

MAC Commission Meeting February 16, 2021 11:30 a.m.

Commission Members Present: Mark Eckman, Amy Crawford, Brian Cadwallader, Jill Johnson

Pending Commission Members Present: Matt Gronstal

City Council Members Present: Richard Wade

Caesars Entertainment Members Present: Mark Vacanti, Rob McCracken, Rachael White, Amanda Kelley, Thomas Roberts, Lisa Corbin

Call to Order

Approval of Agenda – Mark Eckman/seconded Brian Cadwallader, passed

Approval of November 2020 Minutes – Mark Eckman /seconded Brian Cadwallader, passed

OPERATIONS REVIEW – Mark Vacanti, MAC General Manager

Operations Update

We have been creative in our scheduling, adding job codes for cross utilization of employees with all hands-on deck. Meetings/events have been decimated by COVID. Sales booking and rebooking \$1M in business. Governor's proclamation has caused meetings to cancel.

Event Comparison

- 2019 158 events
- 2020 90 events
- 2021 32 events to date

2021 Events

- January
 - Arenacross – first major ticketed event, sold out. Looking at two weekends next year.
 - MAC Shootout – better attendance than previous two years
 - GLCC – change in event policy caused reduction in concession revenue
 - Gun Show
 - Vaccination Clinics
 - Varsity Spirit – group pushing out teams if they were not actively competing
- February
 - Premier Gymnastics – doubled apparatus, good concession weekend, \$60K ticket revenue
 - Vaccination Clinics
 - Hot Tub Show – looking at future dates
 - Starquest Dance – decent event, hotel rooms booked a year out
 - King of the MAC – usually held December, moved to February due to Governors proclamation. Took the Shrine Circus weekend (which was cancelled). Will move back to December.

Upcoming Events

- March
 - Ovation Dance
 - Gun Show
 - Bull Riding Challenge – new format
 - Monster X Trucks – new promoter
- April
 - Cheer
 - **Heartland Wrestling**
 - **NJCAA Wrestling – all within 10 days**
 - **Spotlight Dance**
- May
 - More dance
 - Chamber Luncheon
- June
 - Bellevue University graduation, more than one day
 - Villain Arts – moved from January to June

Vaccination Clinics – planned to run through the next six weeks. Serving 1100/day, PPE stored onsite, close to 10K vaccinated

Attendance – pitiful. FY2019 158 events/250K people. Heartland Family Services going virtual, meetings took the biggest hit. Governor's proclamation on social distancing is scheduled to end March 7.

Entertainment

- Arenacross during COVID, 30% off normal
- Winter Jam – usually January, not ready yet
- WWE – residency, two dates held for May/June
- Jurassic Quest – looking for outdoor space
- TSO – Nov 17 date of show

Capital Update

- Items postponed 1-2 years
- Roof pre-bid walk through today
- Parking Lot paused

SALES REVIEW – Amanda Kelley, Caesars Sales

Contracted

Booking window is short or long, no in between, people waiting to book

- Central Valley Ag 2021 and 2022, used to be held at Harrah's
- Ovation Dance Mar 2021
- Gamers Expo Nov 2021
- Gun Show Mar 2021, looking at 2022
- Hot Tub Feb 2021
- Mystic Fest two events through 2024
- Talent on Parade
- Wedding
- Quik Trip Meeting

On the Radar

- NE/IA Key Club – HS version of Optimist
- 1000 Togolese
- IA Association of Student Financial Aid

Rebooking

- Peak Auctioneering – dead time in summer, fits well
- Gun Show
- Rockstar – verbal
- ShowStopper – verbal
- NE Regional Bridge Tournament – dates?
- DQ International

FINANCIAL REVIEW – Mark Vacanti, MAC General Manager

YTD \$795K loss, working to improve Feb-Apr efficiencies

MARKETING REVIEW – Rob McCracken, Caesars Entertainment Manager

Advertising

- Submitting list of events to the CVB to help push out the details to the public.
- Advertising starts with the promoter and they decide if they are handling or giving to us to handle inhouse
- We buy in bulk and get a better deal
- People are waiting to the last minute to decide to attend events

BANQUETS/CONCESSIONS – Rachael White, Banquets Manager

- Vaccine Clinics – started providing lunch and snacks, now all-day food
- Backstage catering for dance competition
- March
 - CentiMark – no other space, meeting for 60
- Q3 before we get back to larger banquets

Concessions

- Revamped POS, deleted 5 menus
- Check inventory to see what is selling
- Order on demand
- Healthy meal button (fruit/veggie dips)
- Added G2 sugar free, increasing sales
- \$5K more sales on targeting items
- Extra bars for Bull Riding/Monster at Party Pit

OTHER BUSINESS

General Discussion

- Concerts are high risk, reconsider use of the Entertainment Fund
- Set up arena for multiple like events so there is less setup/tear down
- Host teams with lounge/food
- Create Foundation 2022 at Field House, use MAC for competitor parties
- Public Relations strategy to give locals residents information on what is available
- Utilize the Nonpareil

CVB, Scott Hoffman

- Fall Marketing – analyze attendance
 - Kings of the MAC
 - Wrestling
 - NJCAA
 - Olympic Trials

Next meeting scheduled for Tuesday, May 11, 2021, 11:30 a.m.

Meeting adjourned 12:43 p.m.