



McGrath Amphitheatre



Paramount Theatre



ImOn Ice Arena

2022 FISCAL YEAR ANNUAL REPORT

City of Cedar Rapids

The city of Cedar Rapids values creating a quality of life for its residents and has adopted the EnvisionCR plan which focuses on creating a healthy and desirable place to live. This will increase the community's emotional, mental and physical well-being. A vibrant city will also help recruit and retain individuals from across the country to make the community stronger. The city of Cedar Rapids promotes quality of life in these venues by providing a variety of events- sports, family, community and entertainment. The city has contracted VenuWorks to manage four entertainment venues in the city; Alliant Energy PowerHouse, Paramount Theatre, ImOn Ice Arena and McGrath Amphitheatre.

VenuWorks of Cedar Rapids

MISSION: It is the mission of VenuWorks to maximize the presentation of successful events in client facilities for the cultural, recreational, educational, and economic benefit of the communities we serve.

HISTORY: Since 1988, VenuWorks has operated, booked and managed for the city of Cedar Rapids the Alliant Energy PowerHouse Arena (formerly the Five Seasons Center and U.S. Cellular Center) and the Paramount Theatre. ImOn Ice (formerly Cedar Rapids Ice Arena) opened in 2001, and in 2014 the McGrath Amphitheatre opened and was added to the VenuWorks management.

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VenuWorks Employees

Employees by Age

City	Employees
18 and under	29
19-25 years	61
26-35 years	84
36-45 years	72
46-55 years	82
55 and over	102

Grand Total:
430

Employees by City

City	Employees
Cedar Rapids Metro	311
Dubuque	8
Iowa City/Coralville Area	31
Other	60
Quad Cities	20

CREVENTS Live!



VenuWorks of Cedar Rapids proudly operates and manages the Alliant Energy PowerHouse, Paramount Theatre, ImOn Ice Arena and the McGrath Amphitheatre for the city of Cedar Rapids. These venues are grouped within the brand CREventsLive! which offers all entertainment needs including concerts, events, theater and live entertainment in Eastern Iowa!

FY22 Annual Economic Impact

\$16,850,593.15

Each individual who visits one of the city-owned venues spends money within our community.

**These funds were calculated based on the Economic Impact of Travel Study released by the Iowa Economic Development Authority's Iowa Tourism Office.*

TOTAL EVENTS

2,386

TOTAL ATTENDANCE

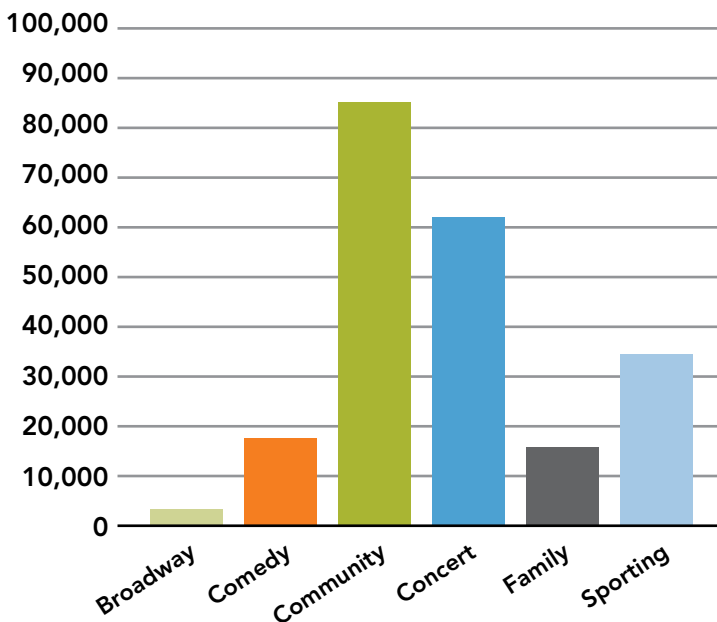
296,165

TOTAL DAYS VENUES USED

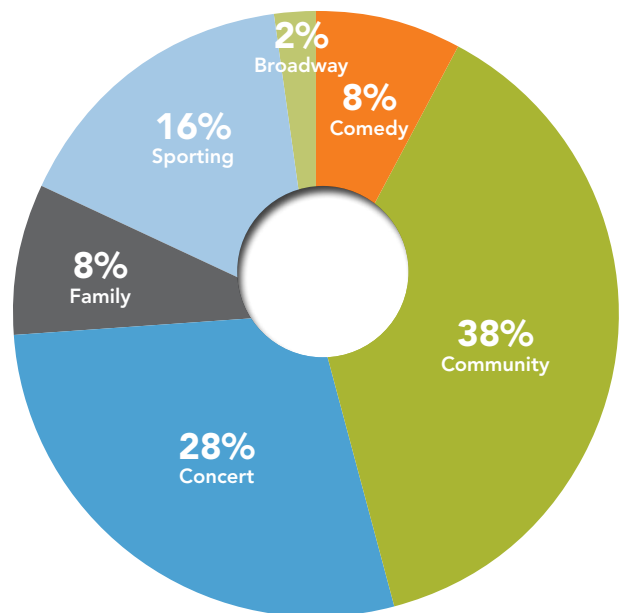
624

**This data represents all venues including the Alliant Energy PowerHouse, Paramount Theatre, ImOn Ice Arena & McGrath Amphitheatre.*

Events by Type



Attendance by Events Type



**This data does not include the ImOn Ice Arena.
Please visit page 7 for events and attendance breakdowns.*



The Paramount Theatre, listed on the National Register of Historic Places, is one of just 300 movie palaces left in the United States according to a story in USA Today. Built in the architecturally extravagant 1920's, the theater annually hosts concerts, opera, comedians, fundraisers, corporate meetings, dance recitals and a Broadway Series. The Paramount is also home to the Orchestra Iowa, the region's premier symphony orchestra.



OF EVENTS:

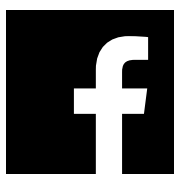
88

EVENT DAYS:

157

ATTENDEES:

87,961



FACEBOOK
FOLLOWERS

22,125



INSTAGRAM
FOLLOWERS

1,776

SPONSORS:

Cedar Rapids Downtown District
Collins Community Credit Union
Green State Credit Union
Eells & Tronvold
United Fire Group

Event Highlights

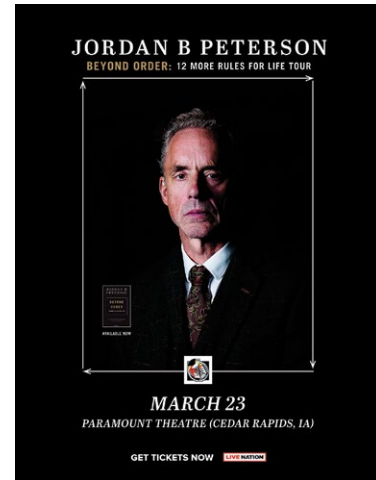
- Bert Kreischer – 4,665 attendees over three shows
- Charlie Berens – 3,016 attendees; 2 sold out shows
- Dr. Jordan Peterson – 1,653 attendees
- Orchestra Iowa:
 - Orchestra Masterworks – Beethoven
 - Orchestra Iowa POPS – Ghostbusters
 - Orchestra Iowa – Holiday Spectacular
 - Orchestra Iowa POPS – Musical Movie Moments by John Williams



Charlie Berens



Bert Kreischer



Dr. Jordan Peterson

Significant Events

2021-2022 Highest Attended Shows

Menopause the Musical

Theresa Caputo

C.S. Lewis

Friends – The Musical

Taylor Tomlinson

Kansas

The Price is Right

Maddie Poppe

Tedeschi Trucks

Chelsea Handler

Disney Princess

2021-2022 Broadway Season

Blue Man Group

Cats

Fiddler on the Roof

The British Invasion

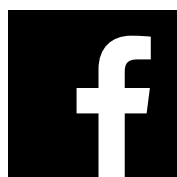




- ImOn Ice Arena, formally known as the Cedar Rapids Ice Arena, has been a staple in the Cedar Rapids Community for over 20 years.
- The city of Cedar Rapids invested \$6 million in the repair and renovation of the arena after significant damage from the 2020 derecho. The venue was able to reopen fully in July of 2021 for community users, national championship events and a full USHL season. When the Roughrider season began in October, it was the first time in 595 days.



- On January 1st, 2020, a five year naming rights sponsorship partnership with ImOn Communications went into effect. Due to the delay in reopening the arena, a one year extension was added to the sponsorship.
- Next year, the city of Cedar Rapids will fund further improvements to the arena including new seating on the NHL side.
- ImOn Ice Arena is open 361 days a year offering a multitude of programming and activities including public skating, skate rentals, hockey for youth and high school, curling, figure skating and other community events.



FACEBOOK
FOLLOWERS

3,880



INSTAGRAM
FOLLOWERS

360

OF EVENTS:

2,235

EVENT DAYS:

361

ATTENDEES:

151,498

SPONSORS:

Cedar Rapids Downtown District
Green State Credit Union

Event Highlights



USA Roller Sports
July-August 2021



Midwestern Adult Sectional Figure Skating Championships
March 2022



Hairball
2021



Rough Riders

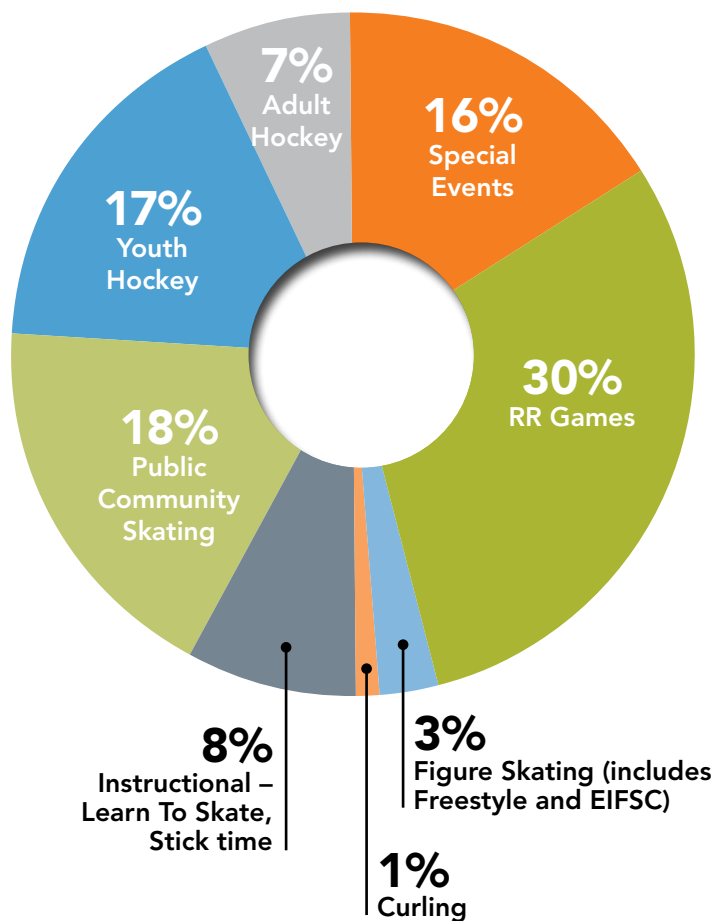
GAMES:

33

ATTENDEES:

44,911

Percentage of Events by Attendance





The McGrath Amphitheatre opened in 2014, and was specifically designed to function as part of the city flood protection system. A new amenity opened in Fall 2021 including permanent restrooms and warehouse facility.



OF EVENTS:

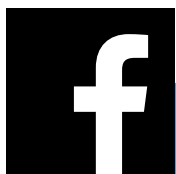
28

EVENT DAYS:

41

ATTENDEES:

31,270



FACEBOOK
FOLLOWERS

15,500



INSTAGRAM
FOLLOWERS

1,500

SPONSORS:

McGrath Family of Dealerships
Cedar Rapids Downtown District
Green State Credit Union
TrueNorth Companies
Carlos O'Kelly's
Truly/Twisted Tea
Iowa Beverage

Event Highlights

- 8/1/21: Billy Idol – 2,028 attendees
- 8/13/21: Chris Tomlin, Bethel Music & Kari Jobe – 2,563 attendees
- 6/8/22: Whiskey Myers – 2,442 attendees



Billy Idol



Chris Tomlin, Bethel Music & Kari Jobe



Whiskey Myers

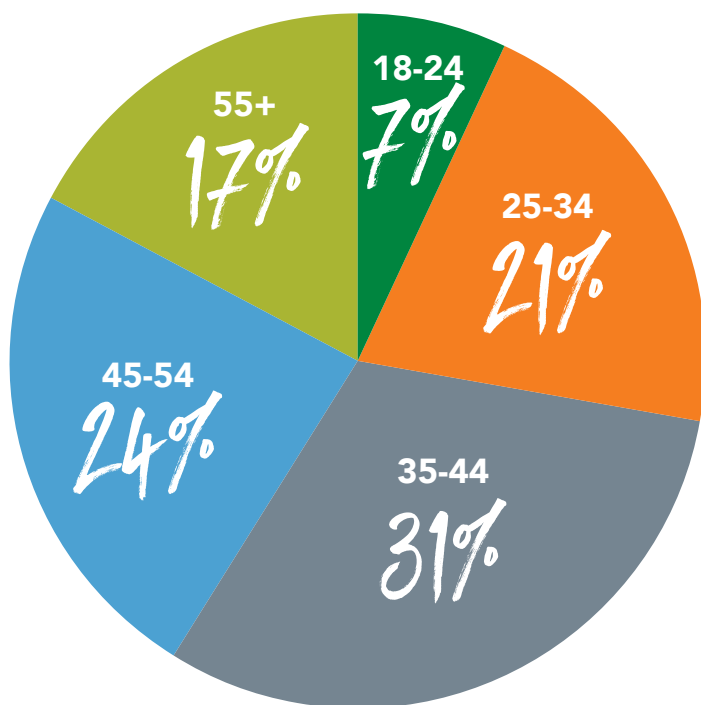
Significant Events

2021-2022 Highest Attended Shows

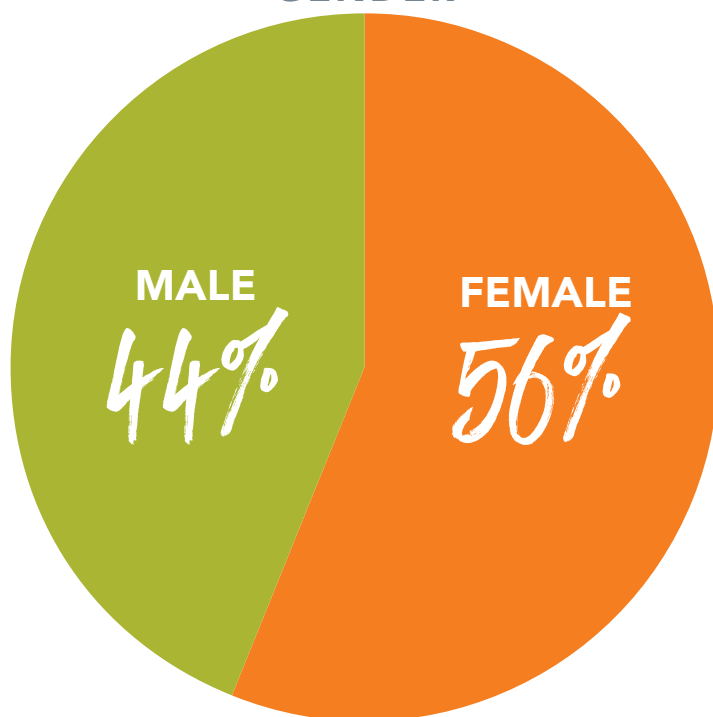
Fitz & The Tantrums
REO Speedwagon
Parker McCollum
Pork Tornadoes
Billy Idol
Foreigner
Chris Tomlin, Bethel Music & Kari Jobe
Jake Owen
Aaron Lewis
Whiskey Myers
Kip Moore

Ticket/Audience Demographics

AGE RANGE



GENDER



Data pulled from TicketMaster events at the Alliant Energy PowerHouse, ImOn Ice Arena and McGrath Amphitheatre

KEY PURCHASING MARKETS



VenuWorks Marketing

VenuWorks of Cedar Rapids has a marketing team focused on providing services to each event that comes to the venues. This includes working with the promoters and tours to best advertise shows and maximize attendance.

\$408,263 FY22 Spend:

- Television/OTT Streaming
- Social Media
- Digital including billboards, website, emails, etc.
- Print
- Radio

Over 350 emails sent to a database of 150,000 individuals advertising events across all venues

Shuttered Venue Operators Grants



VenuWorks of Cedar Rapids LLC was awarded a Shuttered Venue Operators Grants (SVOG) on behalf of the distressed city of Cedar Rapids owned entertainment venues including the Alliant Energy PowerHouse Arena, the Paramount Theatre and the McGrath Amphitheatre. This grant from the federal government is intended to subsidize losses from the FY21 operating year. These venues were closed by the COVID mandates for several months leading to a financial deficit. **VenuWorks has funded that deficit entirely with funds from the SVOG without any financial support from the city of Cedar Rapids.** Additionally, grant funding in FY22 and beyond has allowed the venues the ability to stay on schedule in replacing obsolescent furniture and equipment.



Paramount Theatre

The SVOG allowed the Paramount Theatre to make purchases that help ensure efficient operations and increase the patron experience include:

- New & efficient point-of-sale system for concessions
- Counter top wine tap dispenser to provide a faster concession experience
- Expanded access points & repeaters to offer better wifi and cell phone connectivity

McGrath Amphitheatre

With the help of the SVOG, the McGrath Amphitheatre was also able to make purchases and upgrades to equipment that will positively impact customer experience. These purchases include:

- New & efficient point-of-sale system for concessions
- New coolers to create self-serve concessions stations that decrease patron lines
- Installation of permanent wi-fi for artist and management
- Purchase of new first aid equipment and portable AED machine



Alliant Energy PowerHouse

The SVOG allowed the Alliant Energy PowerHouse to make necessary updates to the arena and operations to ensure we are staying current with touring artist and show needs. These updates include:

- Additional security and crowd control equipment including new bike racks
- Additional wheelchairs
- Additional food & beverage equipment to decrease patron lines
- New furniture for artist and touring shows locker rooms
- New chairs for box seats

CREVENTS *Live!*



Upcoming Events

Date	Event	Venue
8/3	Bonnie Raitt	McGrath Amphitheatre
8/12	Koe Wetzel	McGrath Amphitheatre
8/12	Wilco	Paramount Theatre
8/13	CRBT Movies on the River Bank: SING 2	McGrath Amphitheatre
8/16	A Day to Remember	McGrath Amphitheatre
8/19	CRCSD Welcome	ImOn Ice Arena
8/20	Bourbon & Blues Festival	McGrath Amphitheatre
8/26	Boz Scaggs	McGrath Amphitheatre
9/6	Shinedown	Alliant Energy PowerHouse
9/13	Goo Goo Dolls	McGrath Amphitheatre
9/20	Tenacious D	McGrath Amphitheatre
9/23	Three Dog Night	McGrath Amphitheatre
9/29	Broadway- ANASTASIA	Paramount Theatre
9/30	Alice Cooper	Paramount Theatre
10/9	Killer Queen	Paramount Theatre
10/15	An Evening with C.S. Lewis & J.R.R. Tolkien	Paramount Theatre
10/16	Nate Bargatze	Alliant Energy PowerHouse
10/19	Whose Live is it Anyway?	Paramount Theatre
10/21	Walker Hayes	Alliant Energy PowerHouse
11/3	Straight No Chaser	Paramount Theatre
11/5	Broadway – STOMP	Paramount Theatre
11/13	Black Jacket Symphony: Led Zeppelin IV	Paramount Theatre
11/19	Hairball	ImOn Ice Arena
December	Snowflake Classic	ImOn Ice Arena
12/23	Deck the Halls with Disney featuring D'Cappella	Paramount Theatre