

SIOUX FALLS ARENA AND CONVENTION CENTER

MISSION & GOALS

January 2011

The Arena / Convention Center Board advises the city, including its agents, regarding the management and use of the Arena and Convention Center.

Sioux Falls Arena and Convention Center Board Mission Statement

The Mission of the Sioux Falls Arena and Convention Center Board is to oversee the general operation and management of the Arena and Convention Center and to support and encourage community based entertainment arts, cultural and sporting events, within the Sioux Falls area.

Goals & Objectives of the Arena and Convention Center Board

- Goal 1: Serve as an ambassador for the Arena and Convention Center

Objectives:

1. Support and promote the community-wide use of the facilities.
2. Attend and monitor events at the facility.
3. Establish and maintain a connection with other community organizations.
4. Solicit and report feedback from the community.

- Goal 2: Encourage community-wide education in the entertainment arts, cultural and sporting events through use of the Arena and Convention Center

Objectives:

1. Encourage educational opportunities for people of all ages.
2. Utilize City Link Channel 16 to educate the public about the Arena and Convention Center.
3. Promote the use of the facility to all levels of academia.

- Goal 3: In coordination with Global Spectrum and SMG, serve as a public steward of the Arena and Convention Center.

Objectives:

1. Attend regularly held monthly board meetings.
2. Review financial performance of the facilities.
3. Review the use and evaluations by users of the facilities.
4. Maximize usage of the facilities.

- Goal 4: Advocate the continued financial investment for improving and enhancing the Arena and Convention Center.

Objectives:

1. Annually review the City's budget as it pertains to the Arena and Convention Center.
2. Review annual needs assessment as presented by management.
3. Proactively communicate needs to City officials and staff.