

City Council Agenda Memo

From: Tom Richter, Executive Director Swiftel Center

Council Meeting: February 18, 2020

Subject: Swiftel Center Operational Presentation and Direction

Person(s) Responsible: Tom Richter, Executive Director of the Swiftel Center

Summary:

The Swiftel Center staff, VenuWorks Corporate Team, and the Swiftel Center Advisory Committee will present the mission, vision, opportunities, and future direction of the Swiftel Center. The discussion will provide information regarding the history of the Swiftel Center and the benefits provided to the City of Brookings and surrounding area. The City Council requested this Study Session to gain further insight and provide necessary policy direction.

Background:

The Swiftel Center has been in existence for nineteen years. Over this time, the facility has provided more than 4,178 events with more than 1.9 million attendees. Several venues are provided by this public amenity including meeting conferences, sporting events, banquets, and other business. VenuWorks provides contracting services based on an agreement. This agreement requires augmentation of operations based on performance and is set to renew in 2021.

The 2020 operational budget requires city funding at \$490,000 plus capital improvements. The funds expended in 2019 for operations was \$562,391. Funds for this expenditure are derived from the 3b tax. A desire for continued event promotion fund (formerly named risk fund) is desired. At the previous regular City Council meeting, a plan to improve financials was presented. It is assumed a portion of these funds will contribute to help sustain the event promotion fund.

According to a 2013 AECOM study, the Swiftel Center economic impact is estimated at \$20 million a year. More importantly is the impact the facility has on ancillary businesses including restaurants, hotels and other industries.

Item Details:

The Study Session will include a formal presentation by Tom Richter, Executive Director of the Swiftel Center. Additional presentation team members include Steve Peters, CEO and Founder of VenuWorks, as well as Tim Sullivan, Senior Vice President and CFO of VenuWorks. A copy of the presentation is attached to this memo and contains:

- Welcome
- Session Goals

- 19 Years of Progress
- Mission Statement
- Average Annual Event Mix
- Economic Impact
- Comparable Arenas: VenuWorks
- Comparable Arenas: Other
- SWOT Analysis
- Strategic Vision
- Thank You
- Q&A

VenuWorks and the Swiftel Center Advisory Committee seek discussion and collaboration with the City Council of expectations or desired direction.

Legal Consideration:

None.

Strategic Plan Consideration:

A strategic initiative from the 2018-2023 City of Brookings Strategic Plan will be discussed during the strategic vision portion of the formal presentation, which states “to provide for expanded conference/meeting facilities at the Swiftel Center to position Brookings as a major state destination for such events.”

Financial Consideration:

The Swiftel Center operational budget is funded by 3b tax. All capital improvements are funded from the City of Brookings’ sales tax.

Supporting Documentation:

1. Presentation