



Bismarck Event Center Authority Board

MEETING
June 15, 2026

Tom Baker Meeting Room	City/County Office Building	2:00 PM
	221 N 5th Street	

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. Approval of Meeting Minutes
4. Event Center Financial Report
5. Key Performance Indicator Discussion
6. Mission and Vision Statement Discussion
7. General Manager's Report
 - A. Parking Fees
 - B. Rental Rates
 - C. Labor Rates
 - D. 2027 Projects Update
 - E. 2027 Operating Budget
 - F. Event and Staff Updates
 - G. Organizational Chart Update
8. Other Business

9. Enter into Executive Session under North Dakota Century Code Section § 44-04-18.4(1) to discuss contract negotiation.

ADJOURN

The next regular meeting date is scheduled for July 20, 2026, at 2:00 PM in the Tom Baker Meeting Room, 221 N 5th St.



MEETING OF THE BISMARCK EVENT CENTER AUTHORITY BOARD

5/6/2026 - MINUTES

AGENDA

1. Call to Order

The Bismarck Event Center Authority Board met in the Tom Baker meeting room on May 6, 2026, at 11:00 AM. Members present included Sheri Grossman, Joel Kostelecky, Chad Wachter, Jason Tomanek, Jennifer Wilson and Mayor Mike Schmitz. Member Mike Gardner was absent.

2. [Public Comment](#)

No public comment was received.

3. Approval of Meeting Minutes

Member Grossman moved to approve the minutes, and Member Wachter seconded. Upon a roll call vote, all voted aye. M/C.

4. Receive Event Center Financial Report

Eric Lund, Acting Finance Director, presented an abbreviated financial report, explaining that while he has focused on income and expenses to date, he has not previously provided balance sheet information and will begin including receivables, payables, and cash snapshots going forward. Acting Director Lund noted that the financials were currently only through noon on April 29, 2026, and highlighted significant progress in catching up on event settlements. The reconciliation of February and March events resulted in a substantial increase in reported revenue. Mr. Lund estimated around \$30–35 thousand in revenue yet to be recorded. Acting Director Lund reported that year-to-date operating income and Arena and Exhibit Hall operating income both show an increase from prior months but the Belle Mehus Auditorium continues to operate at a loss. He noted that occupancy tax transfers have begun moving to operations and that the lodging, liquor, and food sales tax cash balance will decrease significantly as the HVAC and wayfinding capital improvement projects proceed.

7. Regular Meeting Date Discussion

The Board discussed moving the standing meeting dates from the first Wednesday of the month to the third week. This change would allow City staff time to prepare financial reports and provide a more comprehensive picture. City Administration will poll Board members to see what day would work best to meet in that third week.

Member Wilson moved to move the Board meetings to the third Wednesday of each month, and to have a special meeting at the end of May, and Member Wachter seconded. Upon a roll call vote, all voted aye. M/C.

**Secretary's Note: City Administration reviewed the Tom Baker Meeting Room's availability and discovered that it is not available on the third week each month. After polling Board members for other available dates and times, it was determined that the standing meeting time will be the third Monday each month.*

5. Mission and Vision Statement Discussion

The Board discussed the various proposed mission and vision statements. Three core themes were identified: connecting people, elevating experiences, and strengthening the community. The Board agreed that economic development might be better addressed in the vision statement. The general consensus of the Board is to have staff redraft both the vision and mission statements to be discussed at the next meeting for approval.

6. OVG and The Domain, LLC Contract Discussion

Member Wachter started the discussion by disclosing that his business, The Domain, has entered into an agreement with OVG to supply alcoholic beverages at the Event Center until OVG's alcohol license is approved by the State. The board discussed the temporary arrangement allowing alcohol to be served at the Event Center while awaiting approval of its North Dakota state liquor license. The Domain has been applying for individual special event permits, a standard process used widely across the city. Member Wachter disclosed his involvement to ensure transparency. He explained that The Domain orders alcohol through distributors, passes costs through to OVG, and adds a 10 percent overhead to cover staff time and administrative work. Board members agreed the arrangement appears reasonable but emphasized the importance of transparency. The State license is pending due to delayed background checks from Wyoming and Montana for General Manager Brad Murphy. The board confirmed this is a short-term solution, as special event permits last only seven days each. A motion was introduced to ratify the agreement between OVG and The Domain. However, members agreed to postpone the vote until the agreement document can be distributed for review. The board will revisit ratification at an upcoming special meeting. No immediate operational impact is expected, and The Domain will delay invoicing until after ratification.

8. 2026 Stub-Year Budget

Brad Murphy, General Manager at the Bismarck Event Center, introduced members of the new finance and management team assigned to the Bismarck Event Center, and presented the combined operating budget for the Arena, Exhibit Hall, and Belle Mehus Auditorium. Mr. Murphy explained that revenue projections based on conservative event estimates and current bookings total approximately \$1.35 million and indirect expenses reflect historical data but include significant increases due to added essential staff positions in finance, operations, events, and sales. The additional positions contribute roughly \$600,000 in increased personnel costs with operational budgets remaining minimal to maintain basic facility needs. Mr. Murphy stated that the projected outcome for the current fiscal period is a net operating loss of about \$1.119 million, which OVG described as expected during the first transitional year, and confirmed that the budget is an initial roadmap that will evolve as more operational data becomes available.

The Board asked Mr. Murphy about a break-even analysis and event booking strategies. Mr. Murphy explained that break-even work will be planned once reliable data is

established and noted that several new shows have been secured, with additional bookings targeted for late 2026 and into 2027. The Board acknowledged that this framework provides a starting benchmark, with the understanding that further adjustments are anticipated as systems, staffing and event scheduled develop.

9. Other Business

11. Key Performance Indicator Discussion

Administrator Tomanek began discussion on the Key Performance Indicators (KPIs) that consultants from JLL proposed as part of the Event Center Management contract. The KPIs are intended to be used after the facility has gone through one year of operations with the understanding that priorities may evolve annually. Board members discussed whether each KPI should carry equal weight or whether certain areas such as event mix or economic impact should receive higher emphasis. There was some concern about including basic financial reporting as a weighted KPI, as those reports are contractually required. The group also discussed breaking down the financial performance category into more specific sub-KPIs, such as revenue targets, operating cost benchmarks, and labor cost thresholds. The general consensus of the group was to have City Administration provide the Board's feedback to JLL, who will continue refining the KPI framework for OVG.

10. Enter into Executive Session under North Dakota Century Code Section § 44-04-18.4(1) to discuss privileged information.

Member Grossman moved to enter into Executive Session to discuss privileged information at 11:52 AM and Member Kostelecky seconded. Upon a roll call vote, all voted aye. M/C.

The Board reconvened at 12:55 PM with all members present.

Administrator Tomanek moved forward with the strategy that was discussed during the executive session pertaining to the risk assessment, the individual loss, and the total aggregate reporting that will be done on a monthly cadence, and Member Kostelecky seconded. Upon a roll call vote, all voted aye. M/C.

ADJOURN

There being no further business to discuss, the meeting was adjourned at 12:56 PM.



MEETING OF THE BISMARCK EVENT CENTER AUTHORITY BOARD

5/27/2026 - MINUTES

AGENDA

1. Call to Order

The Bismarck Event Center Authority Board met in the Tom Baker meeting room on May 27, 2026, at 11:00 AM. Members present included Mike Gardner, Sheri Grossman, Joel Kostelecky, Jason Tomanek, and Mayor Mike Schmitz. Member Jennifer Wilson attended the meeting via Teams. Member Chad Wachter was absent.

2. [Public Comment](#)

No public comment was received.

3. Receive Event Center Financial Report

Eric Lund, Acting Finance Director, presented the financial reports for April 2026. Acting Director Lund explained that, overall, the Event Center performed very well through April. As of April 30, the Event Center's financials are largely complete, with an estimated \$12,000–\$15,000 in remaining utility-related expenses expected as May invoices are processed. As of April 30, the Event Center holds just under \$1.5 million in cash, of which approximately \$1.2 million is restricted for bond reserves and customer deposits. This leaves roughly \$275,000 in available operating cash, which includes the previously received \$750,000 transition contribution. Accounts receivable total about \$380,000, reflecting event settlements expected to convert to cash within 30–60 days. All accounts payable through April have been paid, leaving minimal payroll-related liabilities. Current assets available for operations total approximately \$621,000. Operationally, event revenue increased by approximately \$370,000 year-to-date, with related expenses up \$158,000, resulting in an additional \$209,000 in net event revenue. With stable operating expenses and the April debt-service transfer completed, operating profit through the first four months stands at roughly \$444,000.

Member Grossman moved to accept the financials and Member Kostelecky seconded. Upon a roll call vote, all voted aye. M/C.

4. Key Performance Indicator Discussion

City Administrator Tomanek introduced the draft KPI framework developed by JLL with input from OVG. The discussion centered on refining KPI definitions, determining appropriate weighting for items, and establishing measurement methods. Financial performance KPIs were generally viewed as the highest priority, followed by economic

impact and event mix, which were described as interdependent. Customer satisfaction metrics were considered important but were likely to carry a lower weighting. OVG confirmed that they are developing systems to measure customer satisfaction and are gathering historical data to establish KPI baselines.

Member Grossman noted that the Convention and Visitors Bureau (CVB) recently acquired an Event Impact Calculator (EIC) through Destinations International. The program will support more accurate economic impact assessments. The CVB will work with OVG to ensure complete and accurate inputs for the program.

The group agreed that KPI weightings do not need to be determined immediately, but members should individually consider proposed weightings before the next meeting. OVG will provide its own recommended rankings as part of the collaborative process. The goal is to have KPIs and their weightings finalized by September to support budgeting and planning for 2027.

5. Adjourn

There being no further business to discuss, the meeting was adjourned at 1:55 PM.

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

KPI	Weight	Notes
Estimated Economic Impact		
Event Mix Optimization		
Financial Performance (Net Income)		
Financial Performance (Gross Revenue)		
Customer Service Survey Results		
Total		



Bismarck Event Center Authority Board

Mission Statement:

Connecting People.
Elevating Experiences.
Strengthening Community.
Promoting Economic Growth.

Vision Statement

Option 1: To deliver high-quality events that drive economic growth, strengthen community engagement, and maximize the return on public investment. Through professional management, strategic partnerships, and operational excellence, we provide a premier venue that serves residents, attracts visitors, and ensures long-term financial responsibility.

Option 2: Through professional management, strategic partnerships, and operational excellence, we provide a premier venue that serves residents, attracts visitors, and ensures long-term financial responsibility. Together we will deliver high-quality events that drive economic growth, strengthen community engagement, and maximize the return on public investment.

RENTAL RATES		CONVENTIONS		WEDDINGS		PARKING
THE MONUMENT - RAPID CITY		\$2,585.00				*see below
THE METRA - BILLINGS		\$4,300.00	(77,400 sq ft)	\$2,000.00		**see below
(no charge for set up/tear down)		\$3,500.00	(63,000 sq ft)			
		\$1,050.00	(14,400 sq ft)			
DENNY CENTER - SIOUX FALLS		CAN'T SHARE				only charge for VIP
JAMESTOWN CIVIC CENTER - JAMESTOWN		\$1,500.00		\$2,000.00		none
		(city kicks in also)				
MINOT MUNICIPAL AUD - MINOT		\$2,475.00	(with admission)			none
		\$2,000.00	(no admission)			
FARGO THEATER - FARGO		\$1,500.00	(wkdays)			none
		\$1,700.00	(wkends)			
FARGODOME - FARGO		\$1,000.00				\$5
		Parking lot or lobby event				
ALERUS - GRAND FORKS		\$6,500.00				\$15
DACOTAH BANK CENTER - BROOKINGS		\$2,250.00		\$1,025-\$3,150		
LIBERTY FIRST - RALSTON		no dedicated conv space		\$1,200.00		

*The Monument -Reserved parking tickets are purchased at time of ticket purchase - \$20. They also sell season passes. They have a lot of free parking

**The Metra - \$10 - only have 1 lot for a fee. Rest are free.

2025 Approved Base Rental Rates

	Daily Rate	Move-in rate (based on a 10 hour day)
Hall A	\$2,475	\$1,800
Hall B	\$1,900	\$1,425
Hall C	\$1,400	\$1,050
Hall D	\$1,900	\$1,425
PR 101	\$375	\$275
PR 102	\$375	\$275
PR 103	\$375	\$275
PR 104	\$375	\$275
PR 105	\$375	\$275
All PR Rooms	\$1,800	\$1,350
PR 106	\$225	\$150
All Exhibit Hall	\$8,000	\$6,000

	Daily Rate	Move-in rate (based on a 10 hour day)
Arena (empty)	\$2,400	\$1,800
All Arena	\$3,500	\$2,600
Cottonwood	\$160	\$120
Birch	\$160	\$120
Linden	\$160	\$120
Maple	\$160	\$120
Oak	\$160	\$120
Pine	\$160	\$120
Spruce	\$160	\$120
Mayor's	\$100	
BEK	\$225	

	Daily Rate	Move-in rate (based on a 10 hour day)
Full Facility	\$10,500	\$7,800

Wedding Packages (including 2 water dispensors)			
	Rate	Move-in	Move-Out
Hall A	\$4,000	\$500	\$500
Other Halls	\$3,000	\$500	\$500

Bismarck Event Center

LABOR RATES

2026 Rates

For more information, contact:

Phone 701-355-1370
www.bismarckeventcenter.com

Effective 6.1.2026

Type	Minimum	Rate	Per	
Administrative Fee	-	\$ 200.00		
Ambulance/EMT's		\$ 210.00	hour	
Bismarck Police		\$ 65.00	hour	
Electrical Demand Charge		\$ 1,000.00		
Electrician		\$ 85.00	hour	
Flyman		\$ 35.00	hour	
Maintenance		\$ 500.00		Conversion fee
Maintenance		\$ 1,000.00		Conversion for Exhibit Hall
Maintenance		\$ 1,500.00		Conversion for All Facility
Parking lot Buyout		\$ 500.00		\$500 + Parker Labor (\$35/hour)
Scoreboard Rates		\$ 90.00	hour	(school rate)
		\$ 150.00	hour	(mid level)
		\$ 270.00	hour	(full production)
Set-Up/Take Down Fee		\$ 1,000.00		
Sound/Light Tech.		\$ 35.00	hour	
Audio Visual Tech - All		\$ 40.00	hour	
Doorguards/Ticket Takers		\$ 25.00	hour	
Doorguard Supervisor		\$ 30.00	hour	
Event Safety I		\$ 35.00	hour	
Event Safety II		\$ 35.00	hour	
Event Safety Supervisor		\$ 40.00	hour	
Head Usher		\$ 30.00	hour	
Ushers		\$ 25.00	hour	
Novelty Sellers		\$ 25.00	hour	
Parkers - All		\$ 35.00	hour	
Runner		\$ 25.00	hour	
Ticket Seller Supervisor		\$ 35.00	hour	
Ticket Sellers		\$ 25.00	hour	
Food Service Worker		\$ 25.00	hour	
Event Staff @ Belle		\$ 30.00	hour	
Maintenance (full-time)		\$ 40.00	hour	
Maintenance (part-time)		\$ 30.00	hour	

Updated 6.1.26



Bismarck Event Center

