
*2010 & 2011 Venue Management
& Visitors Report*

Prepared by
Sioux Falls Arena
Sioux Falls Convention Center
Sioux Falls Convention & Visitors Bureau

Venue Management & Visitors Report

Payments

Sioux Falls Arena

| <u>2010</u> | <u>2011</u> | |
|-------------|--------------|------------------------------|
| \$ 851,593 | \$ 482,396 | Operating (General Fund) |
| \$ 116,149 | \$ 706,530 | Capital (Sales/Use Tax Fund) |
| <hr/> | <hr/> | |
| \$ 967,742 | \$ 1,188,926 | |

Sioux Falls Convention Center

| <u>2010</u> | <u>2011</u> | |
|--------------|--------------|--|
| \$ 995,420 | \$ 504,302 | Operating |
| \$ 61,132 | \$ 541,430 | Capital, Building Repairs, & Maintenance |
| -- | \$ 13,241 | Insurance |
| \$ (150,000) | -- * | CVB Long-Term Book |
| | | <i>*(Due to BID Tax creation that started January 1, 2011)</i> |
| <hr/> | <hr/> | |
| \$ 906,552 | \$ 1,058,973 | |

Sioux Falls Convention & Visitors Bureau

| <u>2010</u> | <u>2011</u> | |
|-------------|--------------|--|
| \$ 605,717* | \$ 640,000** | Lodging Tax (General Fund) |
| -- | \$ 1,156,350 | BID (Business Improvement District Room Collections) |
| \$ 293,250 | \$ 69,000 | Subsidy (General Fund) |
| \$ 96,591 | \$ 18,962 | Falls Park Visitor Center & Others (General Fund) |
| \$ 150,000 | \$ 37,500 | Convention Center Long-Term Book (Entertainment Tax) |
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| \$1,145,558 | \$ 1,921,812 | |

*Fiscal Year October 1, 2009-September 30, 2010

**Fiscal Year October 1, 2010-September 30, 2011

Sioux Falls Arena

Sioux Falls Arena and Orpheum Calendar

| | <u>Arena</u> | | <u>Orpheum</u> | | <u>Total</u> | |
|---------------------------|--------------|--------------|----------------|-------------|--------------|--------------|
| | <u>2010</u> | <u>2011</u> | <u>2010</u> | <u>2011</u> | <u>2010</u> | <u>2011</u> |
| Number of Events | 148 | 170 | 356 | 457 | 504 | 627 |
| Attendance | 382,230 | 404,862 | 39,242 | 43,095 | 421,472 | 447,957 |
| Room Nights | 7,645 | 8,097 | 785 | 862 | 8,430 | 8,959 |
| Estimated Economic Impact | \$19,169,320 | \$20,850,393 | \$1,970,400 | \$2,219,303 | \$21,139,720 | \$23,069,786 |

| | <u>2010</u> | <u>2011</u> |
|---------------------------|-------------|----------------|
| Wages & Benefits | \$1,421,445 | \$1,507,471.94 |
| PFMS Fee | \$ 222,234 | \$ 206,121.77 |
| Sales Tax Paid | \$ 354,709 | \$ 346,730.57 |
| Products/Services – Local | \$ 950,538 | \$1,280,641.68 |



Sioux Falls Convention Center

Sioux Falls Convention Center

| <u>Calendar</u> | <u>2010</u> | <u>2011</u> |
|---------------------------------|--------------|--------------|
| Number of Events | 260 | 291 |
| Attendance | 139,868 | 156,369 |
| Room Nights | 13,058 | 13,491 |
| Total Estimated Economic Impact | \$16,683,740 | \$18,565,626 |

| | <u>2010</u> | <u>2011</u> |
|----------------------|-------------|-------------|
| Wages & Benefits | \$892,854 | \$800,115 |
| PFMS Fee | \$19,366 | \$23,005 |
| Sales & Use Tax Paid | \$182,796 | \$212,647 |
| Goods & Services | \$264,032 | \$285,670 |

Convention & Meeting Estimated Economic Impact Formula

Attendees with hotel accommodations: \$190 per day average spending

Attendees without hotel accommodations: \$112 per day average spending

Source: Destination Marketing Association International (DMAI)



Sioux Falls Convention & Visitors Bureau

Annual Report

| <u>Booked/Sold Business</u> | <u>2010</u> <i>(Through 2014)</i> | <u>2011</u> <i>(Through 2015)</i> |
|-----------------------------|--------------------------------------|--------------------------------------|
| Number of Events | 136 | 102 |
| Attendance | 126,502 | 86,803 |
| Room Nights | 22,600 | 62,116 |
| Estimated Economic Impact | \$26,479,190 | \$23,927,385 |
| Average Stay | 2.2 Nights | 2.67 Nights |

| <u>Convention Calendar</u> | <u>2010</u> | <u>2011</u> |
|----------------------------|--------------|--------------|
| Number of Events | 143 | 84 |
| Attendance | 142,081 | 40,093 |
| Room Nights | 30,411 | 21,725 |
| Estimated Economic Impact | \$25,916,664 | \$10,171,571 |

| <u>Pending Sales</u> | <i>(Through 2014)</i> | <i>(Through 2018)</i> |
|---------------------------|-----------------------|-----------------------|
| Number of Events | 47 | 41 |
| Attendance | 48,447 | 50,453 |
| Room Nights | 44,031 | 25,427 |
| Estimated Economic Impact | \$17,530,732 | \$19,238,720 |

Convention & Meeting Estimated Economic Impact Formula

Source: Destination Marketing Association International (DMAI)