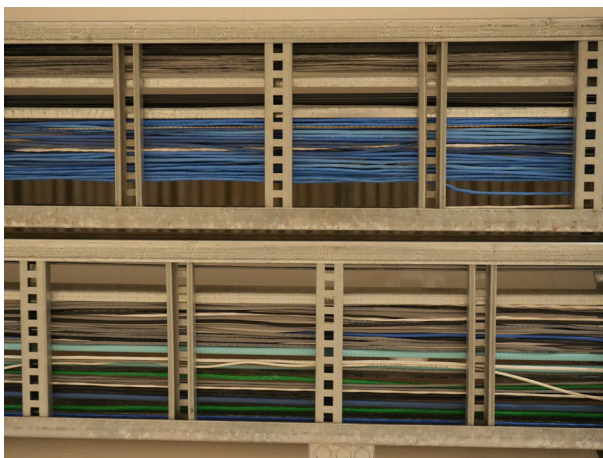
RECEIVED PROMOTIONS

Allen Hess - to Director
Corey Stone - to Senior Manager
Erika Anderson - to Manager
Loretta Gunsallus - to Executive Chef

Several employees have been promoted in the past few months. Promotions received after Dec. 31, 2022 will appear in the 2023 annual report.



FACILITY UPDATES



NETWORK

The Alerus Center underwent a massive internet network update which upgraded & rewired all the cables, ensured that all 186 ports in the venue can be active simultaneously, and improved network stability.



OPENGATE

OVG 360 upgraded the Alerus Center security magnetometers to the CEIA Opengate system which drastically improves traffic flow into the venue for busy events.

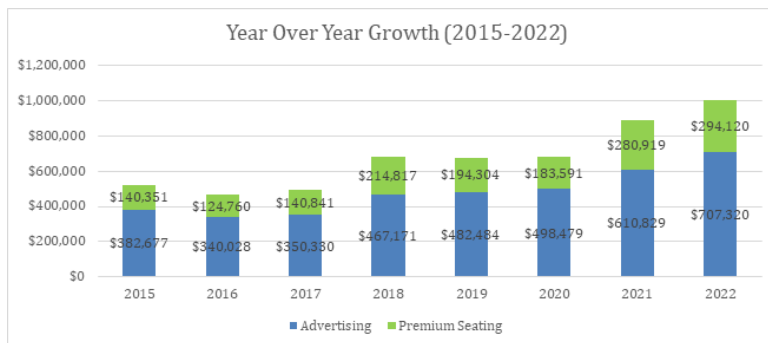


QUALITY OF LIFE

OVG 360 purchased several quality of life upgrades that improve guest, client, & staff experience including a Toolcat 5600, electronic beer coolers, a new mobile Hawk Shop, 'Big Ass Fans', & electronic down markers.



PARTNERSHIPS



\$1,147,659

Gross revenue for 2022

24%

Increase over 2021

All suites and club seats sold on annual contracts



SHOOTING STAR DECK

In October, Alerus Center and Shooting Star Casino partnered to create the new Shooting Star Bridge Deck, which marked the final bridge deck being sponsored.

HIGH NOON BAR & COLUMNS

In July, Alerus Center and Johnson Brothers branded the High Noon Bar located on the southwest corner of the arena, making it the 3rd of the 4 concourse bars to be sponsored.





ARENA OVERVIEW

22,000+

Max Capacity

23

Ticketed Events

129,437

Total Attendance

ALERUS CENTER RECORDS

2022 was a record year for the Alerus Center, which hosted 23 ticketed events including 13 concerts, breaking the previous records of 21 & 11. In 2022, Alerus Center sold over 100,000 tickets (not including UND Football) which shattered the previous record of 65,000 set in 2018. Alerus Center also hosted 3+ concerts with attendance over 11,000. The previous “3+ attendance record” was 8,500 set in 2018



RECORD SETTING CONCERTS

In addition to the venue breaking its own records, Alerus Center also hosted 2 record-setting concerts in 2022. The Morgan Wallen concert held in March, 2022 set venue records for gross ticket sales, gross F&B sales, F&B per caps, and was 3rd in attendance. About 2-months after the Morgan Wallen concert, Hank Williams Jr. took the Alerus Center stage and Hank’s crowd shattered Morgan’s F&B per cap record.



Another milestone in Alerus Center history, 2022 brought the venue’s first 3 concert week. In late-September, Alerus Center hosted B.o.B., In This Moment, and Thomas Rhett concerts in a single week (Sunday - Thursday) immediately followed by UND Football Homecoming.



CONSUMER & TRADE SHOWS

18

Consumer shows

26,902

Attendance

In 2022, Alerus Center had 5 more consumer shows than in 2021 with over 8,000 more attendees



WELCOMING THE NEW & OLD

Alerus Center was excited in 2022 to welcome back Crop Expo and a handful of other events that were missed in 2021 due to COVID. In addition to welcoming back these local favorites, Alerus Center was able to add whole new shows to our consumer and trade show line-up such as the Grand Forks Rec & Leisure Show & the Grand Forks Farm Toy Show.



5

Trade shows

4,845

Attendance

Alerus Center had 3 fewer trade shows than in 2021, but had over 3,000 more guests attend the 2022 trade shows.





CONFERENCE CENTER OVERVIEW

138 MEETINGS

7,763
Total attendance

65 BANQUETS

13,343
Total attendance



ALERUS CENTER
ONLY January Deal

Say "I do" to booking your wedding at Alerus Center

Receive 20% OFF on your wedding package

Offer Valid January 01, 2022 to January 31, 2022

Photo Credit: Gabriel & Carlos

Alerus Center had wedding and summer sales campaigns to attract conference center business.

In 2022, the Alerus Center had 596 total event days with 54 dark days.



GRAND FORKS' BEST WEDDING VENUE

36

Receptions

10

Marriages

7,370

Attendance

Alerus Center continues to be a leader in the market as a wedding ceremony, reception, and rehearsal dinner venue. Our sales team guides each couple through our diverse offerings and our world-class kitchen caters pre-set and custom menus.

(left) Longtime Alerus Center security Bob & Veriena pose with a bride & groom. The groom recognized the couple from a friend's wedding the previous year and was delighted to have them on staff for his own wedding.



5-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 360. Summer of 2022 marked the 5-year anniversary of the current management group operating the venue.

In that time Spectra/OVG 360 has racked up several notable accomplishments:

ATTENDANCE

#1 Luke Combs
#3 Morgan Wallen

TICKETED EVENTS

#1 23 (2022)
#2 16 (2019)
#3 13 (2018)

TICKETS SOLD

#1 100,052 (2022)
#2 65,403 (2018)

TOP 3 VENUE RECORDS IN F&B TOTAL REVENUE & F&B PER CAP

TOP 2 VENUE RECORDS IN TOTAL MERCH & MERCH PER CAP

2018 - FIRST TIME IN VENUE HISTORY TO HOST 3 MAJOR CONCERTS (9,000+) IN A SINGLE YEAR

2022 - FIRST TIME IN VENUE HISTORY TO HOST 3 MAJOR CONCERTS (11,000+) IN A SINGLE YEAR

OVER \$50,000,000 OF ECONOMIC IMPACT TO GREATER GRAND FORKS SINCE 2017

OVER 120% INCREASE IN SPONSORSHIP REVENUE SINCE 2017





COMMUNITY INVOLVEMENT

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
- High school graduations
- Holiday parties and family events
- UND Fan Luncheons & much more!



BUSINESS AFTER HOURS

On September 15th, Alerus Center, in partnership with the Grand Forks Chamber of Commerce, opened the concourse to local businesses and corporate leaders for a Business After Hours event where members of the community could mingle and create partnerships that contribute to strengthening the Grand Forks economy.

COMMISSION + CITY COUNCIL

On July 13th, Alerus Center hosted a joint meeting between the Alerus Center Commission and Grand Forks City Council to discuss the state of the venue and our contributions to the community. Additionally, the group discussed the possibility of building new athletic and recreational facilities in Grand Forks and how those new facilities would relate to Alerus Center.

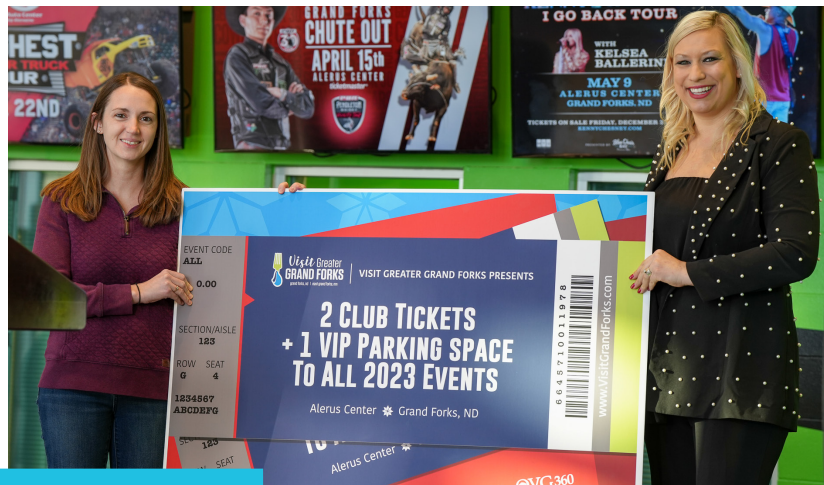




GIVING BACK

Each year, Alerus Center hosts and participates in several charitable events. In 2022, Alerus Center competed in the Grand Forks Chamber of Commerce Golf Tournament and the Grand Forks Optimist Club Tim Goetz Memorial Bowling Fundraiser.

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



WINTER ACTIVITIES

In 2022, Alerus Center restructured the annual season of giving campaign to focus more on the events which had been most successful in previous year. All budget and energy was focused on the free family movie night and the Visit Greater Grand Forks Big Ticket Giveaway. As a result, even after being rescheduled due to weather, the free family movie night had noticeably greater attendance than previous years and the Big Ticket Giveaway had 11% more entries than the next highest year (2019)

ECONOMIC IMPACT

With the help of Visit Greater Grand Forks, Alerus Center tracked 50 events and how they impacted the Greater Grand Forks community in 2022:

DIRECT SPEND

\$14,828,904

DAY ATTENDEES

97,383

OVERNIGHT ATTENDEES

40,0973

EVENT NAME	DIRECT SPEND	DAY ATTENDEES	OVERNIGHT ATTENDEES
Jr. Grand Am	\$2,331,007	750	6,750
Morgan Wallen	\$2,123,071	3,671	14,683
FIRST Robotics - Great Northern Regional	\$1,218,934	560	2,240
Chris Stapleton	\$800,563	9,571	2,393
2022 ND State Dance & Drill	\$791,902	2,872	958
Alan Jackson	\$598,836	9,301	1,033
Carrie Underwood	\$557,352	6,512	1,628
Thomas Rhett	\$427,744	4,914	1,229
International Sugar Beat Institute	\$363,663	795	500
5FDP + Brantley Gilbert	\$371,570	3,393	850
UND 2022 Spring Commencement	\$349,330	3,500	1,500
PBR Boot Barn Chute Out	\$373,516	3,699	195
Pride of Dakota	\$323,654	7,953	100
Toughest Monster Truck Tour	\$341,303	4,594	94
Jurassic Quest	\$303,484	5,714	177
International Crop Expo	\$252,870	2,500	48
Hank Williams Jr.	\$236,983	2,978	525
ND Leage of Cities Annua Convention	\$199,863	92	500
Grand Forks Men's Show	\$189,686	3,365	0
UAS Summit & Expo	\$176,088	200	420
Rockzilla (Papa Roach)	\$166,949	2,272	252
Brady Martz Meeting	\$157,530	199	199
Fetty Wap	\$145,035	1,674	295
Tri-State Aerial Applicators Convention	\$139,864	40	210
Home Design & Garden Show	\$133,881	1,890	0
BMX Gold Cup & ND State Qualifier	\$125,651	250	374
Prairie Grains Convention	\$119,772	450	55
RRVM Spirit of America Car & Bike Show	\$118,135	2,500	500
Alice Cooper	\$112,591	968	415
- all other tracked events -	\$1,278,077	10,206.00	1,974.00

TOTAL ECONOMIC IMPACT

Over \$22,000,000

FINANCIALS

	2022 ALERUS CENTER FINANCES		
	ACTUAL	BUDGETED	VARIANCE
NUMBER OF EVENTS	364	465	(101)
ATTENDANCE	233,677	204,973	28,704
DIRECT EVENT INCOME	(\$12,136)	\$698,400	(\$710,536)
FACILITY FEE	\$203,402	\$207,850	(\$4,448)
SUITE REVENUE	\$72,745	\$0	\$72,745
NET TICKETING REVENUE	\$437,521	\$117,846	\$319,675
NET ANCILLARY INCOME	\$2,884,614	\$1,809,368	\$1,075,246
TOTAL EVENT INCOME	\$3,586,146	\$2,833,464	\$752,682
OTHER INCOME	\$747,037	\$696,709	\$50,328
ATM	\$27,319	\$18,000	\$9,319
UND RENT	\$115,651	\$100,000	\$15,651
HOSPITALITY TAX	\$618,105	\$468,150	\$149,955
TOTAL INDIRECT EXPENSES	\$4,676,553	\$4,125,573	(\$550,980)
NET OPERATING INCOME (LOSS)	\$417,705	(\$9,250)	\$426,955

2022 was scheduled and budgeted to be the Alerus Center's final year of struggling due to COVID-19 with an expected net operating loss of over \$9,000. Instead, Alerus Center's record setting achievements led to a second consecutive year of net operating profit. The venue hosted a record number of concerts which led to a net operating profit of over \$417,000.



FUTURE OUTLOOK

As we look back over the incredibly successful year and look forward into the foreseeable future, Oak View Group remains optimistic that Alerus Center will continue to serve its mission.

In 2023, we are excited to host comedian Bert Kreischer, Toughest Monster Truck Tour, Professional Bull Riders, Kenny Chesney's "I Go Back" tour, a Whiskey Myers concert and more as well as 6 University of North Dakota Fighting Hawks football games in the arena. In the conference center, we will host more than 10 conventions, 20 weddings, 16 consumer shows, and over 130 meetings. Oak View Group looks forward to continuing to drive economic impact and enhance the quality of life through hosting exciting and diverse events for the Grand Forks community and region that we love so much.

Anna Rosburg
General Manager
Oak View Group
Alerus Center