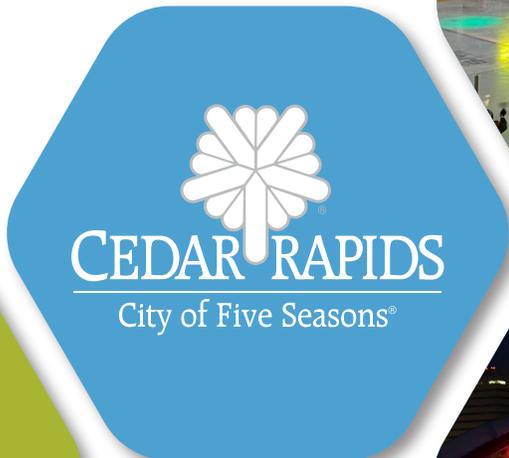


2023

FISCAL YEAR ANNUAL REPORT





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.



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. 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 communities we serve.

STAFF

Michael Silva
Executive Director

Gina Cahill
Accounting Manager

Deb Campbell
Guest Services Manager

Tonya Frost
General Manager - ImOn Ice

Skylar Lewis
Director of Programming

Travis Ligon
Events & Operations Manager

Michael Mason
Operations Manager - ImOn Ice

Sean Meloy
Associate Executive Director

Mark Meyer
Director of Partnerships

Donna Miller Brown
Director of Events & Operations

David Oster
Ticket Office Manager

Charity Pettit
Event Coordinator - ImOn Ice

Scott Piquard
General Manager - Paramount Theatre

Abby Smith
Marketing Manager

Diane Smith
Director of Marketing & Ticketing

Bryce Swanson
Concessions Manager

Joyce White
Concessions Manager

Melissa Wickham
HR Coordinator

Darren Yirkovsky
Director of Food & Beverage

Morgan Yirkovsky
Concessions Manager

Kevin Young
Events & Operations Manager

PART-TIME STAFF 499



CR EventsLive

ANNUAL ECONOMIC IMPACT

\$20,706,287

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.

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 markets all entertainment options including concerts, events, theater and live entertainment in Eastern Iowa!

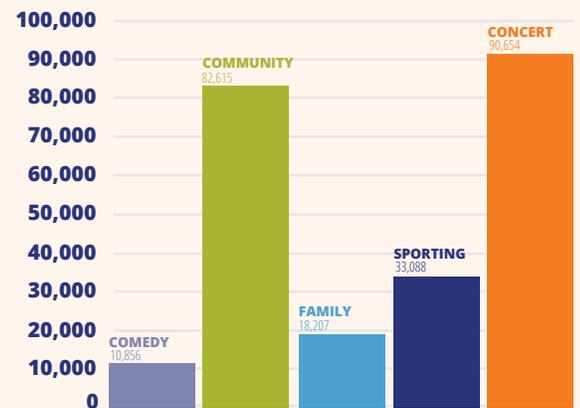
COMPARED TO **FY22**

398,739
TOTAL ATTENDANCE **UP 25%**

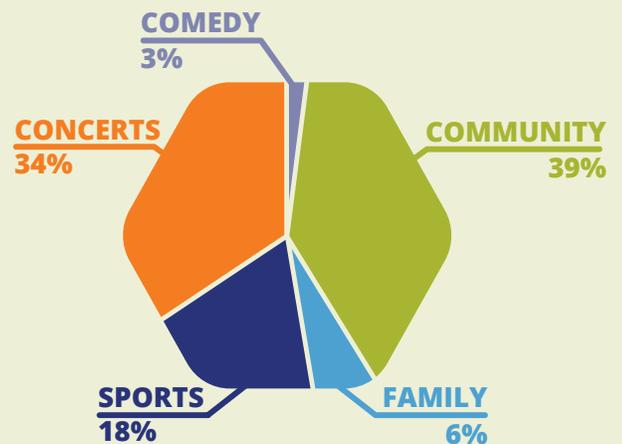
2,808
TOTAL EVENTS **UP 15%**

710
TOTAL DAYS VENUES USED **UP 12%**

ATTENDANCE BY TYPE



EVENTS BY TYPE





OLD DOMINION



Located in the heart of downtown Cedar Rapids, Iowa, the **Alliant Energy PowerHouse** - originally known as the Five Seasons Center - brings **the best of live entertainment to Cedar Rapids**, including nationally-touring concerts, family shows, sporting events and more!

TESTIMONIAL

"My husband and I attended a comedy show at the PowerHouse recently and had an amazing time. Not only was the show great, but my husband needed a wheelchair and the staff was very accommodating. Thank you so much for all your guys' help!"

-Brita & Richard from Davenport, IA

HIGHEST ATTENDED EVENTS

9/6/2022
SHINEDOWN
 with JELLYROLL
5,954 TICKETS

10/21/2022
WALKER HAYES
5,651 TICKETS

2/11/2023
OLD DOMINION
6,037 TICKETS

MEMORABLE EVENTS

10/16/2022
NATE BARGATZE

11/13/2022
HERE COME THE MUMMIES

4/12/2023
LORNA SHORE

11/4/2022
CASTING CROWNS

2/23/2022
BERT KREISCHER

6/22/2023
AVETT BROTHERS

11/11/2022
TRINITY OF TERROR

4/8/2023
PIANOPALOOZA

7/8/2023
FALLING IN REVERSE



NATIONAL COLLEGIATE WOMEN'S WRESTLING



BREAKING BENJAMIN



ATTENDANCE

By Event Type



SPORTING EVENTS HOSTED IN FY 2023

- National Boccia Championship
- NJCAA Volleyball
- Raptors MASL Soccer Team
- Hawkeye Nationals Youth Wrestling
- IGHSAU Wrestling Super Regional
- Iowa Youth Wrestling
- Winter Wonderland Gymnastics
- National Collegiate Women's Wrestling
- AAU Girls Jr & High School Wrestling
- NCAA DII Wrestling Championships
- Development Program State Gymnastics
- American Cornhole Chamionships
- USA Taekwondo Central Grand Prix

COMMUNITY EVENTS

- Kirkwood Community College Graduation
- Mt. Mercy University Graduation
- Cedar Rapids Area High Schools Graduations
- Prarie High School Graduation
- Linn-Mar High School Graduation
- Marion High School Graduation
- 9th Grade Career Fair Sponsored by Junior Achievement

117

TOTAL EVENT DAYS

50

TOTAL EVENTS

116,412

TOTAL ATTENDANCE





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 rich architecturally extravagant 1920's, the theatre 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.

TESTIMONIAL

"The Paramount is beautiful. The seats are comfortable and the temperature inside is perfect. There's no problem seeing the stage no matter where you sit. Parking lots and a garage are right next door. Enjoyed the evening at The Paramount very much."

-Nancy from Iowa City, IA

HIGHEST ATTENDED EVENTS

7/19/22
WEIRD AL
1,664 TICKETS

9/23/2022
THREE DOG NIGHT
1,586 TICKETS

10/9/2022
KILLER QUEEN
1,656 TICKETS

2/11/2023
STRAIGHT NO CHASER
1,452 TICKETS

MEMORABLE EVENTS

7/10/22
STEVE-O

11/11/22
TOWER OF POWER

12/31/22
AMY STONER

8/12/22
WILCO

12/9/22
ALISABETH VON PRESLEY

3/18/23
STEVEN CURTIS CHAPMAN

9/21/22
PINK FLOYD LASER SPECTACULAR

12/10/22
JIM MCDONOUGH

3/23/23
CROCE PLAYS CROCE

9/30/22
ALICE COOPER

12/11/22
CELTIC ANGELS

3/25/23
CHAPEL HART



ALICE COOPER



STOMP

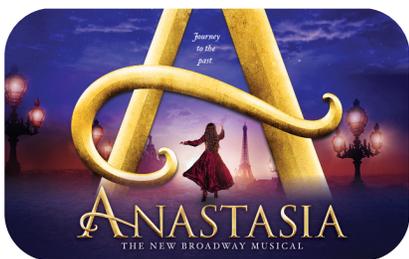


ATTENDANCE

By Event Type



BROADWAY SERIES 22-23



BROADWAY SERIES	8%
COMMUNITY	33%
FAMILY	3%
CONCERTS	29%
ORCHESTRA IOWA	26%

189

TOTAL EVENT DAYS

73

TOTAL EVENTS

73,860

TOTAL ATTENDANCE





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

TESTIMONIAL

"My husband and I had such a great time last night. It brought back so many great memories of when we were young(er). We were just teenagers back then so to share this music together again in our 40s was magic."

-Amy & Dave from Mt. Vernon, IA

HIGHEST ATTENDED EVENTS

9/13/2022
GOO GOO DOLLS
3,571 TICKETS

9/20/2022
TENACIOUS D
3,718 TICKETS

5/17/23
WILLIE NELSON
3,518 TICKETS

MEMORABLE EVENTS

7/9/22
LYLE LOVETT AND HIS LARGE BAND

7/23/22
DAUGHTRY

7/26/22
TOM SEGURA

8/3/22
BONNIE RAITT

8/12/22
KOE WETZEL

8/16/22
A DAY TO REMEMBER

8/26/22
BOZ SCAGGS

5/28/23
GARY ALLAN & TRACY LAWRENCE

6/3/23
MARCUS KING

6/23/23
BILLY CURRINGTON



WILLIE NELSON **GOO GOO DOLLS**



FEATURED COMMUNITY EVENTS

FREEDOM FESTIVAL

Each year, Cedar Rapids Freedom Festival hosts a three-week festival culminating on the 4th of July, at the McGrath Amphitheatre, with the largest fireworks show in Iowa!

MOVIES ON THE RIVERBANK

Cedar Rapids Bank and Trust “Movies on the Riverbank” is hosted at the McGrath Amphitheatre and is a fun event with food, movies and moonlight!

BOURBON AND BLUES

The second annual Bourbon and Blues Festival was hosted at the McGrath Amphitheatre this year featuring renowned blues artist Shemekia Copeland

LATINO FESTIVAL

A celebration and experience of the richness and diversity of the Latin American culture hosted at the McGrath Amphitheatre!



ATTENDANCE *By Event Type*



COMEDY	7%
COMMUNITY	21%
FAMILY	4%
CONCERTS	68%

43

TOTAL EVENT DAYS

26

TOTAL EVENTS

45,148

TOTAL ATTENDANCE

BILLY CURRINGTON



ImOn Ice Arena, formally known as the Cedar Rapids Ice Arena, has been **a staple in the Cedar Rapids Community for over 20 years.**

ImOn Ice Arena is **open 361 days** a year offering a multitude of programming and activities including **public skating, skate rentals, hockey for adult, youth and high school, curling, figure skating** and other **community events.**

TESTIMONIAL

“Really fun place to go ice skating for public skate. They do offer lessons and amateur hockey along with being the home of the Rough Riders. Would recommend a visit!”
-Jackson from Cedar Rapids, IA



TOTAL ROUGHRIDERS ATTENDANCE 51,435



NEW SEATS



PUBLIC SKATE



ATTENDANCE By Event Type



YOUTH HOCKEY	13%
ADULT HOCKEY	7%
SPECIAL EVENTS	22%
ROUGH RIDERS	32%
FIGURE SKATING	2%
CURLING	1%
INSTRUCTIONAL LEARN TO SKATE & STICK TIME	8%
COMMUNITY SKATE	15%

EVENT HIGHLIGHTS

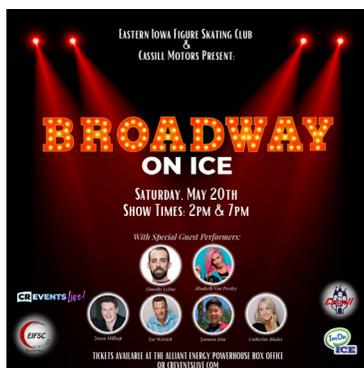
SNOWFLAKE CLASSIC

- Learn to Skate competition hosted by ImOn Ice Arena
- 30 Skaters Participated
- Skaters from Cedar Rapids, Iowa City, Davenport and Dubuque

ALL GIRLS ROUGHRIDERS CUP CHALLENGE

- 20 Teams
- Inaugural All Girls RoughRiders Cup Challenge Tournament
- Teams from surrounding states and Winnipeg Canada
- The 12u RoughRiders Girls Hockey Club won the championship.

BROADWAY ON ICE



NATIONAL GUARD WELCOME HOME



361

TOTAL EVENT
DAYS

2,659

TOTAL EVENTS

163,319

TOTAL
ATTENDANCE





DEMOGRAPHICS

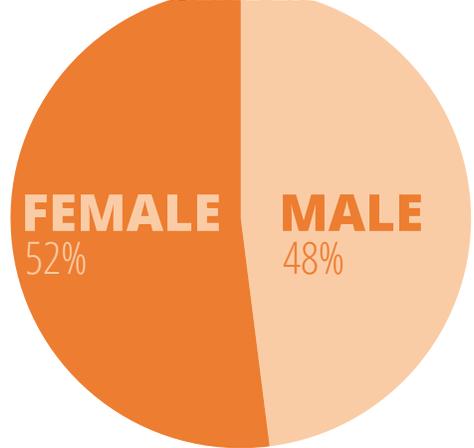
KEY TICKET PURCHASING MARKETS



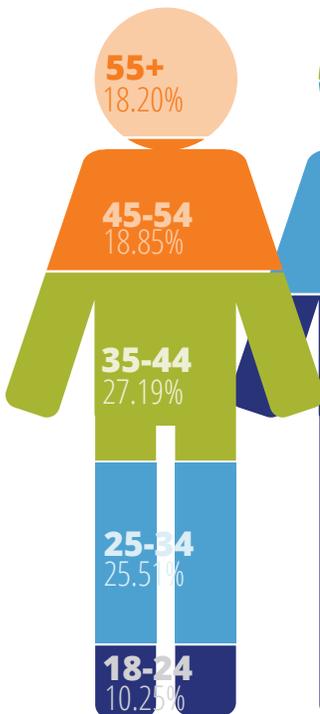
NUMBER OF IOWA COUNTIES

97 OUT OF 99

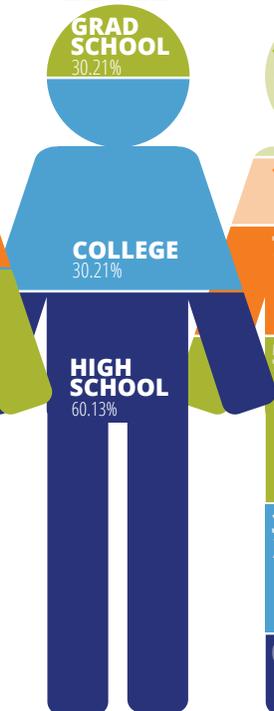
GENDER



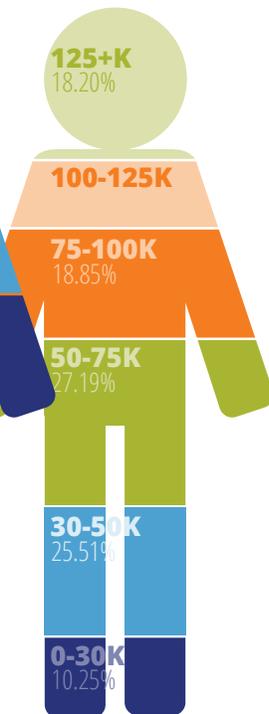
AGE RANGES



EDUCATION LEVEL



INCOME



*This data was collected from Ticketmaster



MARKETING

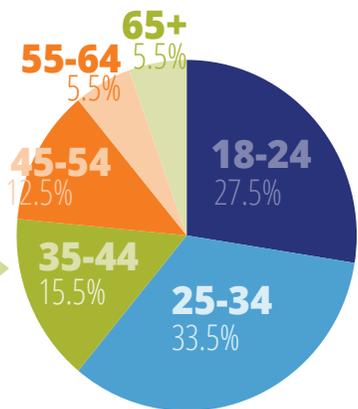
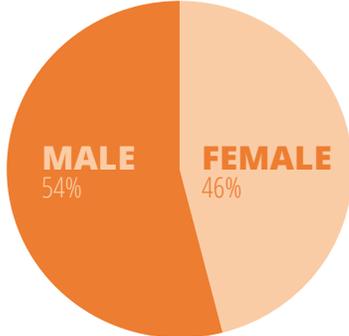
EMAIL ANALYTICS

DATABASE: **170,000**
 SENT: **255** ANNUALLY



CR Events Live
TOTAL
ADVERTISING
SPENT IN FY2023
\$241,351

CREventsLive.com VISITOR ANALYTICS



SOCIAL MEDIA FOLLOWING & REACH



f FOLLOWERS 4,098
 REACH 99,134

f FOLLOWERS 19,880
 REACH 1,098,095

f FOLLOWERS 29,542
 REACH 1,158,152

f FOLLOWERS 29,901
 REACH 2,154,231

ig FOLLOWERS 466
 REACH 847

ig FOLLOWERS 1,975
 REACH 144,833

ig FOLLOWERS 1,700
 REACH 275,591

ig FOLLOWERS 2,180
 REACH 29,668

FINANCIAL OVERVIEW

REVENUE HIGHLIGHTS

TICKETS SOLD/ADMISSION FEES

\$6,123,838

FOOD & BEVERAGE/CATERING SOLD

\$2,550,241

SPONSORSHIPS SOLD

\$574,241

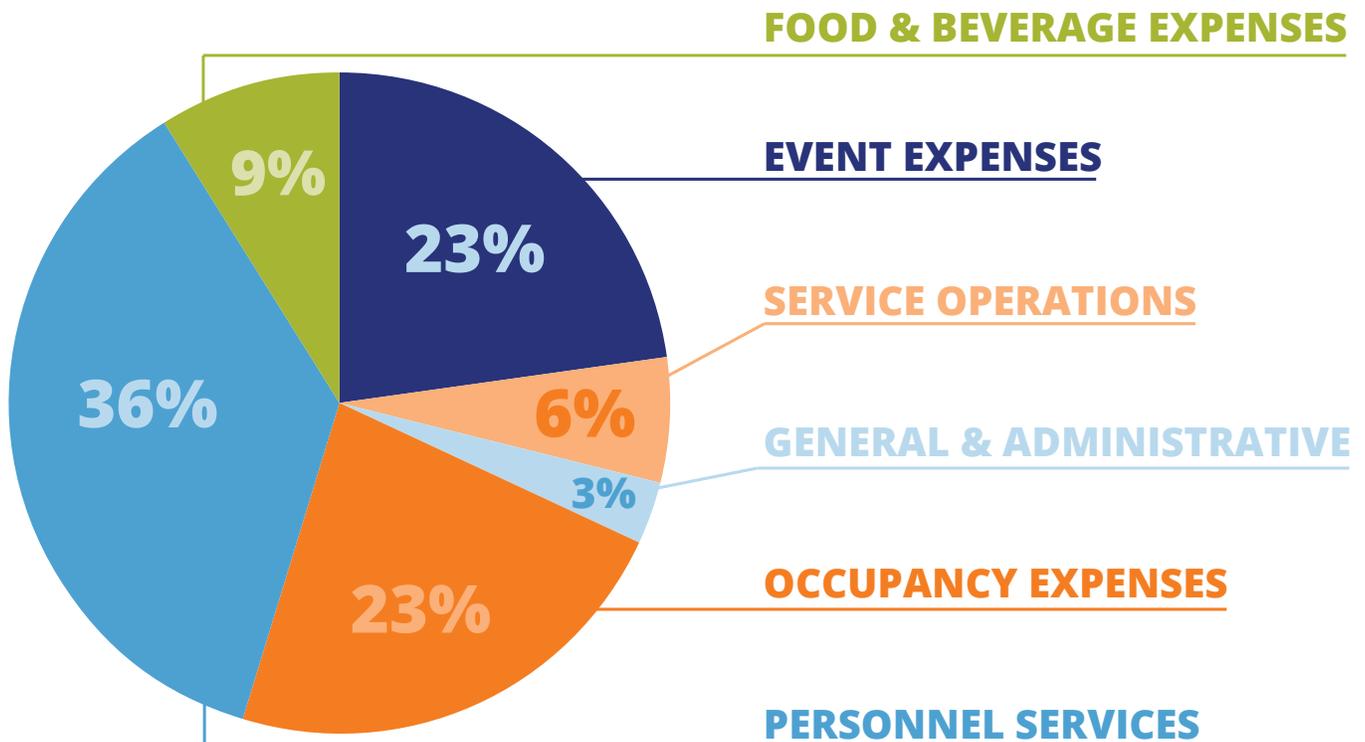
CITY OWNERSHIP INVESTMENT FOR FY2023

ACROSS ALL FOUR VENUES

\$195,695

For every \$1 the City of Cedar Rapids spends on entertainment venues, there is a return of **\$105** in direct spending by visitors.

EXPENSE ALLOCATION ACROSS ALL VENUES





Alliant Energy
 7G Distributing
 GreenState Credit Union
 Big Grove Brewery
 Built By Pros
 Cedar Rapids Downtown District
 Collins Community Credit Union
 CR/IC Building Trades Council
 Doubletree by Hilton
 Elite Chevy Dealers
 FedEx
 Fun Not Fancy Resturant Group
 Goodwill of the Heartland
 Hawkeye Area Labor Council
 Linn County Conservation
 IBEW LOCAL 405
 Kirkwood Community College
 Kurtz Communications
 Lucky's on 16th
 Machinists & Aerospace Union Local 831
 Meeks Construction
 Metro Harley Davidson Suzuki & Can-am
 Midwest Metal Products
 Mount Mercy University
 North Central States Regional Carpenters
 Plumbers & Pipefitters Local 125
 Sheet Metal Workers' Local 263
 Siegel's Jewelry & Loan
 Texas Roadhouse
 UFG Insurance
 Unity Point Health
 Wartburg College



Cedar Rapids Downtown District
 GreenState Credit Union
 Lucky's on 16th
 Meeks Construction



Cedar Rapids Downtown District
 Collins Community Credit Union
 Eells & Tronvold Law Offices
 Fun Not Fancy Resturant Group
 UFG Insurance



Pepsi
 Cedar Rapids Bank & Trust
 Cedar Rapids Downtown District
 Fun Not Fancy Resturant Group
 GreenState Credit Union
 Iowa Beverage Cedar Rapids
 Iowa Lottery
 Meeks Construction
 McGrath Family of Dealerships
 Truly/Twisted Tea
 TrueNorth Companies

UPCOMING EVENTS



11/3/2023	MATT RIFE	PARAMOUNT THEATRE
11/3-4/2023	MXR ARENACROSS	ALLIANT ENERGY POWERHOUSE
11/4/2023	CHURCHILL STARRING DAVID PAYNE	PARAMOUNT THEATRE
11/6/2023	PRETTY WOMAN: BROADWAY	PARAMOUNT THEATRE
11/11/2023	SAL VULCANO	PARAMOUNT THEATRE
11/12/2023	JOE BONAMASSA	PARAMOUNT THEATRE
11/13/2023	ROUGHRIDERS	IMON ICE ARENA
11/15/2023	THE ILLUSIONISTS	PARAMOUNT THEATRE
11/9-12/2023	NJCAA VOLLEYBALL CHAMPIONSHIPS	PARAMOUNT THEATRE
11/16-19/2023	NJCAA VOLLEYBALL CHAMPIONSHIPS	PARAMOUNT THEATRE
11/19/2023	ROADRUNNERS BASKETBALL	ALLIANT ENERGY POWERHOUSE
11/22/2023	CIRQUE MUSICA HOLIDAY WONDERLAND	PARAMOUNT THEATRE
11/25/2023	RAPTORS SOCCER	ALLIANT ENERGY POWERHOUSE
12/2/2023	LINDSEY STIRLING	ALLIANT ENERGY POWERHOUSE
12/8/2023	JO KOY	ALLIANT ENERGY POWERHOUSE
12/10/2023	MADDIE POPPE	PARAMOUNT THEATRE
12/12/2023	CELTIC ANGELS CHRISTMAS	PARAMOUNT THEATRE
12/15/2023	ROUGHRIDERS	IMON ICE ARENA
12/20/2023	MANNHEIM STEAMROLLER	ALLIANT ENERGY POWERHOUSE
12/21/2023	HOME FREE	PARAMOUNT THEATRE
12/28/2023	ROUGHRIDERS	IMON ICE ARENA
1/4/2024	HARLEM GLOBETROTTERS	ALLIANT ENERGY POWERHOUSE
1/6/2024	ROUGHRIDERS	IMON ICE ARENA
1/13/2024	ROUGHRIDERS	IMON ICE ARENA
1/20/2024	ROUGHRIDERS	IMON ICE ARENA
1/25/2024	CHER: THE BEAT GOES ON	PARAMOUNT THEATRE
1/26/2024	FOLSOM PRISON EXPERIENCE	PARAMOUNT THEATRE
1/27/2024	ROUGHRIDERS	IMON ICE ARENA
2/7/2024	ROUGHRIDERS	IMON ICE ARENA

CREVENTS *Live!*

