

A wide-angle photograph of a large indoor livestock auction hall. The hall is filled with numerous pens of cattle, mostly white and brown, arranged in rows. People are visible walking through the aisles and standing near the pens. The ceiling is high with many industrial lights and large ventilation pipes. In the background, there are banners for "WEAVER LIVESTOCK" and "Pepsi". The overall atmosphere is busy and professional.

# SWIFTEL CENTER

## BROOKINGS, SD

STUDY SESSION



# SESSION GOALS

- 1.** Review COVID-19 financial & operational update.
- 2.** Discuss the July cattle shows.
- 3.** Analyze the economic impact.

# COVID-19 UPDATE



March

60s Plus Dining Meals\*

May

60s Plus Dining Meals\*  
Met with Charolais  
Booked Simmental and Holstein Shows

July

Hosted Cattle Shows

September

Awarded City Disinfecting Contract

April

60s Plus Dining Meals\*  
Applied for PPP (CARES Act)

June

Re-Opened Facility  
Prepared for Cattle Shows

August

Cleaning Facility

October

**Hosted 49 Events  
& 78 Event Days  
Since Re-Opening**

\*Produced approximately 4,000 ICAP meals while all City buildings were closed to the public.



# COVID-19 UPDATE



## Plan A

IMPLEMENTED MARCH 2020

- **Furloughed 339 seasonal staff**
- Froze two open full-time positions
- **Suspended match for 401K retirement plan**
- **No cost-of-living increase for full-time staff**
- Canceled or suspended all maintenance and service contracts
- Reduced expenses by 26%
- Cut fixed line items to the bare necessities
- 3<sup>rd</sup> Penny Transfer reduced by 15%
- **Received \$264,000 to cover payroll and utilities (secured by VenuWorks)**

**Cost Saving Measures: \$746,200**

**Projected Lost Revenue: \$639,000 as of May 26, 2020**

## Plan B

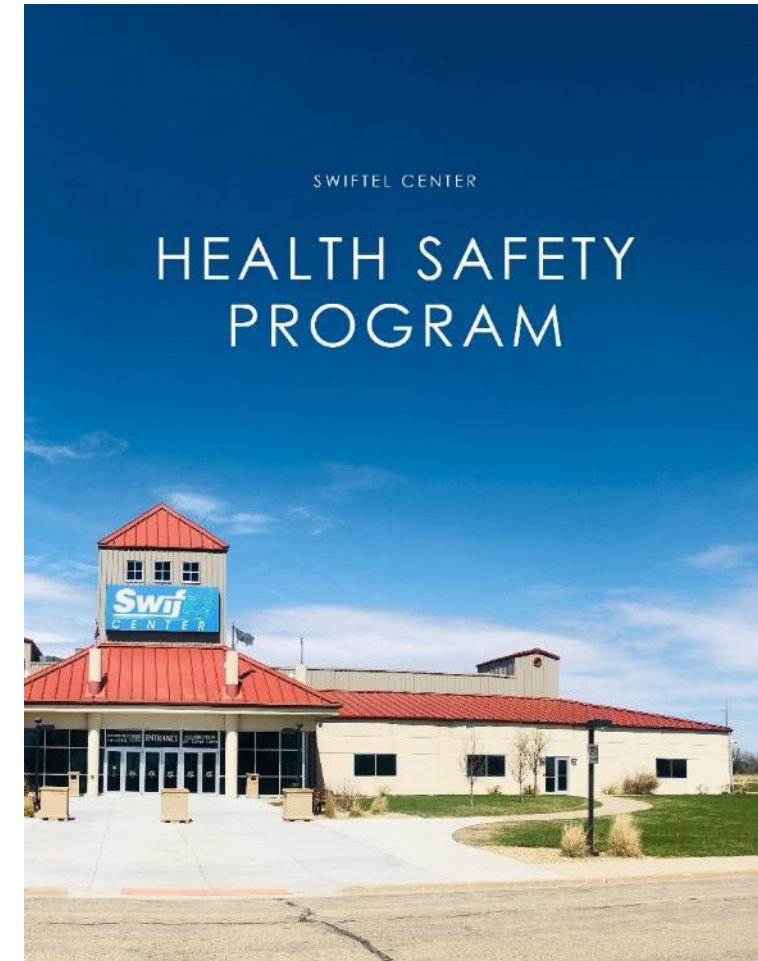
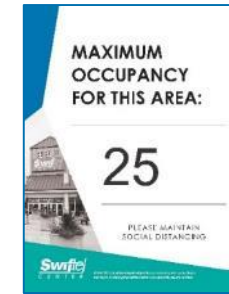
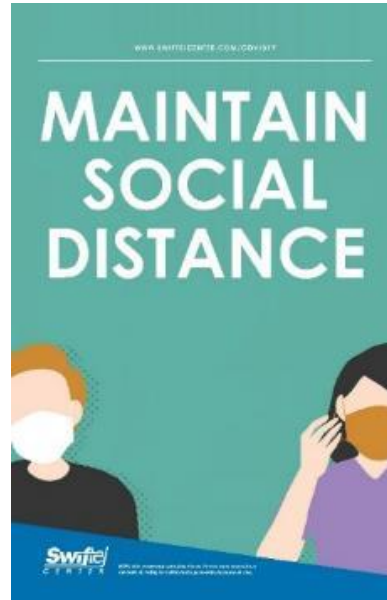
IMPLEMENTED SEPTEMBER 2020

- **Furloughed Sales & Marketing Manager**
- **Furloughed Ticket Office Manager**
- Reduced Event Coordinator to half-time
- Reduced Operations Supervisor to 32 hours per week
- **Furloughing remaining full-time staff for minimum of 3 weeks**
- **Closing the building last week of Nov. and last 2 weeks of Dec.**
- Implemented salary roll back for Executive and Associate Executive Directors
- Eliminated 100% of travel and employee training
- Received 5% commissions credited back from VenuWorks
- Applied for additional CARES Act funds through state of South Dakota

**Cost Saving Measures: \$223,105**

**Projected Lost Revenue: \$1,200,000 as of September 21, 2020**

# REOPENING SIGNAGE



# JULY CATTLE SHOWS

## Charolais

AMERICAN-INTERNATIONAL CHAROLAIS ASSOCIATION JUNIOR NATIONAL SHOW

July 4 – 11, 2020 | 7,700 est. total attendance

## Simmental

AMERICAN JUNIOR SIMMENTAL ASSOCIATION NATIONAL CLASSIC

July 11 – 17, 2020 | 9,600 est. total attendance

## Holstein

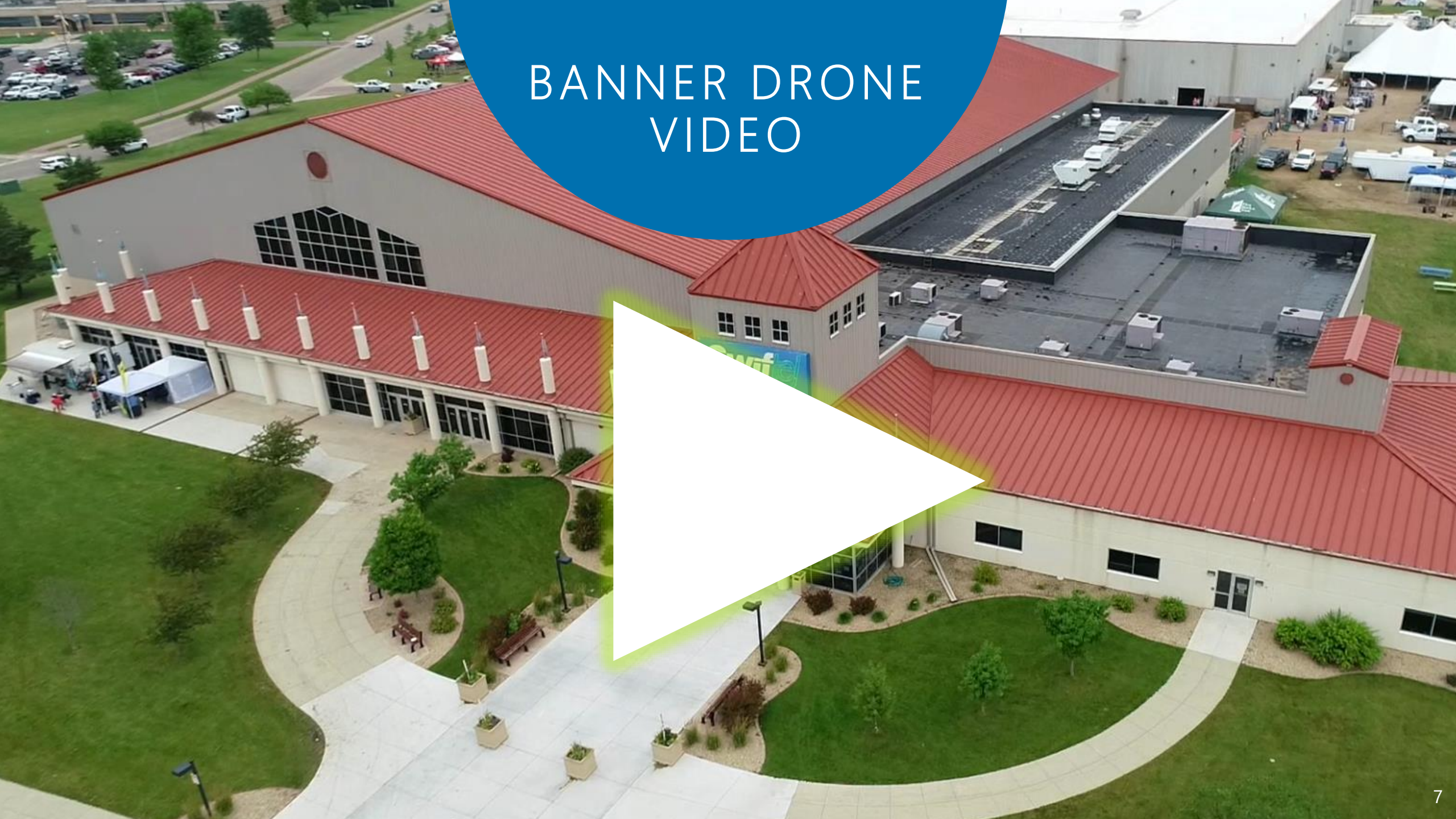
MINNESOTA STATE HOLSTEIN SHOW

July 20 – 24, 2020 | 850 est. total attendance





# BANNER DRONE VIDEO







"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!!"

—PAPA JOHNS  
BUSINESS TESTIMONIAL





"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.** Looking at the increases...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.

—RUNNINGS  
BUSINESS TESTIMONIAL





"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 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."

—CUBBYS SPORTS BAR & GRILL

BUSINESS TESTIMONIAL





"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 over 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, soccer tournament or 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 than last year** and I look forward to the years to come with all the events the Swiftel Center will bring back."

—COMFORT SUITES UNIVERSITY

BUSINESS TESTIMONIAL





**“Even though this location is a little over 1,000 miles from my home I would be happy to have this Charolais Junior show there every year due to the small-town atmosphere, lack of congestion plenty of parking friendly staff and many other great things.”**

—TODD THOMPSON  
Participant, Charolais Show

ATTENDEE TESTIMONIAL





**“The staff was amongst the best I have ever seen in 40 years of traveling to cattle shows. They were pleasant and extremely adaptable and accommodating.”**

—JIM HERR  
Participant, Simmental Show

ATTENDEE TESTIMONIAL

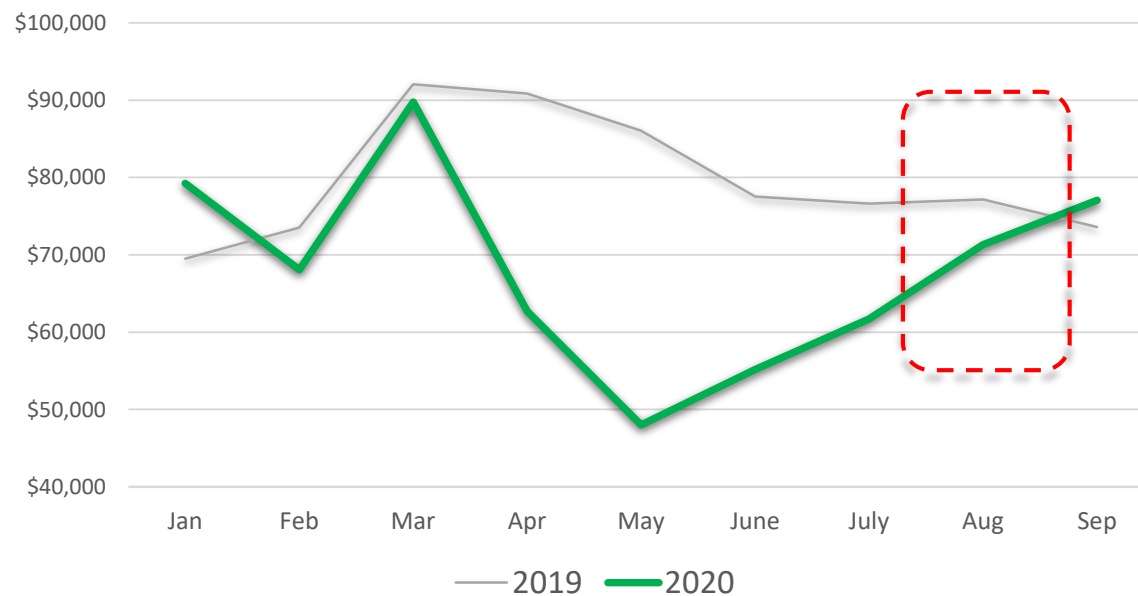


# TAX REVENUE



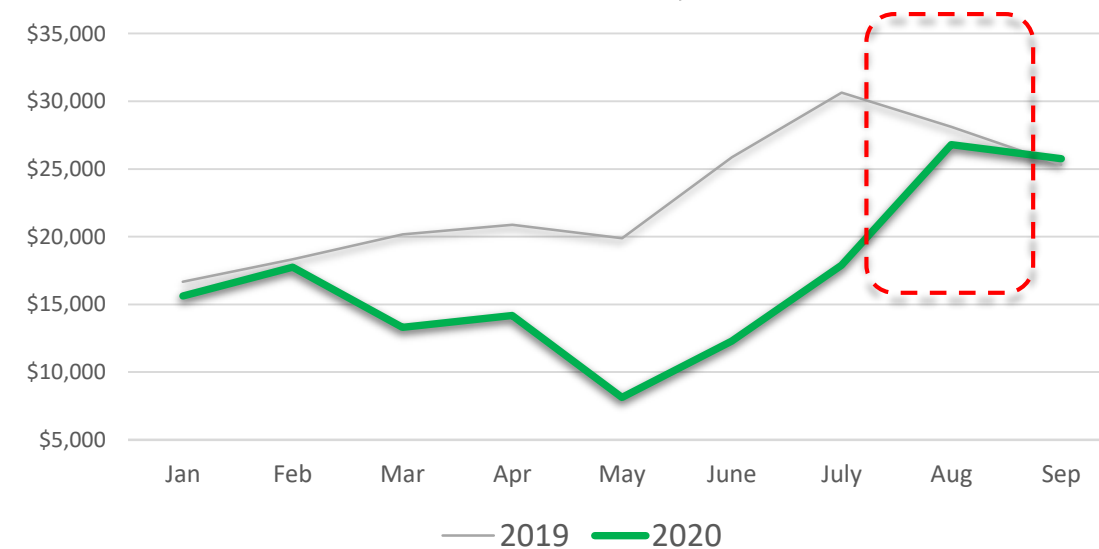
## 3B (Bed, Booze & Board) Tax Revenue

Year Over Year Comparison



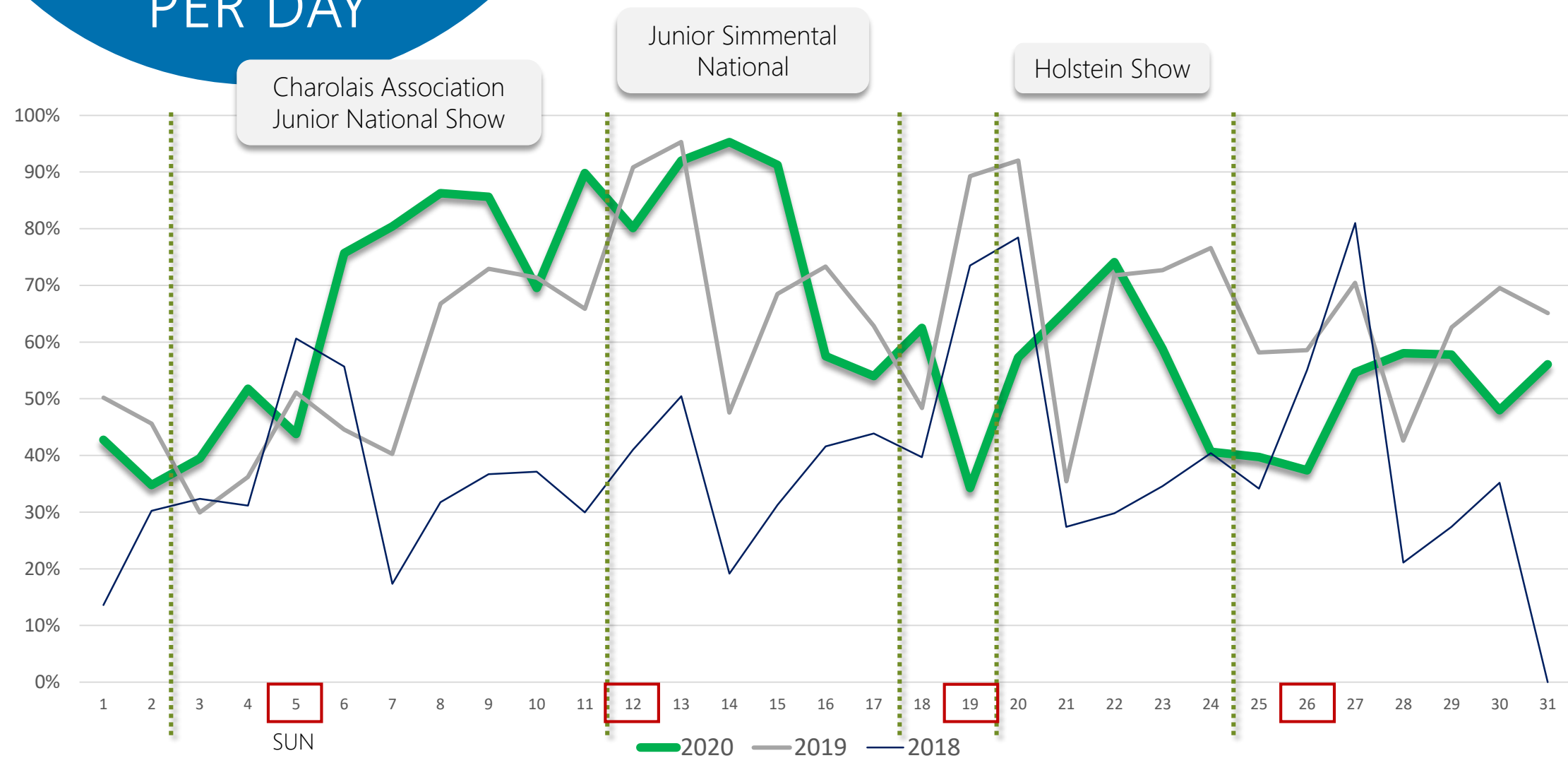
## BID (Hotel) Tax Revenue

Year Over Year Comparison





# 2018-2020 JULY OCCUPANCY RATE PER DAY





# BROOKINGS COLLABORATION

## Economic Study Group

---

Brookings Economic Development Corporation (BEDC)

East Brookings Business & Industry Association (EBBIA)

First Bank & Trust

City of Brookings

Visit Brookings



# VISIT BROOKINGS ESTIMATED IMPACT

## Charolais

\$1,098,000

## Simmental

\$1,526,400

## Holstein

\$163,800





## Next Steps

---

Evaluate survey data

Draw conclusions about Swiftel Center economic impact specific for Brookings

Present findings at a future City Council study session

# SWIFTEL CENTER

THANK YOU