

# A YEAR IN REVIEW



*Rushmore*  
PLAZA CIVIC CENTER

# 2017

# TABLE

## *of contents*

<b>1</b>	<b>Mission Statement</b>	<b>9</b>	<b>Facility Partners</b>
<b>2</b>	<b>Message from Executive Director</b>	<b>10</b>	<b>2017 Accomplishments</b>
<b>3</b>	<b>Operation</b>	<b>11</b>	<b>Conventions</b>
<b>4</b>	<b>Facility Overview</b>	<b>12</b>	<b>Giving Back</b>
<b>6</b>	<b>Food &amp; Beverage</b>	<b>14</b>	<b>Revenues/Expenses</b>
<b>7</b>	<b>Box Office</b>	<b>16</b>	<b>2018 Upcoming Events</b>
<b>8</b>	<b>Statistics</b>	<b>17</b>	<b>Staff</b>

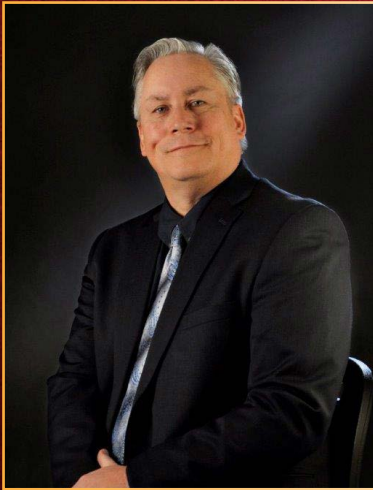
# Mission Statement

*The mission of the Rushmore Plaza Civic Center is to provide and maintain a user friendly facility for entertainment, concerts, plays, conventions, sporting events, and civic gatherings to enrich the lives of the people in the Black Hills area.*

*While doing so, we will provide extraordinary customer service and safety standards which will provide a memorable experience for all Rushmore Plaza Civic Center guests.*



# A MESSAGE *from the* DIRECTOR



**Craig Baltzer**

Executive Director  
Rushmore Plaza Civic Center

## *To Our Stakeholders:*

2017 was a fantastic time to be a part of the Rushmore Plaza Civic Center experience. The Civic Center celebrated its 40th anniversary year with a host of exciting and award-winning entertainment.

Our goal has always been to provide the highest quality entertainment with a focus on commerce and an enhanced quality of life in the Black Hills region.

2017's entertainment had something for everyone with groups like Dierks Bentley, Bonnie Raitt, The Beach Boys, Poison, Tesla, and Josh Turner. Our Theatre hosted Saturday Night Fever, Jay Leno, Wizard of Oz, Jersey Boys, Daniel O'Donnell and through the efforts of the Vucurevich Foundation, Former British Prime Minister David Cameron.

This year's keystone event was the 2017 ACM International Collegiate Programming Contest held in May. Last year, 46,381 students from 2,948 universities representing 103 countries on six continents competed for the privilege of advancing to the ICPC World Finals. The World Finals held at the Rushmore Plaza Civic Center included over 3,000 students and representatives from 60 Nations across the globe.

The Civic Center partnered with Homeslice Media Group for the Inaugural Mountain West Beerfest in November of 2017. The event was wildly successful and expected to be an annual event with enhanced visitor experiences.

The future is bright for the Rushmore Plaza Civic Center. We have added premium food choices and state of the art technology to enhance the guest experience. We completed a myriad of redesign projects to ensure the Civic Center remains the primary entertainment hub for the region and particularly the Black Hills.

In this annual report, you will find reference to some of the items I have mentioned and much more. We are humbled by the unwavering support of Rapid City and the Black Hills communities. We encourage you to come to an event at the Rushmore Plaza Civic Center and be at the Center of it All!

# Operation

Rushmore Plaza Civic Center is a city-owned facility, supervised by a five-member Board of Directors which are recommended by the Mayor and appointed by the City Council for a term of three years. Members of this board supervise all operations of the Rushmore Plaza Civic Center, and the finances thereof.



**2017**  
**BOARD OF DIRECTORS:**  
Donna Winkler - Chairperson  
Jennifer Landguth - Vice Chairperson  
Dr. Jeffrey Bailie  
Mike Diedrich  
Daniel Kline

# Facility Overview



The Rushmore Plaza Civic Center, located in Rapid City, the second largest city in the state of South Dakota, serves as a gateway to the Black Hills. Conveniently located within walking distance of the vibrant downtown, the Civic Center is the area's premier full-service convention, exhibition, and performance complex with over 500,000 square feet of space.

The facility includes two spacious multi-purpose arenas (one with a permanent ice floor), Fine Arts Theatre, two large convention/exhibit halls, and numerous other meeting rooms all under one roof. These are supported by complete kitchen facilities, production staff, box office, and 4,000 parking spaces adjacent to the complex.



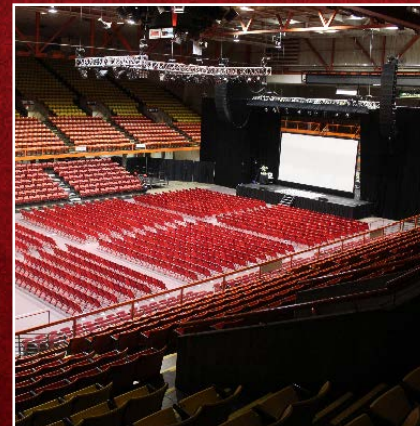
## Ice Arena

**Capacity: 5,157 / 7,637**  
ice & sporting events/end stage events

- Completed in 2008
- Current Home of Rapid City Rush – ECHL Minor League Hockey Team
- Specialized flooring for event adaptability
- Premium seating available on the Club and Suite Level

## Don Barnett Arena

- Capacity: 10,436 for full arena in the round events; approximately 6,750 for end-stage 180 degree events; or 3,574-4,568 in half house setup
- Recently updated Daktronics displays and scoreboards
- Home to a multitude of events including, the Black Hills Stock Show®, Rodeo Rapid City, SD State High School Basketball, Lakota Nation Invitational, & many others



**34,500 Sq Feet** of uninterrupted space



## *Fine Arts Theatre*

- Remodeled in 2009
- Capacity: 1,690
- Backstage area includes three dressing rooms, chorus rooms, and a green room
- Theatre specific loading dock

## *Convention Areas*

### **RUSHMORE HALL**

- 41,402 Square Feet of open space
- Can be split off into several smaller sections
- Flooring options include both sport court and carpet
- Events include concerts, sporting events, auctions, cattle shows, trade shows, and banquets
- Phase 1 remodel project (ceiling, lighting, electrical) will begin in summer of 2018

### **LACROIX HALL**

- Refurbished in 2011
- 15,264 Square Feet
- Can be divided into two or four rooms

### **ADDITIONAL MEETING HALLS**

The Rushmore Plaza Civic Center has numerous smaller meeting rooms on both levels that can host groups ranging in size from 10-450





# Peak HOSPITALITY

*Powered by*  
RUSHMORE PLAZA CIVIC CENTER

The Rushmore Plaza Civic Center manages all food and beverage concessions, banquets, and event catering in-house. We offer an extensive menu of items including suite buffets, table service, receptions, breaks and social gatherings, with the flexibility to create a customized menu upon request. We are proud partners with Coca-Cola Bottling Company High Country who has exclusive rights in our facility. You will find their products at all arena and banquet events.

**FULL-SERVICE FOOD COURT**

**10**

PERMANENT  
CONCESSION STANDS

NUMEROUS PORTABLE  
**CONCESSIONS**

**FULL-SERVICE  
LIQUOR LICENSE**

**CATERING**

**CHINA/GLASSWARE/FLATWARE**





# Box Office

The Rushmore Plaza Civic Center offers a full service box office complete with real time online ticketing at [www.gotmine.com](http://www.gotmine.com) through our ticketing partner Paciolan.

Paciolan has provided sports and entertainment venues with the software needed to facilitate automated ticketing. Today they offer a fully integrated ticketing, marketing, and fundraising solution that allows us to manage our customer relationships, brand, and revenue potential.

Our ticket capabilities include “pick your seat” maps, “print at home” options, mobile delivery, a toll-free number for the sale of tickets-by-phone, walk up ticket sales, along with two ticket outlets located within the Silverado-Franklin Hotel and Casino, Deadwood, SD and the Outdoor Recreation Center at Ellsworth Air Force Base, SD.

Tickets for all major events in our facility are sold through our Box Office. We will remit all applicable sales taxes as related to event ticket sales.

[www.GotMine.com](http://www.GotMine.com) — 1-800-GOTMINE

**Paciolan**  
A LEARFIELD COMPANY

**By the**  
*Numbers*

*2017*

**42**  
FULL-TIME  
EMPLOYEES

**700+** Part-Time  
Employees

**727** Events

**1,531** Event Days

**17,466** Social Media Subscribers

**56,234** Email Database

**399,123** Website Visitors

62% Mobile Users

**922,877** Patrons

# Facility PARTNERSHIPS

We are setting a new standard for event marketing, and by partnering with Rushmore Plaza Civic Center, your brand, product or service can be strategically positioned to nearly 1 million consumers a year. As a Civic Center partner, your company has the unique opportunity to create brand affinity through direct association with a wide variety of sporting events and live entertainment that take place in our venue. We work with you to build a complete marketing program designed to meet your promotional and marketing initiatives and provide maximum visibility for your brand.

For information about venue and event sponsorships, please call (605) 394-4115 or e-mail [ivanb@rushmoreplazacc.com](mailto:ivanb@rushmoreplazacc.com)



SOUTH DAKOTA



"Service You Can Trust."

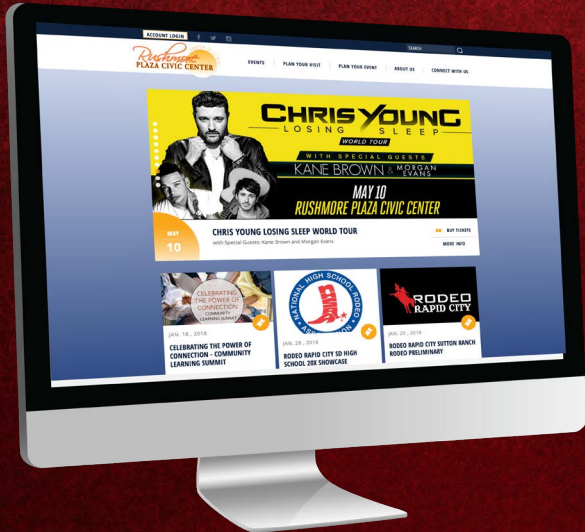
SCHOOL OF MINES & TECHNOLOGY



# 2017: ACCOMPLISHMENTS

In 2017, the Rushmore Plaza Civic Center partnered with CarbonHouse, a leader in venue website creation and hosting, to update the gotmine.com website with a new responsive website design. Additionally, we expanded our social media reach with the addition of Geofilters on Snapchat to promote events with fun and innovative designs. To help engage our digital users we expanded our Wi-Fi network throughout the facility.

## LAUNCH OF THE NEW WEBSITE



## SOCIAL MEDIA



## FREE WI-FI



## Physical Improvements:

- **ADA improvements facility wide (excluding Barnett Arena)**  
These include parking lot, building ingress and egress, new handrails, and major bathroom modifications, all to comply with the Department of Justice agreement
- **Modernization of digital customer experience in the Barnett Arena**
- **Parking Lot G resurfaced**

# Conventions

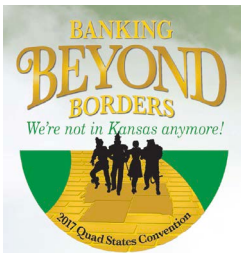
The Rushmore Plaza Civic Center was able to host a multitude of large-scale conventions at our facility. These events took place in rooms such as Lacroix Hall, Rushmore Hall and various sized meeting rooms. The Civic Center is proud to host such notable events.

The top conventions this year included the Quad States Bankers Association Convention, South Dakota Association of Healthcare Organizations, National Association of State Boating Law Administrators, and the SDHSAA Student Council Convention, along with the ICPC World Finals.



## ACM-ICPC World Finals

One of the most notable conventions held this year was the 41st Annual ACM International Collegiate Programming Contest World Finals sponsored by IBM in May 2017. 133 teams competed for one full day resulting with St. Petersburg ITMO University Russia as the 2017 World Champions.





# *Giving Back to the Community*

As a means of giving back to the community, we invite volunteer organizations to raise funds for their favorite non-profits by operating concession stands, running merchandise stands, and serving as event ushering groups.

*44 Different Groups Worked, Earning:*

# \$99,429.80

*for the 2017 year*



# 66%

**OF RENTAL REVENUES COME FROM  
SCHOOL & NON-PROFIT ORGANIZATIONS**

## **SCHOOL ORGANIZATIONS**

receive discounts of

# 50%

*off commercial rental rates*

## **NON-PROFIT ORGANIZATIONS**

receive discounts of

# 30%

*off commercial rental rates*

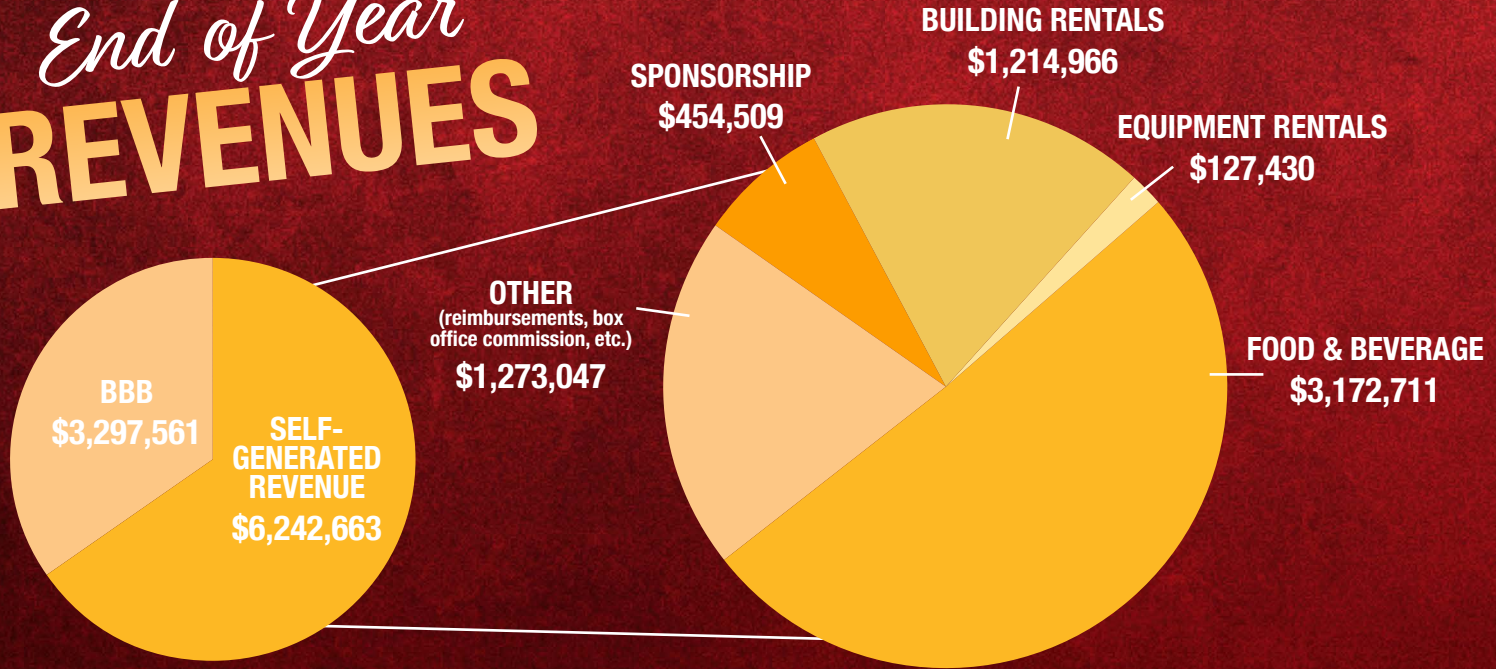
**For 2017, Non-Profits & Schools represent 54% of TOTAL events and 59% of TOTAL event days**



### *Police & Fire Cooperation*

The Rushmore Plaza Civic Center is proud to provide a space for K-9 trainings by the Pennington County Sheriff Department, Pennington County Search and Rescue, Rapid City Police Department, and Rapid City Fire Department.

# 2017 End of Year REVENUES

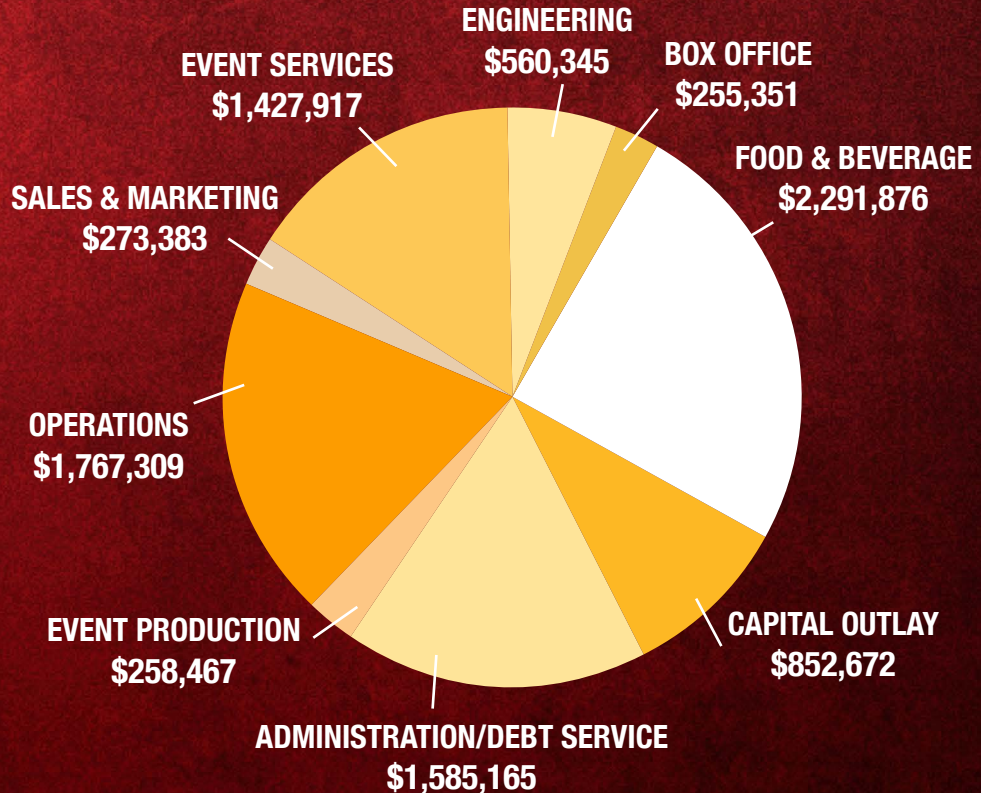


Since opening in 1977, the Rushmore Plaza Civic Center has never been a recipient of the City of Rapid City's General Fund tax dollars for Civic Center operational expenses. Rather, the Civic Center, along with Vist Rapid City (VRC), receives the Bed, Board, and Booze Tax (BBB). This 1% tax is imposed on lodging, prepared foods, alcohol sales, and entertainment within the City of Rapid City. The BBB generates roughly \$3 million (75%) annual in receipts for the Civic Center and \$1 million (25%) annually for the VRC.



# 2017 End of Year EXPENSES

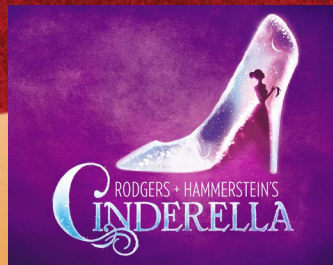
**A** key reason governmental entities own civic centers is for the purpose of generating economic impact. The Rushmore Plaza Civic Center is proud to host nearly 1 million people each year. A majority of our annual visitors come from out of town. While attending events at the Civic Center they stay in hotel rooms, dine at local restaurants, shop, and visit our tourist attractions. This activity, in turn, generates sales for our local businesses and local sales tax dollars for our community! The Rushmore Plaza Civic Center is part of the vital “engine” of economic impact!



# 2018 UPCOMING EVENTS



**LUKE BRYAN**  
WHAT MAKES YOU COUNTRY TOUR



RODGERS + HAMMERSTEIN'S  
**CINDERELLA**



**CHRIS YOUNG**  
LOSING SLEEP  
WORLD TOUR

WITH SPECIAL GUESTS  
**KANE BROWN & LANCO**



**SugarLand**  
still the same  
2018 tour

With  
Brandy Clark  
and guest  
Clare Bowen



**Riverdance 20** YEARS  
SATURDAY, MARCH 31<sup>ST</sup>



**OLD DOMINION**

**THE HAPPY ENDINGS**  
WORLD TOUR

RUSHMORE  
PLAZA  
CIVIC CENTER  
RAPID CITY / FEB 24  
ON SALE OCT. 20

WITH  
**MICHAEL RAY** AND BRANDON LAY

HomeSlice CONCERTS **KAT** 98.7

Along with these high-end acts, we look forward to the remodel of Rushmore Hall Phase I (ceiling and above, including electrical, HVAC, lighting, and sound!)

# Our Staff

## **Craig Baltzer**

Executive Director

## **Jayne Kraemer**

Deputy Director/Events

## **Tracy Heitsch**

Deputy Director/Finance

## **Tanya Gray**

Event Services Manager

## **Larry Dale**

Life Safety & Events Coordinator

## **Ivan Brown**

Director of Corporate Sales

## **Priscilla Dominguez**

Guest Services & Premium Seating Manager

## **Jarrett Breuninger**

Accounting & Administration Manager

## **Sara Callaway-McGeehon**

Ticket Operations Manager

## **Evan Sims**

Assistant Ticket Operations Manager

## **Paul Sterling**

Director of Operations

## **Kim Moline**

Operations Manager

## **Nathan Kleinschmit**

Engineering Manager

## **Ryan Knutson**

Director of Food Services

## **Monte Valnes**

Food Services Manager

## **Jorge Ucan**

Assistant Food Services Manager

## **Paul Heib**

Assistant Food Services Manager

## **Casey Martin**

Stage-Production Manager

## **Retired 2017**

## **Richard Rosales, Jr.**

28 years full-time

## **Rick Voss**

10 years full-time

## **Gary Fisher**

9 years full-time

*Administrative Office*

**MONDAY-FRIDAY 8 AM-5 PM**

**(605) 394-4115**

**1-800-GOTMINE**  
**[www.GotMine.com](http://www.GotMine.com)**

**444 Mt Rushmore Road N**  
**Rapid City, SD 57701**

