

A large, modern building with a curved facade, illuminated at dusk. The building is the Rushmore Plaza Civic Center. The sky is a deep blue, and the building's lights are on. In the foreground, there is a brick wall, trees, and a body of water reflecting the scene.

*Rushmore*  
PLAZA CIVIC CENTER

**2016**

**A Year In Review**

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**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.**

**To Our Stakeholders:**

For forty years the Rushmore Plaza Civic Center has been your house; a place of entertainment, excitement, and energy. A dynamic facility whose mission is to remain financially responsible, drive economic impact, and enhance quality of life in the Black Hills. These goals motivate the Civic Center staff to provide the highest level of customer service to our community.

2016 was a banner year, with a very diversified lineup of entertainment. Groups like Florida Georgia Line, Boston, James Taylor, and Snoop Dogg visited our arenas. Our Theatre hosted Dirty Dancing, The Janis Joplin Experience, The Buddy Holly Story, Beauty and the Beast, Home Free, Mamma Mia and through the efforts of the Vucurevich Foundation, the Legendary Itzhak Perlman.

2016 also marked the year that we celebrated the 40th Anniversary of the Lakota Nation Invitational. A key cultural event that celebrates the uniqueness and tradition of our community while showcasing some of the best basketball teams from a four state region. We are proud to have been chosen by the Lakota Nation Invitational Board to be the host site of this event.

As we look to the future we remain focused on enhancing your experience. We have enhanced our premium food and drink offerings through our newly branded Peak Hospitality. We have reimagined our approach to marketing and sponsorship sales to add value to our clientele, and looked to modernization to provide a top level experience to our visitors and Black Hills family.

In this annual report, you will find reference to some of the items I have mentioned and much more. We are grateful to have the unwavering support of Rapid City and the Black Hills. We encourage you to come to the Rushmore Plaza Civic Center and enjoy the positive changes. Let us know how we can serve you and remember, this is your house.



**Craig Baltzer**  
Executive Director  
Rushmore Plaza Civic Center



# 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.



**2016**  
**BOARD OF DIRECTORS:**  
Mike Diedrich - Chairperson  
Donna Winkler - Vice Chairperson  
Jeff Bailie  
Don Frankenfeld  
Jennifer Landguth



# 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: 5,119/ 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

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

## DON BARNETT ARENA

- Capacity: 10,436 for stage event in the round, or 3,574-4,568 in half house concert or theatre 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





## FINE ARTS THEATRE

- Remodeled in 2009
- Capacity: 1,690
- Backstage area includes three dressing rooms, chorus rooms, & 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

### ***LACROIX HALL***

- Refurbished in 2011
- 15,264 Sq 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







*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 High Country Coca-Cola who have exclusive rights in our facility. You will find their products at all arena and banquet events.*



**10** PERMANENT  
CONCESSION  
STANDS

**NUMEROUS**  
PORTABLE CONCESSIONS

**Full Service FOOD COURT**

- CHINA  
- GLASSWARE  
- FLATWARE

FULL-SERVICE  
LIQUOR LICENSE

**CATERING**



# 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 Spectra.

Spectra, formerly Paciolan, has provided sports and entertainment venues with the software needed to facilitate automated ticketing. Today we 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 a ticket outlet located within the Silverado-Franklin Hotel and Casino, Deadwood, 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

# 2016: BY THE NUMBERS

**450,078**  
WEBSITE VISITORS  
58% MOBILE USERS

**799**  
EVENTS

**700+**  
PART-TIME  
EMPLOYEES

**42**  
FULL-TIME  
EMPLOYEES

**15,237**  
SOCIAL MEDIA  
SUBSCRIBERS

**1464**  
EVENT DAYS

**52,562**  
EMAIL  
DATABASE

**917,578**  
PATRONS



# Facility Partners

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 places 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 us at [ivanb@rushmoreplazacc.com](mailto:ivanb@rushmoreplazacc.com)

2016

# ACCOMPLISHMENTS: Americans with Disabilities Act RENOVATIONS

Changes in parking and improved accessibility features in bathrooms, stairwells and corridors are some of the Americans With Disabilities Act (ADA) and life-safety enhancements completed in 2016 at the Rushmore Plaza Civic Center.

The improvements were contained in a \$1.5 million renovation project approved by the City Council and included ADA and life safety enhancements to the facility excluding the Barnett Arena. Similar issues with the Barnett Arena are currently under review by the Civic Center Resolution Task Force.

The Civic Center's west parking lot has been realigned, offering a number of expanded crosswalks, curb realignments and changes in parking configurations, including nearly three dozen handicapped parking spaces.

The interior of the Civic Center facility also received a considerable makeover. Guests will notice improved handrails, addition of guardrails along the stairwells, and the addition of handrails in the first floor areas leading to the Ice Arena. The restroom facilities were improved to include single countertops with multiple wash basins, removal of wastebaskets and other obstructions and toilet stalls with width and height adjustments.



# *Civic Center Resolution Task Force*

This 10 member task force, formed by Mayor Steve Allender in February 2016, was established to weigh options for the resolution of several building issues at the Rushmore Plaza Civic Center Barnett Arena. The task force plans on having a recommendation in 2017.



# *Giving Back* to the **COMMUNITY**

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



IN 2016

**38** GROUPS  
VOLUNTEERED **EARNING:**

**\$93,045.07**



**64%** OF RENTAL REVENUES

Come from Non-Profit & School Organizations

**SCHOOL ORGANIZATIONS**

Receive discounts of

**50%** OFF COMMERCIAL RENTAL RATES

**NON-PROFIT ORGANIZATIONS**

Receive discounts of

**30%** OFF COMMERCIAL RENTAL RATES

**FOR 2016, NON-PROFITS & SCHOOLS REPRESENT 56% OF TOTAL EVENTS AND 59% OF TOTAL EVENT DAYS**



## **POLICE & FIRE COOPERATION**

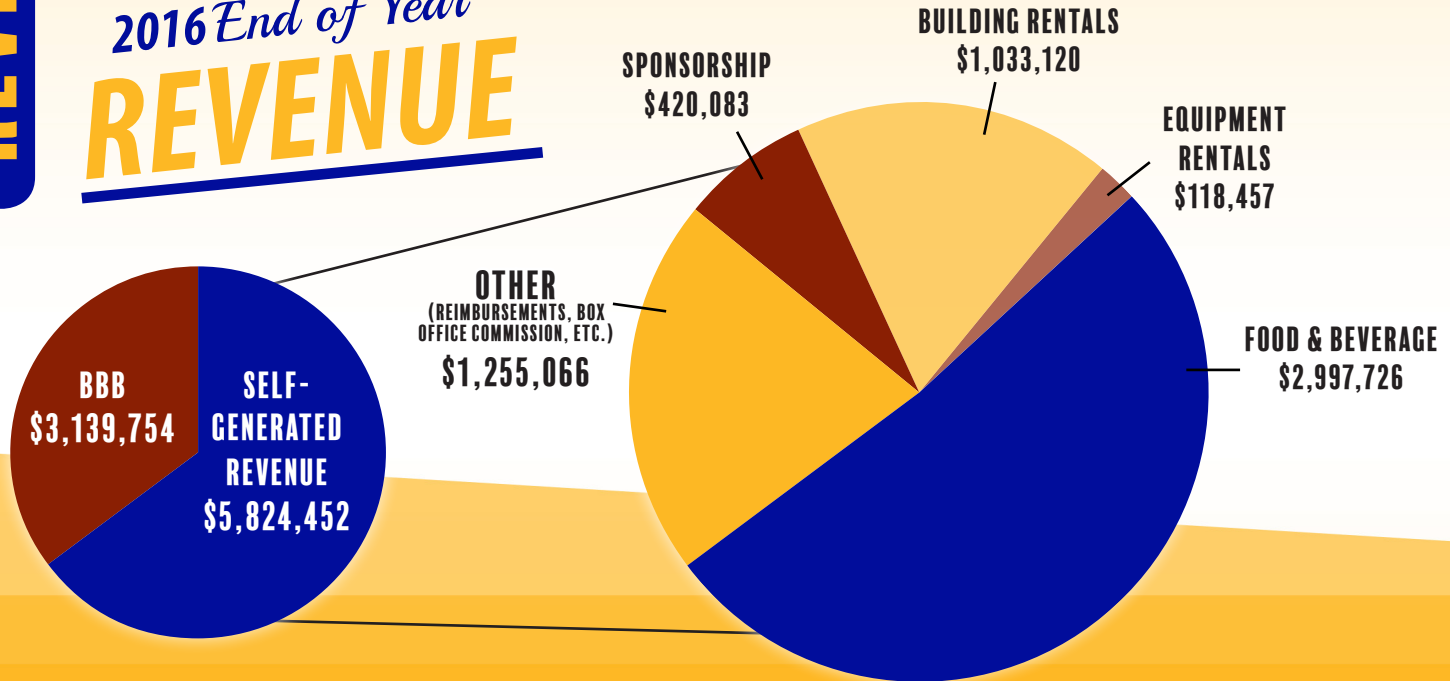
The Rushmore Plaza Civic Center is proud to provide a space for K-9 trainings by the Pennington County Sheriff Department, Rapid City Police Department, and Rapid City Fire Department.



# 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 the Convention Visitors Bureau (CVB), 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 CVB.

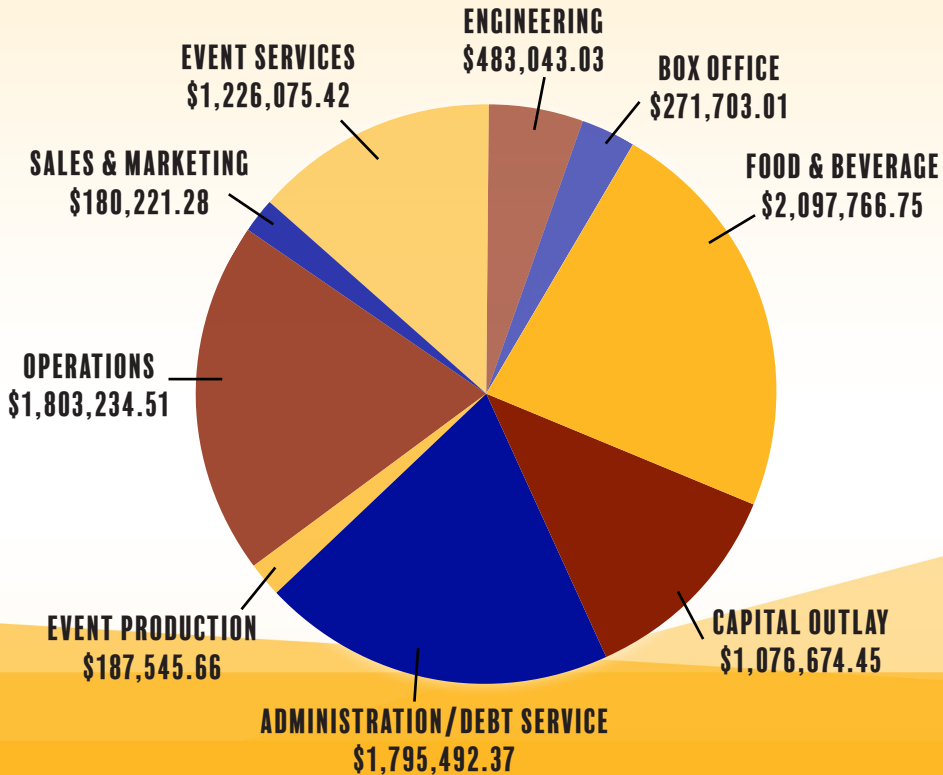
## 2016 End of Year REVENUE





2016 *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 and while attending events at the Civic Center, they stay in hotel rooms, eat 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!*

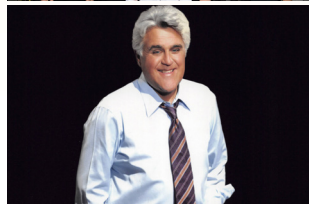


# Rushmore

## PLAZA CIVIC CENTER

THE CIVIC CENTER IS CELEBRATING  
**40 YEARS** BY WELCOMING A VARIETY  
OF ACTS TO OUR 2017 LINEUP:

**Dierks Bentley**  
**Skillet**  
**40th Anniversary of Rodeo Rapid City**  
**Poison & Tesla**  
**Jay Leno**  
**& MUCH MORE!**



### RPCC WELCOMES ICPC

Rapid City and the Rushmore Plaza Civic Center will serve as host of the ACM International Collegiate Programming Contest (ICPC) May 20-25, 2017. The ICPC is the premiere global programming competition conducted by and for the world's universities. The competition is sponsored by IBM and over the past four decades, it has grown to be a game-changing global competitive educational program raising the aspirations and performance of generations of the world's problem solvers in the computing sciences and engineering.

All eyes will be on Rapid City in late May as the world's best come to the Black Hills to match wits in international competition. Teams of three students will represent their universities in multiple levels of regional competition. Volunteer coaches are preparing their teams with intense training and instruction in algorithms, programming, and teamwork strategy. Top teams from regional competitions will advance up to 132 teams to the World Championship round in Rapid City.

# 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

## **Justina Kruse**

Food Services Manager

## **Steven Schipke**

Assistant Food Services Manager

## **Jorge Ucan**

Assistant Food Services Manager

## **Casey Martin**

Stage-Production Manager

## **Retired 2016**

## **Sandy Chapman**

11 years full-time

25 years part-time

## **Tom Barber**

39 years full-time

## **Steve Burgad**

26 years full-time

*Administrative Office*

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

**(605)394-4115**



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

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