MISSION STATEMENT

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

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

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 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.
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/OGV 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

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

- *all other tracked events* -

## Total Economic Impact

Over $22,000,000
### 2022 Alerus Center Finances

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budgeted</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Events</strong></td>
<td>364</td>
<td>465</td>
<td>(101)</td>
</tr>
<tr>
<td><strong>Attendance</strong></td>
<td>233,677</td>
<td>204,973</td>
<td>28,704</td>
</tr>
<tr>
<td><strong>Direct Event Income</strong></td>
<td>($12,136)</td>
<td>$698,400</td>
<td>($710,536)</td>
</tr>
<tr>
<td><strong>Facility Fee</strong></td>
<td>$203,402</td>
<td>$207,850</td>
<td>($4,448)</td>
</tr>
<tr>
<td><strong>Suite Revenue</strong></td>
<td>$72,745</td>
<td>$0</td>
<td>$72,745</td>
</tr>
<tr>
<td><strong>Net Ticketing Revenue</strong></td>
<td>$437,521</td>
<td>$117,846</td>
<td>$319,675</td>
</tr>
<tr>
<td><strong>Net Ancillary Income</strong></td>
<td>$2,884,614</td>
<td>$1,809,368</td>
<td>$1,075,246</td>
</tr>
<tr>
<td><strong>Total Event Income</strong></td>
<td>$3,586,146</td>
<td>$2,833,464</td>
<td>$752,682</td>
</tr>
<tr>
<td><strong>Other Income</strong></td>
<td>$747,037</td>
<td>$696,709</td>
<td>$50,328</td>
</tr>
<tr>
<td><strong>ATM</strong></td>
<td>$27,319</td>
<td>$18,000</td>
<td>$9,319</td>
</tr>
<tr>
<td><strong>Und Rent</strong></td>
<td>$115,651</td>
<td>$100,000</td>
<td>$15,651</td>
</tr>
<tr>
<td><strong>Hospitality Tax</strong></td>
<td>$618,105</td>
<td>$468,150</td>
<td>$149,955</td>
</tr>
<tr>
<td><strong>Total Indirect Expenses</strong></td>
<td>$4,676,553</td>
<td>$4,125,573</td>
<td>($550,980)</td>
</tr>
<tr>
<td><strong>Net Operating Income (Loss)</strong></td>
<td>$417,705</td>
<td>($9,250)</td>
<td>$426,955</td>
</tr>
</tbody>
</table>

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.
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