YEAR IN REVIEW FY 2022

Five Flags Center Mission Statement:
Strive to enhance the quality of life for the citizens of the Tri-State area and contribute to the community’s economic vitality by providing access to a wide variety of entertainment, culture and other activities, while minimizing cost to Dubuque taxpayers.

Photography Contributed By: Bob Felderman, Rich Curiel, Daniel DeSlover, Digital Dubuque, Dubuque Telegraph-Herald, Kodiak Creative, Loras College Athletics, Lu Supply Co., Northeast Iowa Community College, Jason Rubin
Five Flags Center continued its recovery from the COVID-19 pandemic with another successful year in FY 2022. In addition to returning to full capacity events, Five Flags Center was able to bring back some returning favorites, anchor tenants, and community events with an eye toward a possible expansion of the arena and renovation of the historic theater.
FY2022 EVENTS IN REVIEW

Aaron Lewis
ABBA Fab
Baby Shark Live
Battle for the Bluff Rodeo
Blackberry Smoke
Blippi The Musical
Brett Young
Buckcherry
The Choir of Man
Chris Janson
Cody Jinks
Dubuque Dances with the Stars
Deana Carter
Dinosaur World Live
DockDogs World Championships
Dustin Lynch
El Kahir Shrine Circus
Firehouse
Ginger Billy
Glenn Miller Orchestra
That Golden Girls Show
Harlem Globetrotters
Home Free
James “Murr” Murray
Julien Dubuque Intl. Film Festival
Killer Queen
Kip Moore
Koe Wetzel
Lindsey Stirling
NCAA Div. III Regional Wrestling
NICC Commencement
Postmodern Jukebox
REO Speedwagon
Sara Evans
Steel Panther
Steve O
Styx
The Texas Tenors
Whiskey Myers
## REGIONAL EVENTS COMPARISON

<table>
<thead>
<tr>
<th>Venue</th>
<th>City</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Five Flags Center</em></td>
<td>Dubuque</td>
<td>72</td>
</tr>
<tr>
<td>TaxSlayer Center</td>
<td>Moline</td>
<td>30</td>
</tr>
<tr>
<td>Alliant Energy Powerhouse</td>
<td>Cedar Rapids</td>
<td>29</td>
</tr>
<tr>
<td>Wells Fargo Arena</td>
<td>Des Moines</td>
<td>26</td>
</tr>
<tr>
<td>Gallagher-Bluedorn PAC</td>
<td>Cedar Falls</td>
<td>23</td>
</tr>
<tr>
<td>La Crosse Center</td>
<td>La Crosse</td>
<td>14</td>
</tr>
<tr>
<td>Xtream Arena</td>
<td>Coralville</td>
<td>11</td>
</tr>
<tr>
<td>Alliant Energy Center</td>
<td>Madison</td>
<td>9</td>
</tr>
<tr>
<td>BMO Harris Bank Center</td>
<td>Rockford</td>
<td>4</td>
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</tbody>
</table>

*Since July 1, 2021*

Data compiled from venue websites and Facebook pages. Does not include anchor sports tenants.
EVENT ANALYSIS

Event Days by Fiscal Year

FY22 FY21 FY20 FY19 FY18 FY17 FY15 FY13
244* 248 355 342 335 259 231

Attendance by Fiscal Year

FY22 FY21 FY20 FY19 FY18 FY17 FY15 FY13
60,554* 27,617 62,051 87,821 99,042 80,393 65,063 66,042

*FY22: Through May 1, 2022
YEAR-END FINANCIALS

Gross Ticket Sales

FY13 FY15 FY17 FY18 FY19 FY20 FY21 FY22
$621,907 $691,300 $1,909,158 $1,762,079 $1,600,965* $1,214,405 $512,109

Gross Food/Beverage Revenue

FY13 FY15 FY17 FY18 FY19 FY20 FY21 FY22
$146,568 $110,411 $223,620 $315,288 $450,746 $242,041 $209,406 $598,810 *

*FY22: Through May 1, 2022
YEAR-END FINANCIALS

*FY22: Through May 1, 2022

INCOME

- FY15: $236,747
- FY17: $390,069
- FY18: $600,350
- FY19: $365,486
- FY20: $530,008
- FY21: $708,174*
- FY22: $1,480,792

EXPENSES

- FY15: $1,088,807
- FY17: $1,268,696
- FY18: $1,445,325
- FY19: $1,467,968
- FY20: $1,480,792
- FY21: $1,170,394
- FY22: $1,250,165*
MONTHLY PROFITS

Since ASM Global assumed management of Five Flags Center in 2004, there have been just THREE MONTHS when the venue generated more revenue than expenses:

**APRIL 2018**
Events: Willie Nelson, Disney on Ice, George Winston, Julien Dubuque Intl Film Festival

**FEBRUARY 2022**
Events: Chris Janson, Dinosaur World Live, Battle for the Bluff, Aaron Lewis, REO Speedwagon

**MARCH 2022**
Events: Swan Lake, Deana Carter, Whiskey Myers, Firehouse, Blippi, Harlem Globetrotters
VENUE SPONSORSHIPS

Sponsorship Dollars

FY15: $0
FY16: $16,800
FY17: $51,000
FY18: $60,000
FY19: $62,500
FY20: $66,500

Sponsorship Dollars
TICKET BUYER DEMOGRAPHICS

Ages:
- 18-24: 7%
- 25-34: 23%
- 35-44: 27%
- 45-54: 19%
- 55+: 24%

Income:
- $0-$30K: 14%
- $30-$50K: 21%
- $50-$75K: 23%
- $75-$100K: 15%
- $100-$125K: 11%
- $125K+: 16%

Top Ten Cities to Purchase Tickets:
1. Dubuque
2. Galena
3. Peosta
4. Platteville
5. East Dubuque
6. Lancaster
7. Dyersville
8. Bellevue
9. Cuba City
10. Cascade

Sales Channels:
- Mobile: 46%
- Internet: 27%
- Box Office: 27%

Of ticket sales with a known location, 73% came from OUTSIDE Dubuque County.

Average Ticket Price: $38

Purchasers: Female – 55% | Male – 45%
WEBSITE TRAFFIC

<table>
<thead>
<tr>
<th>Sessions FY22</th>
<th>Sessions FY21</th>
<th>Sessions FY20</th>
<th>Sessions FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>245,858</td>
<td>107,018</td>
<td>144,347</td>
<td>191,724</td>
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MOST VIEWS BY CITY

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</thead>
<tbody>
<tr>
<td>6. Dyersville</td>
<td>7. Minneapolis</td>
<td>Davenport</td>
<td>Milwaukee</td>
<td>Waterloo</td>
</tr>
</tbody>
</table>

- 79% of Website Sessions are on Mobile Devices
- Most Visited Event Pages:
  - Battle for the Bluff Rodeo
  - Dinosaur World Live
  - Home Free
  - Dustin Lynch
  - Kip Moore
- Gender Breakdown: 46% Female/54% Male
- 84% of Website Sessions Came From New Visitors
SOCIAL MEDIA

**Facebook**
19,684 Likes
Up 11% from FY21
Total FY22 Post Reach: 2,977,815 People

**Twitter**
1,587 Followers
Best Performing Tweet:
Koe Wetzel Concert Photos
74,745 Impressions – 2,378 Engagements

**Instagram**
1,700 Followers
Up 9% from FY21
Total Location Tags: 587
61% Increase vs. FY 21

A few of Schleuning Photography’s professional photos from Saturday night’s @KoeWetzel and @Austin_Mead concert. See more here: facebook.com/media/set?veni...
Stories about Five Flags Center’s events and staff have been shared in local, regional, and even international news outlets.
SERVICE TO THE COMMUNITY

Five Flags Center demonstrated its versatility in Fiscal Year 2022, serving the community by hosting a disaster aid shelter, trainings for vital city services, a community-organized school supply drive, and a community college graduation ceremony.
STAFFING CHANGES

Aaron Rainey  
Director of Events & Operations  
Joined Five Flags Center in November 2021.

Julie Husemann  
Director of Finance  
Joined Five Flags Center in August 2021.

Jacquelyn Pfohl  
Events Coordinator  
Joined Five Flags Center in June 2021.

Nick Farfan  
Interim Food & Beverage Manager  
STRUCTURAL ISSUES

Five Flags Center continues to be forced to use temporary toilets for events with anticipated attendance of 2,000+ people.

Additional Ongoing Structural Problems:
- Aging sewer pipe failed in December, nearly forcing cancellation of a holiday concert
- Leaks from arena roof presented safety hazard during youth dance competition in April
- Building orientation creates crowd flow “bottlenecks” at arena entry points
- Lack of elevator access in theater
FY 2022 HIGHLIGHTS

- Highest Attendance Event: **Cody Jinks – 2,578**
- Busiest Two Weeks: **February 10-23**
  - Chris Janson, Dinosaur World Live, Battle for the Bluff Rodeo, Aaron Lewis, REO Speedwagon
- **Total Attendance: 7,782**
FY 2022 HIGHLIGHTS

RED DIRT COUNTRY STAR CODY JINKS

- Highest Attended Event Of FY 2022: 2,578 People
- Set Venue Record With Nearly $71,000 In Food & Beverage Sales
- Both Attendance And Food & Beverage Revenue More Than Doubled Jinks’ 2018 Appearance At Five Flags Center
FY 2022 HIGHLIGHTS

ALTERNATIVE COUNTRY ARTIST KOE WETZEL

- Set New Venue Record with Food & Beverage “Per Cap” of $32.33
- Initiated Successful Partnership with Iowa-Based First Fleet Concerts Promotion Company
FY 2022 HIGHLIGHTS

COUNTRY CHART-TOPPER KIP MOORE

- Opening Act: Rising Star and Grammy Nominee Lainey Wilson
- Nearly 2,000 Tickets Sold
- “My favorite hard-ticketed show I played in 2021. We had so much fun!” - Moore
FY 2022 HIGHLIGHTS
KIDS' SHOW DINOSAUR WORLD LIVE
- Second Performance Was Added After the First SOLD OUT
- Total Attendance: More Than 1,100 People
- “Loved the show. Very helpful, professional staff.” – John S.,
Google Review
FY 2022 HIGHLIGHTS

BATTLE FOR THE BLUFF RODEO

- Returned for the First Time Since February 2020
- Total Attendance (Two Nights): Nearly 3,000 People
- Second Night Attendance Topped the Combined Attendance from 2020 Event
FY 2022 HIGHLIGHTS

RBT THEATER’S SWAN LAKE

- Near Sell Out Performance in the Historic Five Flags Theater
- Received Excellent Media Coverage Featuring Ukrainian Dancers Reacting to Recent Russian Invasion
- Overwhelmingly Positive Social Media Reaction in Support of the Performers
FY 2022 HIGHLIGHTS
COUNTRY MUSIC STAR DUSTIN LYNCH
- Five Flags Center Organized a Pre-Show Tour of John Deere Dubuque Works for Lynch
- Deere Visit Significantly Covered in Entertainment Industry Media
- Concert Attendance: 2,186
ANCHOR TENANTS

**DUBUQUE SYMPHONY ORCHESTRA**

DSO returned to a full season of in-person performances beginning with their annual Holiday Pops concert in December. They are once again planning a full slate of performances for 2022-23, which will begin in early October.

**FLY-BY-NIGHT PRODUCTIONS**

Fly-By-Night returned to Five Flags’ Bijou Room in September of 2021. The group wrapped up their 39th season of performances earlier this month and are already looking forward to next year.
UPCOMING EVENTS

for King & Country July 15
Larry Fleet August 19
ZZ Top w/ Govt Mule August 23
Charlie Berens September 11
The Box Tops September 16
Disney Junior Live September 21
QuadCon October 2
Edwards Twins October 21
Mannheim Steamroller November 17
QUESTIONS?