

2018

A Year in
REVIEW



Table of Contents

1 Mission Statement

2 Message from Executive Director

3 Operation

4 Facility Overview

6 Food & Beverage

7 Box Office

8 Statistics

9 Facility Partners

10 Facility Reinvestments

11 Vote Yes Rapid City

12 Giving Back

14 Revenues/Expenses

16 2019 Upcoming Events

17 Staff

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

As we celebrated our forty-first year of operation our focus was on investing and preparing ourselves for the future. In June of 2018, we saw the citizens of Rapid City overwhelmingly "Vote Yes" on a \$130 million expansion project for the facility. This expansion will not only provide us with a venue that has the seating capacity many events are looking for, but it will be an extremely flexible venue for all of our events. It will feature dimensions that are compatible with touring shows, tournaments, rodeos, and trade shows. The booking potential of this expansion will open up the current diminishing abilities of the Barnett Arena and secure the Civic Center's future for the next several decades. We cannot thank Mayor Allender, the people who worked tirelessly on the campaign, and the general public for their support and engagement. The expansion is slated to open in the Fall of 2021 and we are excited to unveil the finalized design in 2019.



2018, was a year of investment. Over the course of the year we invested in an upgraded point-of-sale system for our Food and Beverage Department, received matching grant funds for twenty-four walk-through metal detectors, renovated Rushmore Hall, and invested in the Rapid City Rush as they worked to find a new ownership group. The team, an integral part of the Civic Center and a staple of the community, has a bright future ahead of them and we are excited to see what's in store for 2019. Go Rush!

The mission of the Rushmore Plaza Civic Center is something our staff strives to reach for every day in the events we host, the people we welcome, and the services we provide. We were proud to celebrate our 31st Anniversary of the Broadway Series with shows such as Finding Neverland and Elf, along with a great entertainment line-up throughout the year including performances by Jerry Seinfeld, PJMasks!, Sugarland, Luke Bryan, Chris Isaak, Mannheim Steamroller, and the PBR Velocity Tour. In addition to these national acts, we were proud to continue to be the home for a number of great regional and local events such as the Rapid City Concert Association Concert Series, Black Hills Powwow, Lakota Nation Invitational, United Way Day of Caring, Black Hills Stock Show & Rodeo®, Rodeo Rapid City, Black Hills Home Builders Home Show, Black Hills Sports & Outdoor Show, and the Black Hills Workshop Gala.

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!

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.

2018

BOARD OF DIRECTORS:

Donna Winkler - Chairperson

Jennifer Landguth - Vice Chairperson

Mike Diedrich

Daniel Kline

Gary Brown



Facility Overview

The Rushmore Plaza Civic Center is located in Rapid City, the second largest city in the state of South Dakota, which serves as a gateway to the Black Hills. Conveniently located within walking distance of the vibrant downtown area, the Civic Center is South Dakota's premier full-service convention, exhibition and performance complex with over 250,000 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.



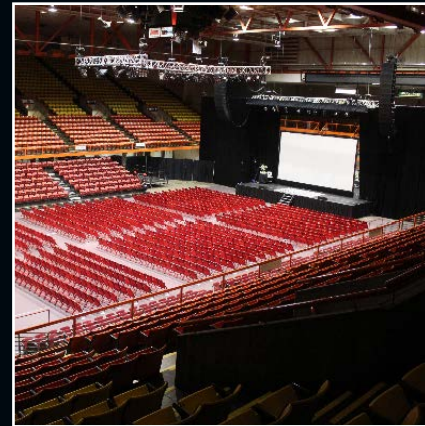
Ice Arena

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: 6500-7500 for Full Arena/
3500-4500 for Half House Setup
- Daktronics displays and scoreboards
- Home to a multitude of events including, the Black Hills Stock Show and Rodeo®, Rodeo Rapid City, South Dakota State Basketball, Road 2 Destruction Monster Trucks Tour, and Black Hills Home Builder Home Show



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
- Several flooring options that include both sport court and carpet
- Events have included concerts, sporting events, auctions, and banquets

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

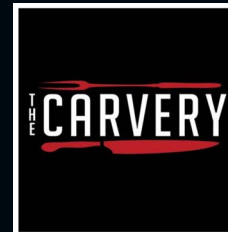


Peak Hospitality by Rushmore Plaza Civic Center, offers a broad menu of services tailored specifically to the unique needs of each event, crowd, and space within our facility. Our staff is professional, courteous, and committed to providing a memorable experience for you and your guests.

Sports fans, rodeo fans and concert goers don't want to miss any of the action, so we continue to look for strategic locations with portable and built-in food concessions to reduce the waiting lines. We have just completed a new technological initiative & upgrade for the entire facility that brings us up to 100 points of sale and puts us on the fore-front of wireless and self-serve/self-payment technology. We will begin offering in-seat service and quick pick-up options to strategic parts of the facility in the coming year.

We continue to make strides with initiatives aimed at minimizing our carbon footprint by purchasing locally produced and sustainably raised products, sourcing sustainable seafood, using non-petroleum-based products, and recycling and composting our waste whenever possible.

Whether a sit-down banquet for a gala affair, elegant hors d'oeuvres for a theater crowd, hot dogs and sodas in the bleachers, or a cappuccino and croissant sold from a portable cart to convention attendees, Peak Hospitality is here to help you make sure your event is a success!



BOX OFFICE

The Rushmore Plaza Civic Center offers a full service box office complete with real time online ticketing at 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.

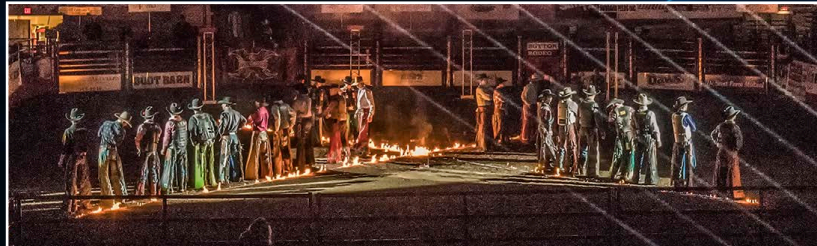
Our ticket capabilities include “pick your seat” maps, “print at home” options, mobile delivery, a toll-free number for the sale of tickets-by-phone, walk up ticket sales, along with the ticket outlet located within the Outdoor Recreation Center at Ellsworth Air Force Base, SD.

Tickets for all major events in our facility are sold through our Box Office.

www.GotMine.com — 1-800-GOTMINE

Paciolan

A LEARFIELD COMPANY



2018: *By the Numbers*

EMAIL DATABASE

67,626 

500,850
WEBSITE VISITORS



64% MOBILE
USERS

19,945
SOCIAL MEDIA SUBSCRIBERS



42 FULL-TIME
EMPLOYEES

700+ PART-TIME
EMPLOYEES



1,306
EVENT DAYS

715
EVENTS



853,870 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.

CONTACT IMAGINE@RUSHMOREPLAZACC.COM OR (605) 394-4115 ABOUT SPONSORSHIP OPPORTUNITIES



Facility Reinvestments

Walk-Through
Metal Detectors

\$132,000

roughly \$50,000 paid by Homeland Security Grant

Ice Plant
Compressors

\$72,000

Appetize Point
of Sale System

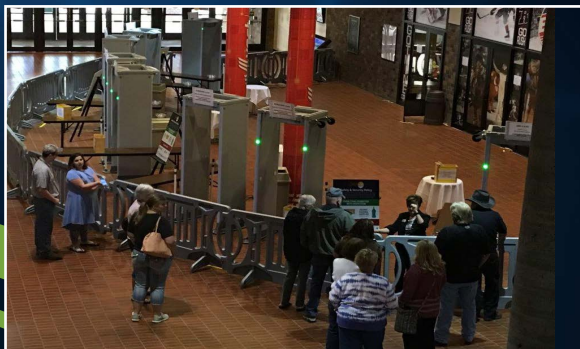
\$230,000

Rushmore Hall
Ceiling & Above

including Electrical, HVAC, lighting, and sound

\$1,062,000

+ Other Equipment Upgrades **\$120,000**



On June 5th, 2018, Rapid City voters went to the polls to decide whether to build a new arena to greatly increase our ability to bring top level entertainment to Rapid City, and provide much needed expansion the facility's perennial marquee events, OR continue with the unchanged Barnett Arena, with the exception of required accessibility upgrades. Hundreds of volunteers gave their time and money to the Vote Yes Rapid City campaign. By a definitive margin, 64% of the 17,000 voters chose to approve construction of the new arena. The construction budget of \$130 million will be financed by Vision Funds. This \$6 million annual payment is approximately 42% of Vision Fund Revenues currently being collected annually.

“Last night’s victory was not about an arena. It was about progress. The voters spoke loudly and clearly: they want change. They want us to be known as the community that thinks ahead and doesn’t seek to stay in the past.” – Mayor Steve Allender

The Rushmore Plaza Civic Center staff have been working with architects Perkins + Will and JLG Architects to finalize layout and design. The construction managers are Mortenson and Scull Construction.

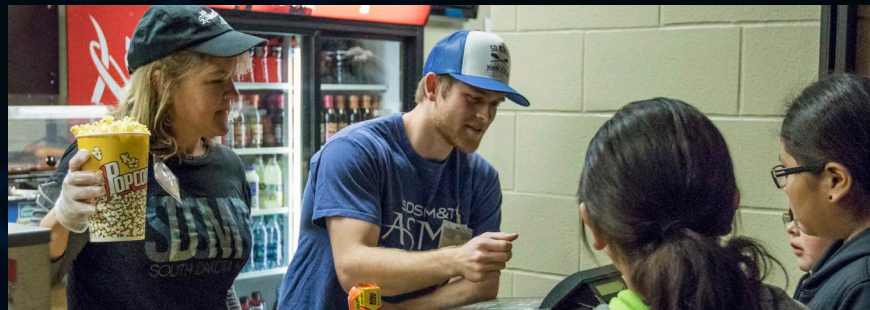
Opening day is estimated for fall of 2021.



Vote
YES
RAPID CITY!
Support the New Arena

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.



41 DIFFERENT GROUPS WORKED, **EARNING:**

\$113,105.92

for the 2018 year



63%

OF RENTAL REVENUES ARE GENERATED BY
SCHOOL & NON-PROFIT ORGANIZATIONS

SCHOOL ORGANIZATIONS

receive discounts of

50%

off commercial rental rates

NON-PROFIT ORGANIZATIONS

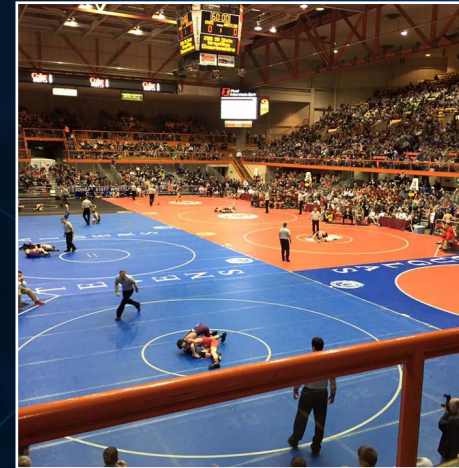
receive discounts of

30%

off commercial rental rates

For 2018

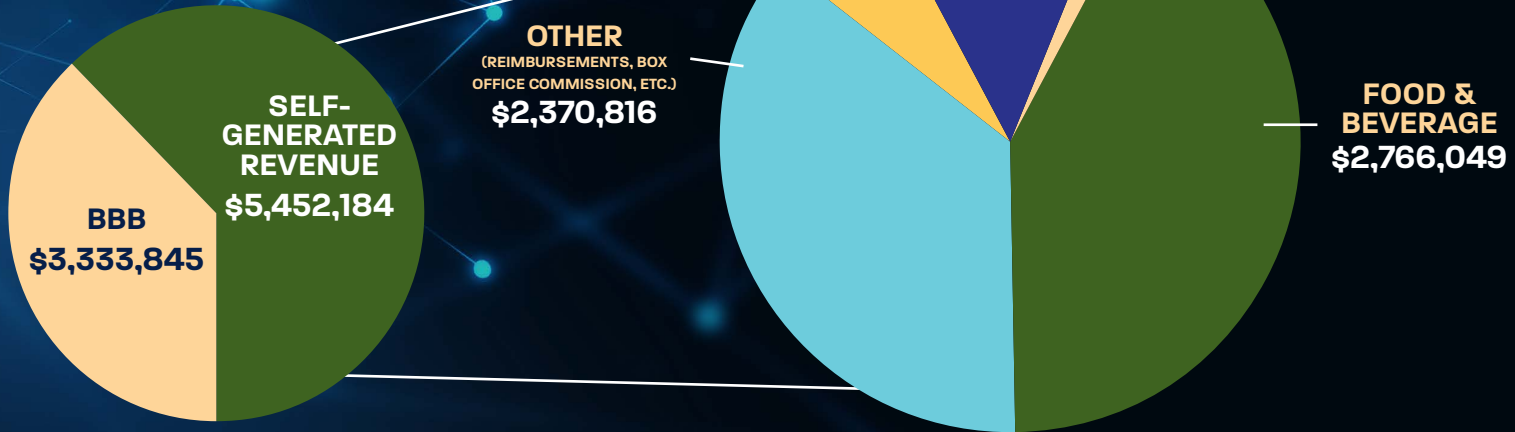
Non-Profits & Schools represent 57% of
TOTAL events and 55% of TOTAL event days



Police & Fire Cooperation

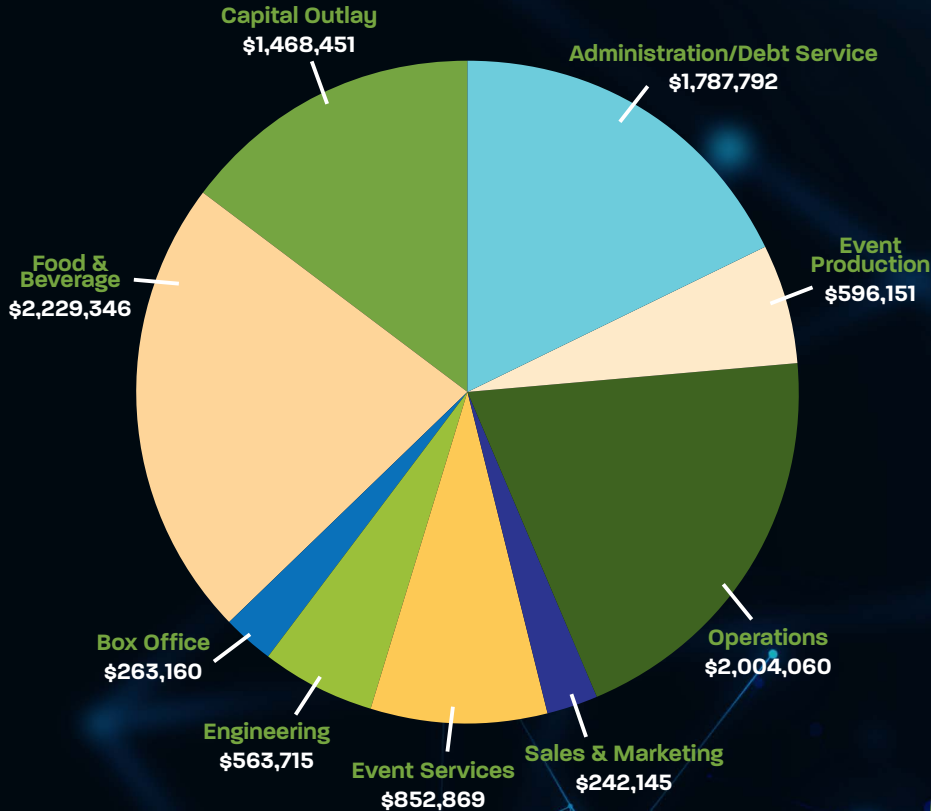
The Rushmore Plaza Civic Center is proud to provide a space for K-9 trainings by the Pennington County Sheriff Department, Pennington County Search and Rescue, Rapid City Police Department, and Rapid City Fire Department.

2018 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 Visit 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.

2018 *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!

2019 UPCOMING EVENTS



Sign up for our Insider Club at GotMine.com to be the first to know about upcoming shows and presale offers!

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

Priscilla Dominguez

Director of Sales & Marketing

Josh Houk

Corporate Sales

Jarrett Breuninger

Accounting & Administration Manager

Sara Callaway-McGeehon

Ticket Operations Manager

Evan Sims

Assistant Ticket Operations Manager

Paul Sterling

Director of Operations

Eric Harasyn

Operations Manager

Nathan Kleinschmit

Engineering Manager

Ryan Knutson

Director of Food Services

Monte Valnes

Assistant Food Services Manager

Jorge Ucan

Assistant Food Services Manager

Nathan Forsyth

Assistant Food Services Manager

Administrative Office

MONDAY-FRIDAY 8 AM-5 PM

(605) 394-4115



1-800-GOTMINE
www.GotMine.com

444 Mt Rushmore Road N
Rapid City, SD 57701