



City of Brookings

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Legislation Text

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Swiftel Center Operational Presentation and Discussion

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 19 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.

Attachments:

Memo

Presentation