



# *2010 Venue Management & Visitors Report*

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

## 2010 Payments

### Sioux Falls Arena

|                   |                              |
|-------------------|------------------------------|
| \$ 851,593        | Operating (General Fund)     |
| \$ 116,149        | Capital (Sales/Use Tax Fund) |
| <u>\$ 967,742</u> |                              |

### Sioux Falls Convention Center

|                     |                          |
|---------------------|--------------------------|
| \$ 995,420          | Operating                |
| \$ 61,132           | Capital                  |
| <u>\$ 1,056,552</u> | (Entertainment Tax Fund) |
| <u>\$ (150,000)</u> | CVB Long-Term Book       |
| <u>\$ 906,552</u>   |                          |

### Sioux Falls Convention & Visitors Bureau

|                    |  |
|--------------------|--|
| \$605,717          | Lodging Tax (General Fund)                           |
| \$293,250          | Subsidy (General Fund)                               |
| \$96,591           | Falls Park Visitor Center & Others (General Fund)    |
| \$150,000          | Convention Center Long-Term Book (Entertainment Tax) |
| <u>\$1,145,558</u> |  |

## *Sioux Falls Arena*

### 2010 Sioux Falls Arena and Orpheum Calendar

|                           | <u>Arena</u> | <u>Orpheum</u> | <u>Total</u> |
|---------------------------|--------------|----------------|--------------|
| Number of Events          | 148          | 356            | 504          |
| Attendance                | 382,230      | 39,242         | 421,472      |
| Room Nights               | 7,645        | 785            | 8,430        |
| Estimated Economic Impact | \$19,169,320 | \$1,970,400    | \$21,139,720 |

Wages & Benefits = \$1,421,445

PFMS Fee = \$222,234

Sales Tax Paid = \$354,709

Products/Services - Local = \$950,538



## *Sioux Falls Convention Center*

### 2010 Sioux Falls Convention Center Calendar

|                  |         |
|------------------|---------|
| Number of Events | 260     |
| Attendance       | 139,868 |
| Room Nights      | 13,058  |

Estimated Economic Impact = \$16,683,740

139,868 attendance - 13,058 Room Nights = 126,810

126,810 \* \$112 = \$14,202,720

13,058 \* \$190 = \$2,481,020

Total Estimated Economic Impact: \$16,683,740

Wages & Benefits = \$892,854

PFMS Fee = \$19,366

Sales Tax Paid = \$182,796

Goods & Services = \$264,032

SIoux FALLS  
CONVENTION CENTER

Managed by  
**GLOBAL  
SPECTRUM**  
a subsidiary of Comcast SPECTACOR

## Sioux Falls Convention & Visitors Bureau

### 2010 Annual Report

#### Booked/Sold Business (Through 2014)

|                           |              |
|---------------------------|--------------|
| Number of Events          | 136          |
| Attendance                | 126,502      |
| Room Nights               | 22,600       |
| Estimated Economic Impact | \$26,479,190 |
| Average Stay              | 2.2 Nights   |

#### 2010 Convention Calendar

|                           |              |
|---------------------------|--------------|
| Number of Events          | 143          |
| Attendance                | 142,081      |
| Room Nights               | 30,411       |
| Estimated Economic Impact | \$25,916,664 |

#### Pending Sales (Through 2014)

|                           |              |
|---------------------------|--------------|
| Number of Events          | 47           |
| Attendance                | 48,447       |
| Room Nights               | 44,031       |
| Estimated Economic Impact | \$17,530,732 |

#### **Convention & Meeting Estimated Economic Impact Formula**

Attendees with hotel accommodations: \$190 per room night

Attendees without hotel accommodations: \$112 per day

Source: Destination Marketing Association International (DMAI)