



**DACOTAH
BANK
CENTER**

2023 ANNUAL REPORT



www.dacotahbankcenter.com | 605.692.7539 | 824 32nd Ave., Brookings, SD 57006



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TABLE OF CONTENTS

PAGE 3

Mission & Management

PAGE 4

Letter From The General Manager

PAGE 5

Our Staff

PAGE 6

Staff Recognition

PAGE 7

Facility Projects

PAGE 8

Partnerships

PAGE 9

Fans & Feedback

PAGE 10

Arena Overview

PAGE 11

Expos & Trade Shows

PAGE 12

Conference Center Overview

PAGE 13

2 Years of Spectra/OVG360

PAGE 14

Community Involvement

PAGE 15

Giving Back

PAGE 16

Financials

PAGE 17

Future Outlook



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MISSION & MANAGEMENT

MISSION



It is the mission of the Dacotah Bank Center to enhance the quality of life for the citizens of the region by providing a gathering place for cultural, recreational and educational events, thereby positively impacting the economy of Brookings.

OWNER



The City of Brookings is committed to providing a high quality of life for its citizens by fostering a diverse economic base, innovative thinking, strategic planning, and proactive, fiscally-responsible municipal government.

OPERATOR



OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities.



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LETTER FROM THE GENERAL MANAGER



I am proud to present to you our 2023 Annual Report, which marks a transformative year for the Dacotah Bank Center. Throughout this year, we celebrated our new Naming Rights Partner, Dacotah Bank, in May, marking the beginning of a new era for our venue. Alongside this significant milestone, we also undertook various transformative projects, from capital improvements to the addition of new partnerships.

We have been able to continue our mission of enhancing the quality of life for the citizens of the region by providing a gathering place for cultural, recreational, and educational events. In total, we hosted 194 events with 104,251 attendees, positively impacting the economy of Brookings.

Our success would not be possible without the dedication and hard work of our talented Dacotah Bank Center staff, both full-time and part-time. I would like to extend my deepest gratitude to each and every one of them. Their relentless efforts and commitment to excellence are reflected in our overall event rating of 4.8 out of 5.

I extend my sincerest gratitude to the City of Brookings, the City Council, and the Dacotah Bank Center Advisory Board for their continuous support, leadership, and guidance. Their unwavering commitment to our mission and vision has been invaluable, and I am grateful for the opportunity to work with such dedicated parties.

Finally, I would like to thank the community of Brookings for making 2023 a memorable year at Dacotah Bank Center. We look forward to continuing to serve you and providing exceptional experiences in the years to come.

Sincerely,

Michael Logan
General Manager - OVG360 | Dacotah Bank Center



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OUR STAFF

ADMINISTRATION

MICHAEL LOGAN | General Manager

MARKETING

**ASHLEY BIGGAR | Assistant General Manager/
Director of Marketing**

FINANCE

**LISA ROBINSON | Director of Finance
JACKI STUDEMANN | Staff Accountant**

PARTNERSHIPS

BROOKE BARHITE | Director of Partnerships

BOX OFFICE

SYD SERRAO | Director of Ticketing

EVENT SERVICES

**CIERRA STEFFENSEN | Event Manager
KELLY DAHLHOFF | Event Coordinator**

OPERATIONS

**BRAD SKYBERG | Director of Operations
JAKE MELIUS | Operations Manager
MITCHELL LLOYD | Operations Supervisor**

FOOD & BEVERAGE

**JOHN HARVEY | Director of Food & Beverage/
Executive Chef
TAYLOR BERNARD | Food & Beverage Coordinator**



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STAFF RECOGNITION



BOARDS WE SERVE ON

Visit Brookings
SDSU Student Promotions Committee
Brookings Area United Way
Brookings Arts Council
Sioux River A.B.A.T.E

FULL-TIME TRAININGS

Kulture City Sensory Inclusion
Adult/Pediatric CPR, First Aid, AED
Bloodborne Pathogens
Fire Extinguisher and Safety
Emergency Evacuation



RECEIVED PROMOTIONS

Syd Serrao - to Director of Ticketing

Promotions received after Dec. 31, 2023 will appear in the 2024 annual report.



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FACILITY UPDATE



AUDIO

January marked the completion of our arena and barn audio projects, marking the first significant upgrade since their original installation nearly 20 years ago. The implementation of state-of-the-art equipment, specifically the \$180k EV System, ensures our fans will enjoy superior audio quality for many years to come.



ROOF

In December, we celebrated the completion of our building-wide blue roof transformation. Our Arena now boasts a Duro-Tuff 60-MIL membrane, which has been expertly overlaid on top of the old roof, creating a highly energy-efficient and long-lasting solution. Additionally, the lower roof has been upgraded to a Duro-Last 24-Gauge Standing Seam roof, chosen for its exceptional long-term value.



HVAC

In late 2023, we finalized the comprehensive HVAC system retrofit, completed by Johnson Controls Inc. and main subcontractor Active Heating. This two-year project, costing just under \$1.5 million, guarantees improved efficiency and climate control for our venue. With an expected lifespan of up to 30 years, this upgrade ensures comfort and sustainability for our guests well into the future.



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PARTNERSHIPS

\$399,150 | 54%

2023 Gross Signed Agreements | Increase over 2022

\$170K

2021

\$260K

2022

\$399K

2023



DACOTAH BANK NAMING RIGHTS

In May, the center announced a new 10-year multi-million-dollar partnership with Dacotah Bank. Staff, partners and community celebrated in December with a Chamber Ribbon Cutting event.

PENDLETON PORCH



In December, Dacotah Bank Center and Pendleton Whisky branded the mezzanine area.

OFFICE PEEPS SEATING



In December, Dacotah Bank Center and Office Peeps branded the seating sections.



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FANS & FEEDBACK

FACEBOOK

1,576 follower increase in 2023

16.2K

FOLLOWERS

INSTAGRAM

72 follower increase in 2023

1.5K

FOLLOWERS

WEBSITE

8,394 pageview increase in 2023

156.4K

PAGEVIEWS

CYBER CLUB

2,176 email subscriber increase in 2023

39.5K

SUBSCRIBERS

I have never had a venue staff be so attentive and easy to work with. We do four small gatherings per year and I truly enjoyed this experience. I can't always say that. You made things so easy!

-2023 Dakota Resources Entrepreneur Event



4.8
out of 5

CLIENT SURVEYS

Clients were surveyed about their event experience, rating 29 aspects including customer service, food, equipment, and facility. The overall combined score was an impressive 4.8 out of 5, indicating a highly satisfactory and positive experience.



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ARENA OVERVIEW

6,000

Max Capacity

25

Ticketed Events

40,600

Total Attendance

2023 was marked by diverse array of ticketed events, featuring the likes of PAW Patrol, REO Speedwagon, Harlem Globetrotters, SDSU Stampede Rodeo, Hairball, Cheer and Dance Competitions, Jon Pardi, Dropkick Murphys, The Oak Ridge Boys, Theory of a Deadman & Skillet, Monster Truck Nitro Tour, Brookings PRCA Rodeo, and Mistletoe Mayhem.



ATTENDANCE SUPERSTAR

In February, Parker McCollum graced the stage and brought with him a sea of dedicated fans. This passionate crowd, numbering 3,892 strong, marked our largest ticketed event of the year in 2023.

HISTORIC GRADUATION

South Dakota State University brought together faculty, students, and supporters in May to celebrate their graduates. This monumental occasion unfolded over three ticketed ceremonies, culminating in an impressive total ticketed attendance of 7,837.





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EXPOS & TRADE SHOWS

10

Shows

12,079

Total Attendance

Hosting a diverse array of events, from hobbyist expos to agricultural shows and trade fairs, our venue is a premier destination for enthusiasts, professionals, and consumers alike. Featuring annual staples like the Gun Show, BRBA Home Show, and Brookings Radio Holiday Shopping Expo, we offer a dynamic space for fostering community engagement.



ROARING RED ANGUS

In late June, the North American Jr. Red Angus Event took over the facility for six action-packed days, utilizing every inch of the grounds. This multi-day extravaganza not only attracted 4,800 attendees, it also fulfilled a City Council priority project.

VENDOR VILLAGE

In December, the Dacotah Bank Center responded to the need for a festive gathering and organized the Merry Marketplace vendor showcase. Over two days, attendees shopped local vendors, supported the BEDC Kidpreneur space, and even visited Santa.





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MEETINGS & BANQUETS

79 MEETINGS

18,290
Total Attendance

25 BANQUETS

7,249
Total Attendance



NAIA BANQUET



UMCVB CONFERENCE

Our team excels in hosting meetings, conferences, and banquets of all sizes. From small gatherings of 10 to a massive event like the NAIA Banquet with 1705 attendees, we ensure a positive guest experience every time.



BROOKINGS' BEST WEDDING VENUE

4
Ceremonies

13
Receptions

2,301
Total Attendance

Dacotah Bank Center continues to be a leader in the market as a wedding ceremony and reception venue. Our dedicated team oversees every detail, ensuring ceremonies and receptions are flawlessly executed from start to finish.



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2-YEARS OF SPECTRA/OVG360

Spectra assumed operations of the Dacotah Bank Center in the summer of 2021. In the winter of 2022, Spectra merged with Oak View Group to form OVG360. Summer of 2023 marks two years since new management. In this time, the following has been accomplished:



CAPITAL COMMITMENT

By January 1, 2023, OVG360 contributed a total of \$325,000 in capital contribution funds addressing specific needs outlined in the City Capital Expenditures budget.

COMMUNITY MARKETING

OVG360 allocates \$3,000 annually for community marketing initiatives with Visit Brookings. In 2023, these funds created a geofencing campaign, resulting in 267,000 impressions and 229 clicks.



SCHOLAR SUPPORT

OVG360 provides support to South Dakota State University students studying hospitality or facility management by awarding \$2,000 in grants annually, awarding \$4,000 total by the end of 2023.



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COMMUNITY INVOLVEMENT

Dacotah Bank Center serves as a corporate, culture, entertainment, and education hub for the Brookings community.

Dacotah Bank Center hosts:

- Veteran Programs
- Community Events
- Family Events
- Corporate Events
- Emergency Trainings



BHS GRADUATION

Since 2003, the facility has hosted Brookings High School graduation, drawing around 2,200 guests per event. Over the years, the facility has hosted around 41,800 individuals, creating memories as the community celebrates academic achievements.



LIGHTING FOR GOOD

Twice in May, our building became a beacon of awareness. In green, we honored Mental Health Month, promoting understanding and support, while in red, we highlighted the importance of travel and tourism, inspiring adventure and discovery.



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GIVING BACK



TOUGH ENOUGH TO WEAR PINK

In December, Dacotah Bank Center provided a \$2,343 check to the Brookings Health System from proceeds raised from the annual Tough Enough to Wear Pink Campaign that takes place every October for the fight against breast cancer.



UNCLE SAM JAM

This annual, free festival is a fun tribute to our nation's Independence Day, welcoming the entire community to join in the festivities, including a firework finale by the Brookings Fire Department. In 2023, the event drew in around 2,500 attendees.

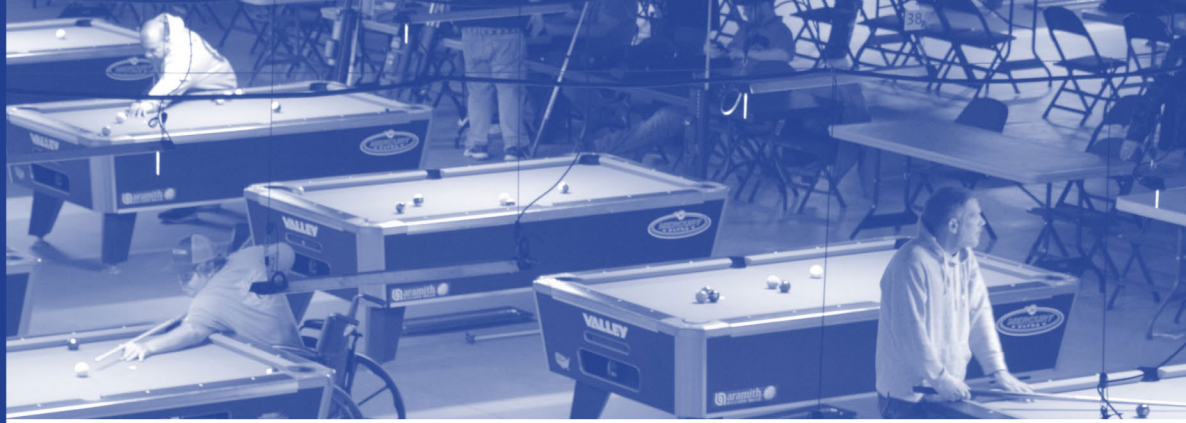


ADOPT-A-HIGHWAY

Every fall, the Dacotah Bank Center team joins forces for the Adopt-A-Highway program, cleaning a mile-long stretch of highway. With gloves and bags in hand, they collect litter and debris, ensuring a cleaner, safer community.



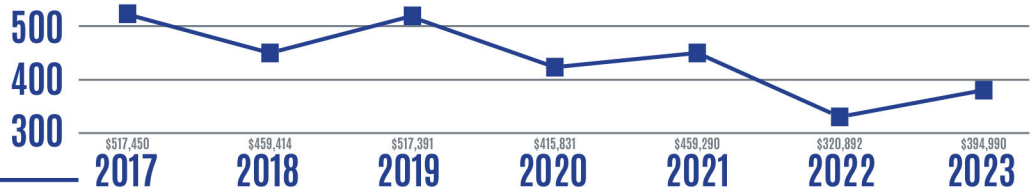
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FINANCIALS

\$394,990

2023 Total Operating Transfer



2023 Dacotah Bank Center Finances

194 Events with 104,251 Attendees

	Actual	Budgeted	Variance
Direct Event Income	\$209,734	\$628,692	(\$418,958)
Booth Fee Rentals	\$9,493	\$14,420	(\$4,926)
Ticket System Income	\$218,906	\$208,448	\$10,458
Ancillary Income	\$707,815	\$772,443	(\$64,628)
Other Income	\$250,914	\$296,480	(\$45,566)
Transfer from Hospitality Tax	\$394,990	\$242,409	(\$152,581)
Total Indirect Expenses	\$1,791,853	\$2,162,892	(\$371,039)
Net Operating Income / (Loss)	\$0	\$0	\$0



FUTURE OUTLOOK

As we look back on our accomplishments in 2023 and ahead to 2024, we are optimistic that the Dacotah Bank Center will continue to fulfill its mission. We're thrilled to bring you a great lineup of ticketed events next year, including Scotty McCreery, Harlem Globetrotters, Dustin Lynch, and many more.

In addition to these events, we are excited to host numerous banquets, wedding receptions, trade shows, and meetings in 2024. These gatherings will continue to foster a vibrant community and region.

We remain committed to driving economic impact and enhancing the quality of life in Brookings. We are grateful for your support and look forward to the opportunities that lie ahead.

Sincerely,

Michael Logan
General Manager - OVG360 | Dacotah Bank Center

