# Bismarck Event Center Authority Board

**SPECIAL MEETING**
**May 27, 2026**

| | | |
|---|---|---|
| **Tom Baker Meeting Room** | **City/County Office Building**<br>**221 N 5th Street** | **1:30 PM** |

**Purpose:** The purpose of the Bismarck Event Center Authority Board is to give the Board of City Commissioners and the Bismarck Event Center management ongoing governance and oversight over the third-party operator, community-based guidance, recommendations regarding operations and policies, ensure community representation, input regarding long-term planning, fiduciary oversight, develop and implement capital improvement plans to the facilities, and a method for public accountability.

## AGENDA

1. Call to Order
2. Public Comment
3. Receive Event Center Financial Report
4. Key Performance Indicator Discussion
5. Adjourn

**Bismarck Event Center**
**Balance Sheet/Current Assets**
**As of April 30, 2026**

| | | |
|---|---|---|
| **Current Assets** | | |
| **Cash** | | |
| Event Center Operating Accounts | $ | 491,475.85 |
| City Pooled Funds | | 1,005,546.50 |
| **Total Event Center Cash** | $ | 1,497,022.35 |
| | | |
| Revenue Bond Reserves | $ | (740,189.15) |
| Customer Deposits (Tickets, Rent Deposits) | | (481,475.85) |
| **Total Restricted Cash** | $ | (1,221,665.00) |
| | | |
| **Total Cash for Available Operations** | $ | 275,357.35 |
| | | |
| **Accounts Receivable** | $ | 381,540.93 |
| **Total Current Assets** | | 656,898.28 |
| | | |
| **Current Liabilities** | | |
| Accounts Payable | $ | - |
| Payroll Taxes and Benefits Payable | | (780.20) |
| Sales Tax Payable | | (35,106.44) |
| **Total Current Liabilities** | $ | (35,886.64) |
| | | |
| **Total Current Assets/(Liabilities)** | **$** | **621,011.64** |

**Lodging, Liquor, Food Tax Fund Cash Balance** **$ 9,001,253.14**
*to be solely used for capital purposes*

**Bismarck Event Center**
**Summary of all Facilities**
**As of April 30, 2026**

| | |
|---|---|
| **Revenue** | |
| Event Revenue | $ 2,639,887.93 |
| Food & Beverage | 847,366.61 |
| General Revenue (Interest, Advertising, Misc.) | 82,522.24 |
| **Total Event Revenue** | $ 3,569,776.78 |
| **COGS** | (2,150,650.34) |
| **Net Event Revenue** | $ 1,419,126.44 |
| **Operating Expenses** | |
| Salaries & Wages | 410,824.22 |
| Fringe Benefits | 144,452.29 |
| Professional, Legal, and Conctracted Service Fees | 113,164.94 |
| Building, Equipment, and Vehicle Services | 301,853.73 |
| Travel and Training | 46.33 |
| Other Operating Services | 75,655.67 |
| Operating Supplies | 29,601.56 |
| **Operating Expenses** | 1,075,598.74 |
| **Operating Income/(Loss)** | $ 343,527.70 |
| **Non-operating Revenue/(Expenses)** | |
| Donations | 600.00 |
| Motel/Hotel Transfer - Operations | 6,809.59 |
| Capital Expenditures | (498,686.92) |
| LLF Transfer - Capital Expenditures | - |
| Debt Repayment | - |
| LLF Transfer - Debt Repayment | 592,151.32 |
| **Total Non-operating Income/(Loss)** | 100,873.99 |
| | $ 444,401.69 |

**Lodging, Liquor, Food Tax Fund Cash Balance** **$ 9,001,253.14**
*to be solely used for capital purposes*

**Bismarck Event Center**
**Arena and Exhibit Hall**
**As of April 30, 2026**

| | | |
|---|---|---|
| **Revenue** | | |
| | Event Revenue | $ 2,336,164.75 |
| | Food & Beverage | 839,221.07 |
| | General Revenue (Interest, Advertising, Misc.) | 81,096.07 |
| | **Total Event Revenue** | $ 3,256,481.89 |
| | **COGS** | (1,922,935.80) |
| | **Net Event Revenue** | $ 1,333,546.09 |
| **Operating Expenses** | | |
| | Salaries & Wages | 349,764.19 |
| | Fringe Benefits | 122,810.62 |
| | Professional, Legal, and Conctracted Service Fees | 109,431.29 |
| | Building, Equipment, and Vehicle Services | 279,258.81 |
| | Travel and Training | 35.89 |
| | Other Operating Services | 65,694.35 |
| | Operating Supplies | 28,807.20 |
| | **Operating Expenses** | 955,802.35 |
| | **Operating Income/(Loss)** | $ 377,743.74 |
| **Non-operating Revenue/(Expenses)** | | |
| | Donations | - |
| | Motel/Hotel Transfer - Operations | 6,809.59 |
| | Capital Expenditures | (490,936.92) |
| | LLF Transfer - Capital Expenditures | - |
| | Debt Repayment | - |
| | LLF Transfer - Debt Repayment | 592,151.32 |
| | **Total Non-operating Income/(Loss)** | 108,023.99 |
| | | $ 485,767.73 |

**Bismarck Event Center**
**Belle Mehus Auditorium**
**As of April 30, 2026**

| | | |
|---|---|---|
| **Revenue** | | |
| Event Revenue | $ | 303,723.18 |
| Food & Beverage | | 8,145.54 |
| General Revenue (Interest, Advertising, Misc.) | | 1,426.17 |
| **Total Event Revenue** | $ | 313,294.89 |
| **COGS** | | (227,714.54) |
| **Net Event Revenue** | $ | 85,580.35 |
| **Operating Expenses** | | |
| Salaries & Wages | | 61,060.03 |
| Fringe Benefits | | 21,641.67 |
| Professional, Legal, and Conctracted Service Fees | | 3,733.65 |
| Building, Equipment, and Vehicle Services | | 22,594.92 |
| Travel and Training | | 10.44 |
| Other Operating Services | | 9,961.32 |
| Operating Supplies | | 794.36 |
| **Operating Expenses** | | 119,796.39 |
| **Operating Income/(Loss)** | $ | (34,216.04) |
| **Non-operating Revenue/(Expenses)** | | |
| Donations | | 600.00 |
| Motel/Hotel Transfer - Operations | | - |
| Capital Expenditures | | (7,750.00) |
| LLF Transfer - Capital Expenditures | | - |
| Debt Repayment | | - |
| LLF Transfer - Debt Repayment | | - |
| **Total Non-operating Income/(Loss)** | | (7,150.00) |
| | $ | (41,366.04) |

## BEC KPI Definitions

| KPI Name | Definition | How to Measure | Reporting Frequency | Weight (100%) |
|---|---|---|---|---|
| **Event Mix Optimization** | Analysis determining optimal mix of conventions, meetings, entertainment, concerts, and other events to deliver best financial and economic results. | Conduct annual year-over-year comparison of event mix across priority levels P1-P5, using revenue as the primary KPI. Adjust mix targets based on prior year performance and revenue generation by event category. Work with CVB closely on priorities 1-3. | Quarterly with annual review, Provide 3 year forecasted growth | |
| **Financial Performance (Gross Revenue)** | Total revenue from all event-related activities including rental, food and beverage, audio-visual, technology, and other services. | Sum all revenue line items from facility operations. Track by event type, season, and revenue category. | Monthly | |
| **Financial Performance (Net Income)** | Gross revenue minus cost of goods sold, operating expenses, and taxes. Shows true facility profitability. | Calculate: Gross Revenue - COGS - Operating Expenses - Taxes = Net Income. Track expense ratios and margins. | Monthly with quarterly analysis | |
| **Estimated Economic Impact** | Total calculated economic value of events on the local economy, including direct, indirect, and induced spending. | Use EIC calculator or similar model. Input attendee counts, length of stay, and origin data. Calculate hotel nights, visitor spending, and tax generation. Work with CVB closely. | Quarterly with annual report | |
| **Customer Service Survey Results** | Satisfaction metrics from meeting planners, promoters, exhibitors, and attendees collected by third-party administrator. | Deploy post-event surveys via independent platform. Measure things like overall satisfaction, Net Promoter Score (NPS), and intent to return. | Monthly aggregation, quarterly trend analysis | |

## Event mix booking sample

| Bismarck Event Center | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Priority | Peak Room Nights | New events (Year 1) | New events (Year 5)* | Existing Annuals / Repeat | Attendance | Economic Impact | Building Spend (Estimate) | Booking window |
| P1 | 350+ | 1 | 3 | 7 | | | TBD $100K | 18+ months |
| P2 | 250-349 | 2 | 4 | 4 | | | TBD $70K | 13-18 months |
| P3 | 100-249 | 3 | 5 | 5 | | | TBD $50K | <12 months |
| P4 | 50-99 | | | | | | - | <12 months |
| P5 | 0-49 | | | | | | - | <6 months |