

FOR IMMEDIATE RELEASE

Dacotah Bank Center Announces Ashley Biggar as New General Manager



Brookings, South Dakota (08/30/2024) – The Dacotah Bank Center has announced the appointment of Ashley Biggar as its new General Manager, effective September 1, 2024. Ashley will take over from Michael Logan, who has led the Center as General Manager since August 1, 2021. Michael’s last day will be September 3, 2024.

Ashley Biggar, a longtime resident of Brookings, brings nearly eight years of experience at the Dacotah Bank Center. Throughout her tenure, she has held

various roles, including Concert Personal Assistant, Event Coordinator, Event Manager, Director of Marketing, and most recently, Assistant General Manager. Her extensive background and passion for the live event industry make her the ideal choice to lead the Dacotah Bank Center into its next chapter.

A graduate of South Dakota State University, Ashley has also contributed to the Brookings community through various roles such as a business owner, artist, and Director of Downtown Brookings. Her strong commitment to community service is evident in her volunteer work, including her current position on the Brookings Area United Way Board. In 2020, Ashley’s efforts were recognized with the City of Brookings Mayor’s Generation Leadership Award. She and her husband, Brandon, are deeply rooted in the community, raising their two children, Kaleb and Phoenix, and caring for their two dogs.

“I am incredibly honored to take on the role of General Manager,” said Ashley. “It is a privilege to continue serving this incredible venue, our community, and the live events industry. I look forward to collaborating with our talented team and local partners to deliver outstanding events and experiences.”

Anna Rosburg, Oak View Group District General Manager, expressed her support for Ashley’s promotion, “We are delighted to have Ashley lead the Dacotah Bank Center. Her passion and

commitment to excellence have been crucial to our recent successes, and we are confident that her leadership will continue to drive growth and create positive economic impact for Brookings and the surrounding areas.”

Kristin Zimmerman, Parks, Recreation, and Forestry Director for the City of Brookings, added, “Ashley’s extensive experience and innovative approach to venue management will be instrumental in advancing our mission to deliver exceptional experiences for our community. We look forward to the positive impact she will undoubtedly make as she leads the Center into its next chapter.”

As General Manager, Ashley will be responsible for all facets of the Center’s operations, from event coordination and facility management to strategic planning. Her leadership is expected to foster operational excellence and bring innovative programming that aligns with the community’s aspirations. Ashley’s strategic vision aims to strengthen community connections and advance the Center’s mission.

The Dacotah Bank Center continues its commitment to enhancing the quality of life for the region by providing a venue for diverse events that positively impact the Brookings community. Since opening in 2001, the Center has been a sought out destination for entertainment, hosting a wide range of events, from concerts and sporting events to banquets, meetings, and conventions. Operated by Oak View Group and owned by the City of Brookings, the Dacotah Bank Center proudly offers "Midwest Hospitality at Its Best."

ABOUT THE DACOTAH BANK CENTER

The Dacotah Bank Center is a gathering place for cultural, recreational and educational events. With a 30,000-square-foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Dacotah Bank Center is an international award-winning venue of excellence and one of South Dakota’s premier event centers.

ABOUT OAK VIEW GROUP

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on Facebook, Instagram, LinkedIn, and X.

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