

ALERUS CENTER 2023 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

2023 was an exciting year at Alerus Center. The bar has been set high post-2020, and we continued the momentum in 2023 with a strong event load. Kenny Chesney was definitely the marquee ticketed event of the year, performing over 50% better than we budget for a major concert. UND Football also hosted 6 home games this year plus and playoff game, including the opportunity to host rival, NDSU and win the game for the first time in 20 years with an adrenaline filled rush of the field by the crowd! 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.



While, we were unable to end the year at a budgeted profit, 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 serve the mission statement. Thank you Grand Forks, for a memorable year at Alerus Center.

Sincerely,

Anna Rosburg
General Manager
Oak View Group
Alerus Center

LETTER FROM THE COMMISSION CHAIR

It has been my honor to chair the Alerus Center Commission. I am forever grateful for Anna and her group and 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.

The Alerus Center has gone through quite the transformation. The exterior of the facility has experienced major updates with a new roof. The inside of the facility also went through some much-needed renovation with the Suite Level getting an update. Coming up, the Conference Center will get a major refresh. All the while, the Alerus Center continues to thrive.

A Great Foundation and continued to support from valued stockholders, makes the Alerus Center a very special place and we cannot imagine Grand Forks, ND without it!

Cheers to 2024 and beyond,

Jarrold Spoor
Chair
Alerus Center Commission



LETTER FROM THE UND ATHLETIC DIRECTOR

The Alerus Center is a tremendous venue for our football team. This past year we were fortunate to host six home regular season games as well as a seventh one when we hosted a first round FCS playoff game.

The relationship between The Oak View Group, The City of Grand Forks and UND athletics has never been better as we all continue to work together to make events like UND football a special environment for our community.

The facility's infrastructure is continuing to evolve and improve based on the care that the team at Oak View provides on a daily basis. Many visiting teams often comment on how wonderful the amenities are while indicating that The Alerus Center is one of the best places to play a road game.

Finally, the future is bright, and we look forward to making The Alerus Center more than just a place to play. We want to continue to make memories for so many.

Bill Chaves
Director of Athletics
Athletics Department | University of North Dakota



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 & SALES:

TORYN JONES | Director of Marketing
SHELBY LOOKER | Director of Conference Sale & Marketing
ABIGAIL MCGLYNN | Conference Sales & Marketing Manager
CARLI JORDAN | Partnerships Manager

FINANCE:

ANDREA WEGENER | Director of Finance
KAYLEE BUCKINGHAM | Staff Accountant
CASSIE LABINE | Staff Accountant
AVIS HOVLAND | Accounting Clerk

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 Manager
ERIN SORVIG | Event Coordinator

OPERATIONS

DOMINICK WASHINGTON | Director of Operations
ERIKA ANDERSON | Operations Manager
KOLE FORD | Operations Manager
MICHAEL KRAKORA | Operations Manager
KYLE STONE | Operations Manager
PAT ROBINSON | Maintenance Manager

FOOD & BEVERAGE

ALLEN HESS | Director of Food & Beverage
JOLAIN ANDERSON | Concessions Manager
NADIA GROSSKREUTZ | Banquet & Catering Manager
MATTHEW HONER | Executive Sous Chef
TOM WEBER | Bar Manager

STAFF RECOGNITION

Megan Lenertz graduated from IAVM’s Venue Management School.

Hennessy Locsin graduated from the Grand Forks Women’s Leadership Academy.

Nadia Grosskreutz and Hennessy Locsin graduated from the Chamber Leadership Program.

Megan Lenertz was named as an IAVM 30 Under 30.

Derek Hoffert, Shelby Looker, and Dominick Washington completed the first steps to earning their CVP.

Toryn Jones was recognized as the standout marketing employee in OVG’s Midwest Region in February 2023.



MEGAN LENERTZ - DIRECTOR OF EVENTS



BOARDS WE SERVE ON

Chamber of Commerce Executive Board
 Young Professionals Advisory Board
 Grand Forks Event Center Commission
 Grand Forks Special Event Committee
 UND Customer Experience Certificate Program Advisory Board

CERTIFICATIONS WE’VE EARNED

All full-time staff have received the following certifications:

IAVM Trained Crowd Manager-Kulture
 KultureCity Sensory Inclusion
 Narcan administration and America Red Cross Adult/Pediatric CPR, First Aid, AED

RECEIVED PROMOTIONS

Derek Hoffert to Asst. General Manager
 Megan Lenertz to Director
 Andrea Wegener to Director
 Bre Sypherd to Senior Manager
 Pat Robinson to Manager
 Kyle Stone to Manager
 Caitlyn Abbot to Manager
 Anjanette Heath to Accountant



FACILITY UPDATES



SUITES

The Alerus Center completed a \$5-million suite renovation that saw a complete overhaul of the Happy Harry's Suite Level and closed in the upper level suites. Updates included a remodel of all, suites, bathrooms, and hallways.



ROOF

The Alerus Center roof is being refinished to alleviate flooding issues. The new black roof will also absorb heat and help lower heating costs in the winter.



CONCESSIONS

OVG 360 designed new concession stand wraps to help identify the unique offerings at each stand and provide a vibrant update to the concourse level. The stands are now branded as La Taqueria, the grills, and Deek's.



PARTNERSHIPS



\$1,238,291

Gross revenue for 2023

6% Increase over 2022

Nearly all suites and club seats sold on annual contracts



VALVOLINE INSTANT SUITE ENTRY

After a wildly successful event sponsorship, Valvoline agreed to sponsor the existing suite entry. This sponsorship included updated branding and a remodel of the entryway.

NUTRL BAR AND COLUMNS

Pub 42 was sponsored and re-branded to the Nutrl Zone. This sponsorship also included new Nutrl wraps on all columns at the southeast corner of the concourse.





ARENA OVERVIEW

22,000+
Max Capacity

21
Ticketed Events

88,121
Total Attendance

SUCCESS FOR BERT AND DIRT

Bert Kreischer was the first comedian to play the Alerus Center stage since Jo Koy in 2019. Kreischer had the highest gross sales and tickets sold of any comedian in venue history. Similarly, the PBR Pendleton Whiskey Velocity Tour returned for its third consecutive year. Sales for the tour continued to grow, culminating in the tour's first sold out show in Grand Forks. PBR has increased their capacity for 2024.



UND FOOTBALL PLAYOFF GAME

2023 was a banner year for the Alerus Center with regard to UND Football. The Alerus Center hosted 7 UND Football home games including a first round playoff game against Sacramento State. The high point of the Fighting Hawks season was the 49-24 win over rival North Dakota State in front of a full home crowd. The win ended with fans rushing the field. In 2024, Alerus Center looks forward to hosting 7 UND regular season home games.



Other notable events in 2023 included Kenny Chesney with Kelsea Ballerini, Whiskey Myers, the return of the Happy Harry's Pork & Brew and Fight the Frost, Anthrax, Cirque Musica, and Hairball.



CONSUMER & TRADE SHOWS

21

Consumer shows

32,328

Attendance

In 2023, Alerus Center had 3 more consumer shows than in 2022 with over 5,400 more attendees



EVENT SPOTLIGHT

Alerus Center was excited in 2023 to welcome back Altru's Gala for the first time since 2019. Altru's 556 guests were treated to a custom three-course meal, cocktails, and a 32ft Something Sweet grazing table. The evening raised more than \$451,000 for Altru's NICU and drove an additional \$52,000 in direct spending to the community of Grand Forks.



13

Trade shows & Conventions

6,686

Attendance

Alerus Center had 11 fewer conventions than in 2022, due to booking trends of state and regional conventions.



10



CONFERENCE CENTER OVERVIEW

166 MEETINGS
7,763
Total attendance

79 BANQUETS
14,349
Total attendance



SAVE THE DATE
Upgrade your wedding package with FREE late night snacks. Must book before 03.01.23
Schedule a showing at www.aleruscenter.com



Alerus Center had wedding and summer sales campaigns to attract conference center business. In 2023, the Alerus Center had 572 total event days with 56 dark days.



GRAND FORKS' BEST WEDDING VENUE

20 Receptions **5** Marriages **4,434** 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) in 2023 the Alerus Center Sales and Marketing Team introduced a fully redesigned wedding guide to help guide potential couples through the wedding planning process, along with spotlighting local wedding vendors with advertisements sold by Alerus Centers Partnerships Teams.



6-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 2023 marked the 6-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 21 (2023)
- #3 16 (2019)
- #4 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

\$40,000,000 OF ECONOMIC IMPACT TO GREATER GRAND FORKS IN 2 YEARS (Jan 2022 - Dec 2023)

OVER 120% INCREASE IN SPONSORSHIP REVENUE SINCE 2017

LARGEST COMEDY SHOW AND DIRT SHOW IN VENUE HISTORY (2023)





COMMUNITY ASSET

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!



A PLACE TO GROW

Alerus Center continues to be a place where people of all ages can gather to grow personally, professionally, spiritually, and beyond. In 2023, Alerus Center hosted job fairs, career expos, a high school robotics competition, educational ag shows, fitness classes, various training seminars, and more

AND A PLACE TO PLAY

Alerus Center also improves quality of life in Grand Forks by providing opportunities for kids and adults alike to attend fun, affordable events. In 2023, Alerus Center saw the return of Happy Harry's Pork & Brew and Fight the Frost while also adding new events like Wine Knot. Alerus Center also annually host community events such as trunk or treat and senior citizen meals.





GIVING BACK

Each year, Alerus Center hosts and participates in several charitable events. In 2023, Alerus Center competed in the Grand Forks Chamber of Commerce Golf Tournament and the Listen Center Golf Tournament.

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.



WHAT A [VENUE] GOTTA DO

One of Alerus Center's lowest moments in 2023 was the postponement of the Jonas Brothers concert originally scheduled for November 17th. The OVG 360 staff, wanting to spread some cheer for the holidays, worked with Cirque Musica and Hairball to provide free tickets to Jonas Brothers buyers. Nearly 1,000 combined tickets for Cirque Musica and Hairball were gifted to customers. Both shows received rave reviews from those who attended and the tours were thrilled to welcome hundreds of new faces presumably seeing their acts for the first time.

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 2023. The top 30 are listed below.

DIRECT SPEND

\$10,872,391

DAY ATTENDEES

55,754

OVERNIGHT ATTENDEES

22,009

EVENT NAME	DIRECT SPEND	DAY ATTENDEES	OVERNIGHT ATTENDEES
Jr. Grand Am	\$3,503,219	2,812	8,438
Kenny Chesney	\$989,450	7,578	2,526
FIRST Robotics - Great Northern Regional	\$947,303	562	1,688
ND State Dance & Drill	\$490,719	556	1,666
UND Spring Commencement	\$416,864	3,500	1,500
International Crop Expo	\$408,108	3,094	200
Toughest Monster Truck Tour	\$317,269	4,303	478
PBR Grand Forks Chute Out	\$317,194	4,176	464
Whiskey Myers	\$259,184	1,826	1,218
Prairie Grains Conference	\$230,469	250	250
UAS Summit & Expo	\$216,741	300	300
Bert Kreischer	\$213,568	2,648	294
Grand Forks Men's Show	\$200,855	4,675	50
ND Water Pollution Control Conference	\$177,796	70	200
Dakota Gun Show	\$172,038	2,267	200
Forx Spring Expo	\$170,522	1,304	75
Pride of Dakota Holiday Showcase	\$164,765	3,134	64
Grand Forks Super RV & Boat Show	\$164,653	1,527	50
Anthrax & Black Label Society	\$124,901	813	144
Fenworks State Tournament	\$123,612	109	328
Two Friends	\$112,054	679	120
ND State Trauma Conference	\$104,822	41	150
ND Parks & Recreation Assoc. State Conf.	\$95,472	30	145
RRVM Spirit of American Bike & Car	\$86,321	903	100
Feast of Nations	\$86,306	350	150
Fight the Frost	\$86,095	909	101
Junkin' Market Days	\$84,869	54	1,780
Hairball	\$83,892	988	247
Cirque Musica	\$81,374	1,312	146
Altru Gala	\$52,230	75	8

TOTAL ECONOMIC IMPACT

Over \$16,000,000

FINANCIALS

	2023 ALERUS CENTER FINANCES		
	ACTUAL	BUDGETED	VARIANCE
NUMBER OF EVENTS	372	415	(43)
ATTENDANCE	193,329	229,370	(36,041)
DIRECT EVENT INCOME	\$382,042	\$629,730	(\$247,688)
FACILITY FEE	\$104,975	\$256,880	(\$151,905)
SUITE REVENUE	\$43,618	\$110,583	(\$66,965)
NET TICKETING REVENUE	\$165,588	\$212,714	(\$47,126)
NET ANCILLARY INCOME	\$2,264,523	\$2,259,468	\$5,056
TOTAL EVENT INCOME	\$2,960,746	\$3,469,374	(\$508,627)
OTHER INCOME	\$861,391	\$713,000	\$148,391
ATM	\$12,941	\$18,000	(\$5,059)
UND RENT	0	0	0
HOSPITALITY TAX	\$684,008	\$545,891	\$138,117
TOTAL INDIRECT EXPENSES	\$4,863,045	\$4,645,796	(\$217,249)
NET OPERATING INCOME (LOSS)	(\$339,066)	\$100,469	(\$439,535)

2023 was scheduled and budgeted to have a net operating income of over \$100,000. Unfortunately, in a cyclical business largely driven by the touring market and conference center event rotations, Alerus Center ended the year net operating loss of approximately \$339,000.00. However, we are thankful for a strong event load, successful events, and strong economic impact. Additionally, the 0.75% hospitality tax supporting the Alerus Center's capital fund was extended.



FUTURE OUTLOOK

As we look over another successful year and look forward into the foreseeable future, Oak View Group remains optimistic that Alerus Center will continue to serve its mission. In 2024, we are excited to host Jurassic Quest, Toby Mac’s “Hits Deep Tour”, Journey with very special guest Toto, Chris Stapleton’s “All American Road Show”, Kane Brown’s “In The Air Tour”, Toughest Monster Truck Tour, Professional Bull Riders, and more as well as 7 regular season University of North Dakota Fighting Hawks football games in the arena. We are also set to make Alerus Center history in August by hosting the first-ever “double night” concert with two performances by Zach Bryan. 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