



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

FULL SPEED AHEAD...



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

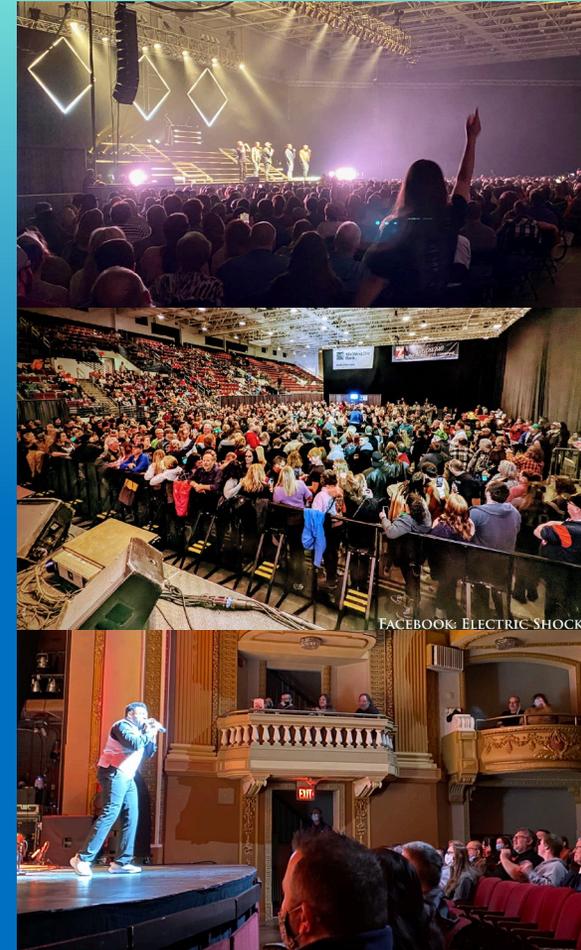


REGIONAL EVENTS COMPARISON

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

Since July 1, 2021

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

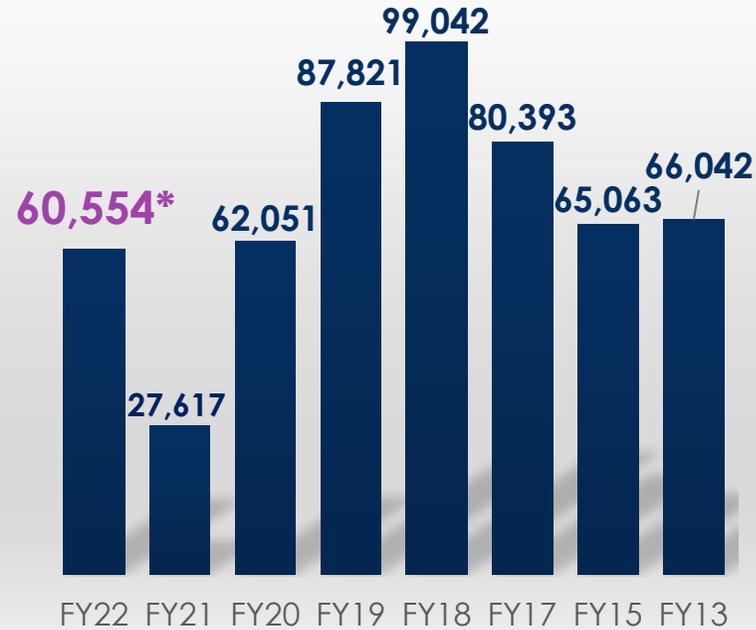


EVENT ANALYSIS

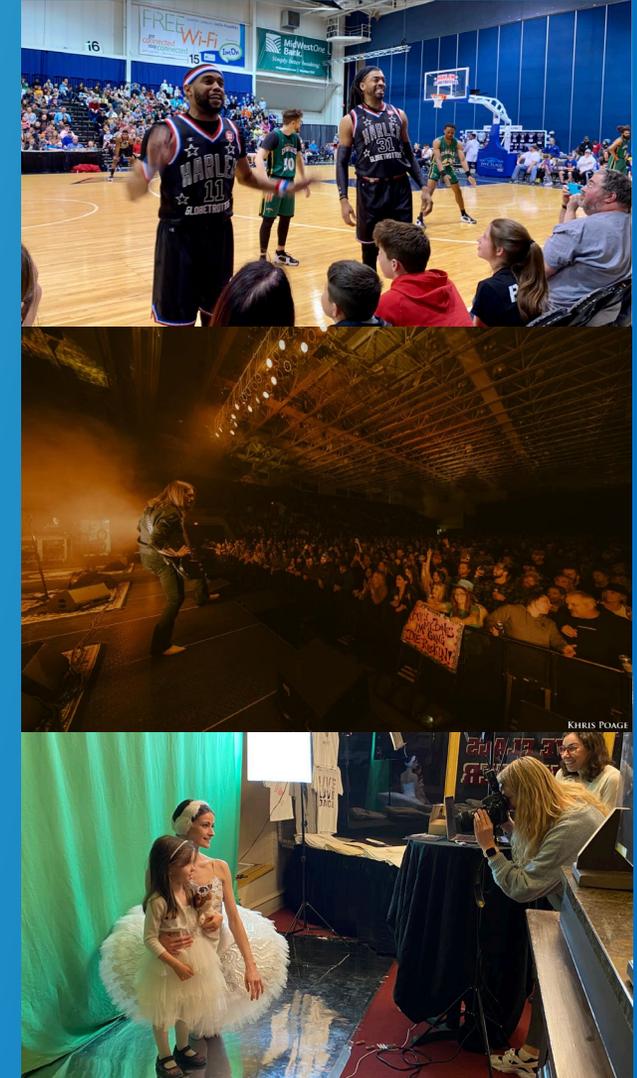
Event Days by Fiscal Year



Attendance by Fiscal Year



*FY22: Through May 1, 2022

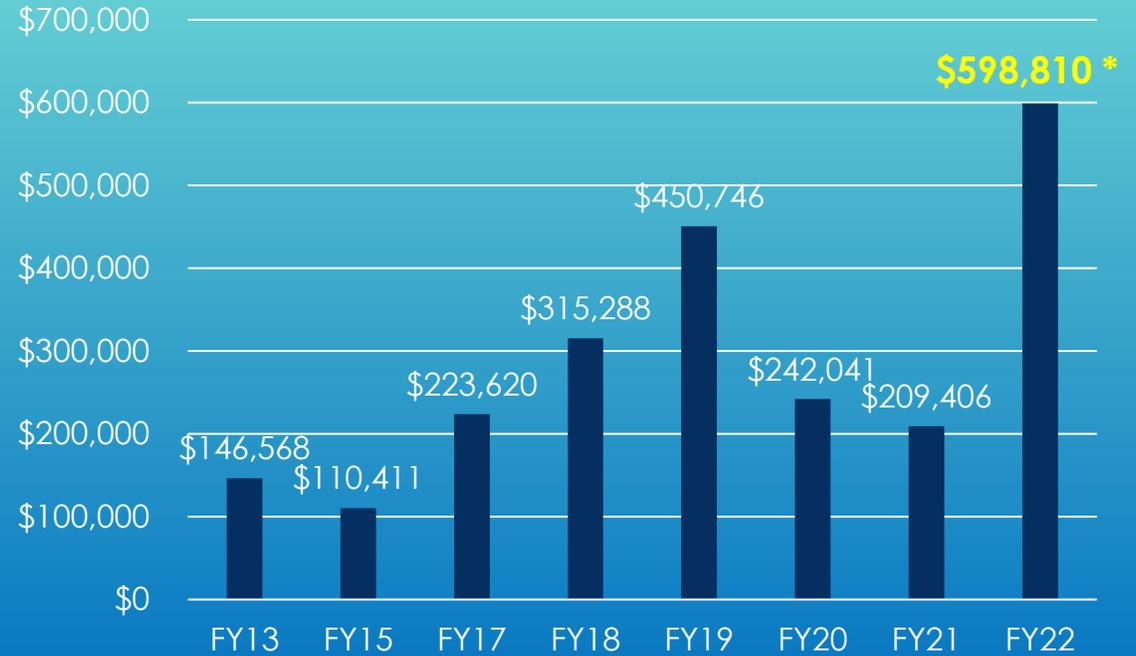


YEAR-END FINANCIALS

Gross Ticket Sales



Gross Food/Beverage Revenue



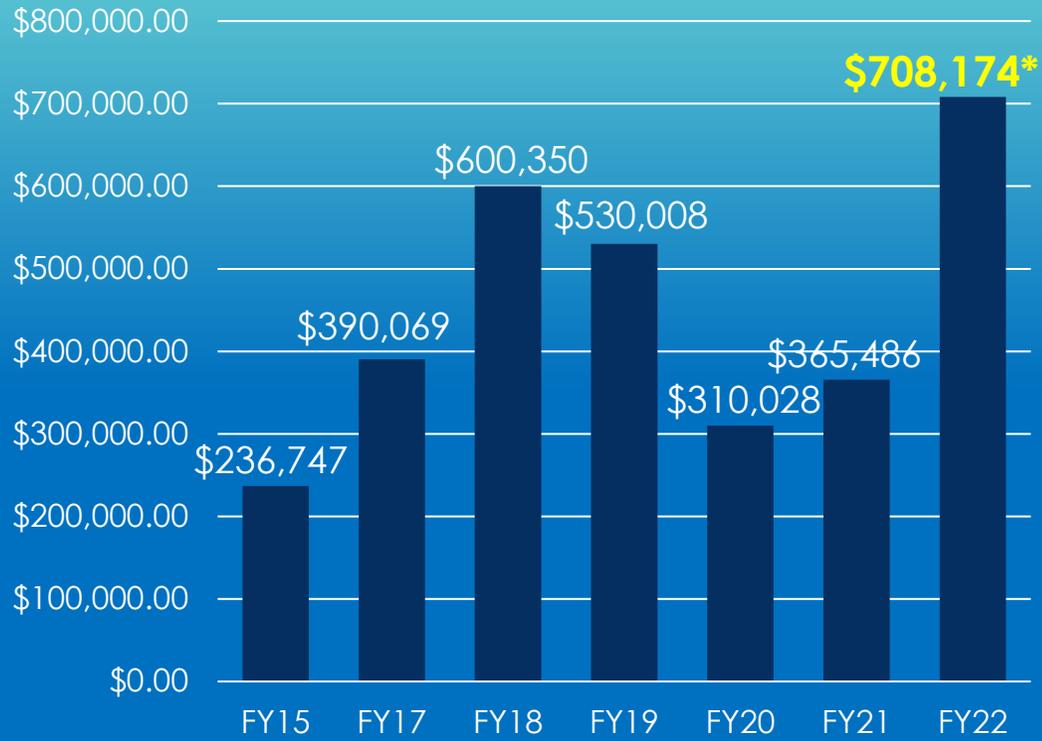
***FY22: Through May 1, 2022**



YEAR-END FINANCIALS

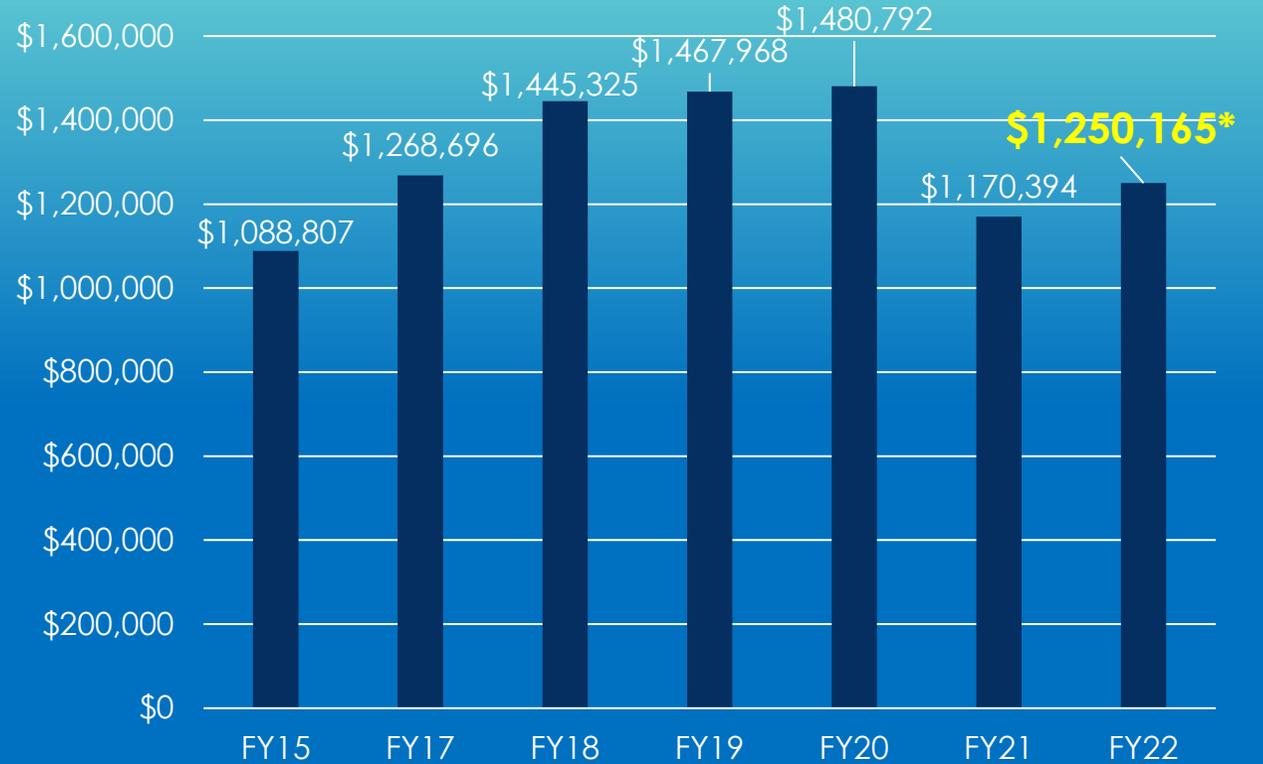
*FY22: Through May 1, 2022

INCOME



■ INCOME

EXPENSES



■ EXPENSES



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



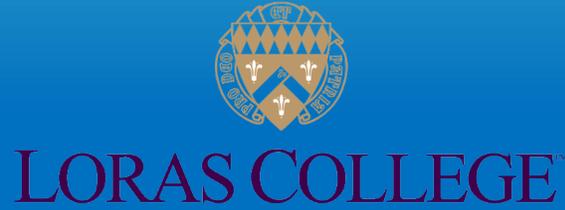
VENUE SPONSORSHIPS



Sponsorship Dollars



FY22 VENUE PARTNERS



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%

FIVEFLAGSCENTER.COM WEBSITE STATISTICS



WEBSITE TRAFFIC
SESSIONS IN FY22: 245,858
SESSIONS IN FY21: 107,018
SESSIONS IN FY20: 144,347
SESSIONS IN FY19: 191,724

PAGEVIEWS
PAGEVIEWS FY22: 415,088
PAGEVIEWS FY21: 199,528
PAGEVIEWS FY20: 478,502
PAGEVIEWS FY19: 572,820

MOST VIEWS BY CITY
1. DUBUQUE
2. MADISON
3. OMAHA
4. CHICAGO
5. CEDAR RAPIDS
6. DYERSVILLE
7. MINNEAPOLIS
8. DAVENPORT
9. MILWAUKEE
10. WATERLOO

- **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

A few of Schleunig Photography's professional photos from Saturday night's @KoeWetzel and @Austin_Meade concert. See more here: facebook.com/media/set?vani...



4:18 PM · Aug 30, 2021 · TweetDeck



Instagram

1,700 Followers

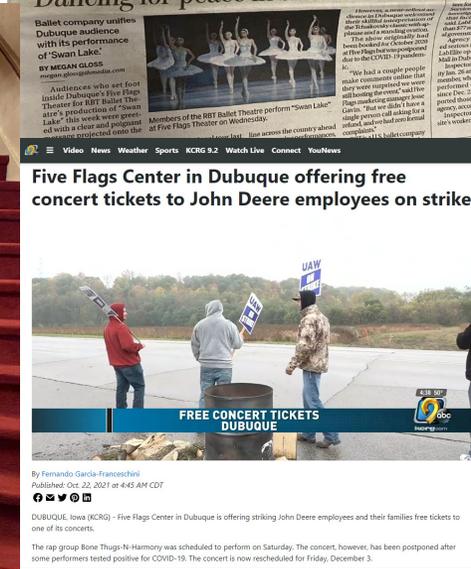
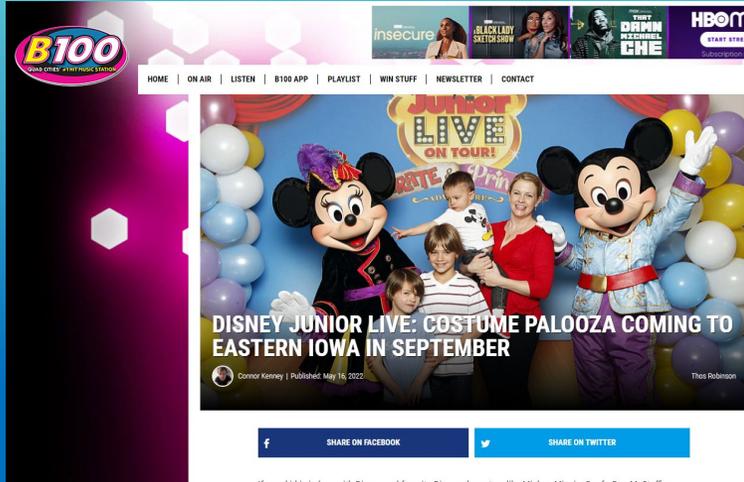
Up 9% from FY21

Total Location Tags: 587
61% Increase vs. FY 21



NEWS COVERAGE

Stories about Five Flags Center's events and staff have been shared in local, regional, and even international news outlets.



Lindsey Stirling performs during the Artemis Tour at Five Flags Center in Dubuque, Iowa, USA. Daniel DeSlover/ZUMA Wire/Shutterstock

The rap group Bone Thugs-N-Harmony was scheduled to perform on Saturday. The concert, however, has been postponed after some performers tested positive for COVID-19. The concert is now rescheduled for Friday, December 3.

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*
Interned at Five Flags
Center Jan.-May
2022. Joined full-time
staff in June 2022.

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

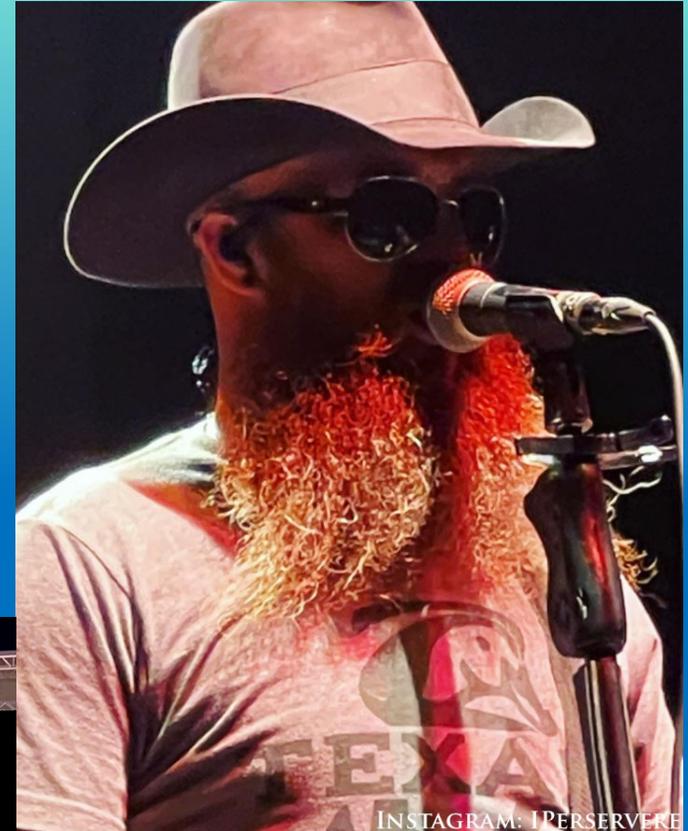
- Highest Attendance Event: **Cody Jinks – 2,578**
- Busiest Two Weeks: **February 10-23**
 - Chris Janson, Dinosaur World Live, Battle for the Bluff Rodeo, Aaron Lewis, REO Speedwagon
 - **Total Attendance: 7,782**



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



INSTAGRAM: I'ERSERVEKE



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



INSTAGRAM: CHRISKLEINMEIER



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



INSTAGRAM: JAYBGONZALESSR

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.



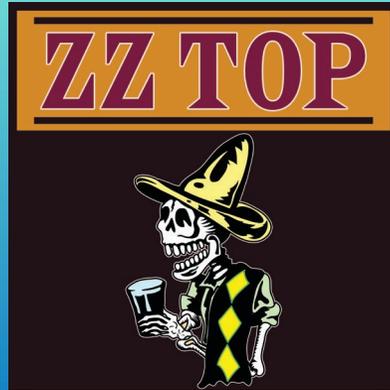
UPCOMING EVENTS



for King & Country
July 15



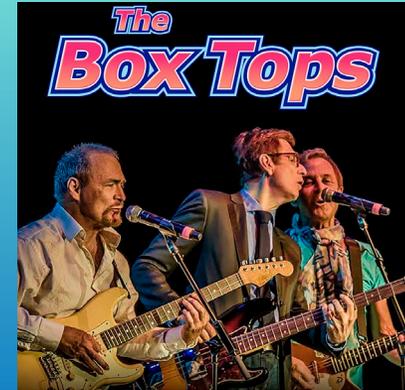
Larry Fleet
August 19



ZZ Top w/ Govt Mule
August 23



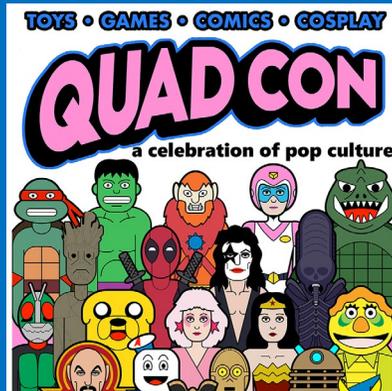
Charlie Berens
September 11



The Box Tops
September 16



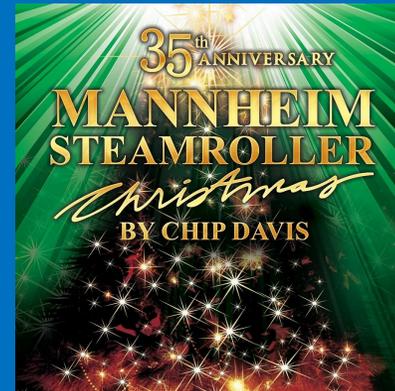
Disney Junior Live
September 21



QuadCon
October 2



Edwards Twins
October 21



Mannheim Steamroller
November 17

QUESTIONS?

