

To Whom it May Concern:

I am writing this letter on behalf of Tom Richter and his team at the Swiftel Center here in Brookings. My name is Aaron Carsrud, and I am the Director of Sales at Comfort Suites University. I have been working with Tom, and team for several years when it comes to the events they bring to Brookings. The Swiftel Center is huge asset to Brookings and a place that our community can be proud of. Look at the all of the amazing concerts over the years and the major talent to boot. 2020 has crushed the hospitality industry, and the Swiftel Center is no doubt feeling the negative impact. However, the month of July brought a better year of year for every hotel in Brookings as I study the STR reports weekly. Brookings had a better July 2020 then July 2019 and this year we had no arts festival, no fishback soccer tournament or the state swim meet we were supposed to host. The reason why was because of the cattle shows that were brought to Brookings to the Swiftel Center. We finished around 20% better then last year and I look forward for the years to come with all the events that the Swiftel Center will bring back.



Aaron Carsrud
Director of Sales

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From: Country Inn Brookings <brookingscountryinn@gmail.com>
Sent: Thursday, August 27, 2020 7:08 PM
To: Tom Richter <trichter@swiftelcenter.com>
Subject: testimonial

Charolais and Simmental Cattle

I believe that these two cattle shows had a huge impact in Brookings. The people that these organizations brought here were not only the ranchers and breeders but people from all over the country. The show brought retailers, people who wanted to buy, people who wanted to sell cattle. They brought families who were there to support the grandkids and a lot of other spectators, food, trinkets, supply vendors and more. They stayed all week, not just one night. During that week I was the hotel "auditor" and I talked to people coming and going from the hotel at all hours of the day and night. They were staying "put" in Brookings because they had animals to attend to, events they were attending or performing in, and more, again, all week long. This meant that they spent their money in Brookings. It was a very welcome boost and when Simmental chose to hold their event here, we were very excited. It would be nice if they would return and I would suggest looking for more of this type of an event. Concerts etc are great, but week long events like these was phenomenal.

"Not to mention the people were nice good hardworking people who took good care of our hotel"

--

Debra Pieschke ☐☐General Manager



**Country Inn & Suites® by Radisson,
Brookings, SD**

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3000 LeFevre Drive, Brookings, SD, 57006, USA

From: Gus Theodosopoulos <gtheo9@yahoo.com>

Sent: Wednesday, August 12, 2020 10:38 AM

To: Tom Richter <trichter@swiftelcenter.com>

Subject:

To Whom it May Concern:

I wanted to pass along the economic impact we had at Cubby's during AJSA National Classic and AIJCA Junior National. We had a 15% increase in business. The timing of the events were perfect. Our summer business is impacted with tournaments, concerts, community events etc. With all those events cancelled for the summer The 2 events at The Swiftel Center helped recover some of that lost revenue. Cubbys was down 75% during the shutdown, which is a devastating blow to this industry. I commend Tom Richter and The Swiftel Center for hosting these events and giving a much needed boost to the local economy.

Thanks,

*Gus Theodosopoulos
Cubbys Sports Bar & Grill
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Brookings SD, 57006*

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BROOKINGS, SD

Melisa Yager, General Manager/Sales Manager
Holiday Inn Express and Suites Brookings
3020 LeFevre Drive
Brookings, SD 57006
08/19/20

Tom Richter
Swiftel Center
824 32nd Ave
Brookings, SD 57006

To whom it may concern:

I wanted to write you today with my sincerest gratitude to the team at the Swiftel Center for their hard work in securing the 3 cattle shows this past July. This year has been filled with cancellations that seem endless. Shining as a light in the darkness is our team at the Swiftel Center! With almost half a million dollars in lost revenue up to this point, the quick response and hard work of the Swiftel Center helped to recoup almost half of that deficit just during the month of July. I know they continue to work hard to bring events and business to our area and for that I am very grateful.

The Hospitality industry faces its greatest battle to date moving forward. I am seeing hotels in large markets completely crumble while with the help of the Swiftel Center we had an outstanding July and I was able to call a number of employees back to work. I think their commitment to our community stands as a tribute of strength and encouragement for our Brookings businesses in this difficult time. With their help I am confident we can work together to keep our businesses in Brookings open even during this unprecedented time and provide hope for better days in the future.

I hope to provide encouragement for our team at the Swiftel Center. I know they are working hard and helping a number of businesses with their efforts. Thank you so much for all that you do!

Sincerely,

A handwritten signature in black ink that reads 'Melisa Yager'. The signature is fluid and cursive, with a large loop at the end.

Melisa Yager, General Manager/Sales Manager
Holiday Inn Express and Suites Brookings

From: My Place Brookings GM <brookings@myplacehotels.com>

Sent: Monday, August 17, 2020 10:04 AM

To: Tom Richter <trichter@swiftelcenter.com>

Subject: Cattle Show statement

To Whom it May Concern,

This past July, we had the privilege of accommodating several guests for a few cattle shows hosted by the Swiftel Event Center. These shows were a huge help to our business and the potentially lost revenue from the COVID-19 pandemic. July in Brookings tends to be the busiest, if not, one of the busiest months in our industry's year. With several big events being cancelled/postponed, such as the Summer Art's Festival and the Fischback Soccer tournament, we were a little nervous to see how the summer was going to turn out. Luckily, the team over at the Swiftel Event Center worked hard to bring some new events to our great town of Brookings. With these events happening, our occupancy shot up and our total revenue ended up hitting our goal for the month of July. Without these events, we would have not been close to hitting our goals for the month of July. It also helped that the guests that stayed with us were very friendly and very easy to work with. We heard several comments about our wonderful town and even some said they wished they came for shows here every year. The convenience of being located across the street from the event center helped us out and made it easy for guests to get back and forth between the event center and their home away from home. We are very thankful that we have an awesome team over at the Swiftel Event Center that worked hard to bring these shows to Brookings and truly made a difference in the tough year that our industry is experiencing.

Thank you!

Preston Premus

General Manager

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From: Scott McMacken <mcmacken1@brookings.net>
Sent: Tuesday, August 11, 2020 11:46 AM
To: Tom Richter <trichter@swiftelcenter.com>
Subject: Events

Hello Tom,

I wanted to share some numbers we generated from the events you held in July.

We anticipated a slow July in light of all the cancellations of events we generally are providing food for. What happened was totally unexpected.

Because of the events held at the Swiftel Center in July we were actually 30% positive in sales for the month. What I really expected was to be down 20% in sales so these events were a huge lift for us. The economic impact provided by the events in July were huge!!

Thanks to you and the team at the Swiftel Center for all you do!!

Scott McMacken
Operating Partner
PJ Dakota Inc.
1833 6th St
Brookings SD 57006
605-690-3376

Quality Inn

514 Sunrise Ridge Road

Brookings, SD 57006

August 25, 2020

To the staff and crew of the Swiftel Center

We here at the Quality Inn would like to thank everyone who worked so hard to make the July Cattle Shows such a success. This event was a much appreciated boost to our hotel, and other businesses in and around Brookings, at a time when it was needed most.

We had guests from all over the US, including California, Texas and Wisconsin. They were all very impressed with the hospitality they received from our little Midwest town. They all had only praise and kind words about the staff, food and attitudes of all involved.

Congratulations on these events and a huge thank-you for making Brookings proud, especially at such a difficult time.

Sincerely,

Quality Inn Staff

A handwritten signature in black ink, appearing to read "V. Patel", with a stylized flourish extending from the end.

Vivek and Roshni Patel, owners



Your Home, Farm & Outdoor Store

Swiftel Center,

Writing this letter in regards to the cattle shows in July. Running's appreciates your business and was glad to partner up with you and show the 1,000's of people how great our city is! We feel the need to say thank you to you guys for putting on three amazingly ran shows.

We noticed a large increase in foot traffic through our store during these events. Some really great folks were in the store daily; Small purchases, large purchases and some were in to just get out of the heat. Our sales for the three weeks reflects that these people, from many different states, enjoyed our city and spent a lot of money in doing so. I can honestly say we saw a large increase in sales over this time and can confidentially say it was correlated with the shows you put on. Our sales increased in particular areas that this crowd of people generally shop; Ag products, Animal Health, Western footwear/Clothing, and snacks/refreshments. Looking at the increases in these few areas we know these events were great for, not only our store, but the entire city of Brookings.

Tom and his crew at Swiftel Center should be very proud of the job they did, we thank you again for bringing some much needed revenue to the town during these uncertain times. Thanks again!

Runnings, Brookings