



Bridge View Center

Delivering *Outstanding* Experiences

2019 Annual Report





Bridge View Center

Delivering *Outstanding* Experiences

Table of Contents

Welcome from the Executive Director	3
2019 Highlights	4
Event Highlights	7
Economic Impact	8
Financial Performance	12
Community Contributions	13
Our Organization	14
Our Board of Directors	15
In the Media	16

About Bridge View Center

Bridge View Center, opened in 2007, is nestled on the banks of the Des Moines River and is the crown jewel for the City of Ottumwa. This 92,000 square foot complex features an Expo Hall, adjoining conference/meeting space, a state-of-the-art Theater and a Grand Lobby that welcomes you in! It is the premier destination in SE Iowa for concerts, theatrical events and conventions.

About VenuWorks

VenuWorks provides customized management solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, concessions, along with the booking and marketing of sports and entertainment events.

This 2019 Annual Report is presented by the management team of Bridge View Center. Bridge View Center is owned by the City of Ottumwa and opened on January 1, 2007. Bridge View Center is governed by Bridge View Center, Inc., a local 501(c)3 non-profit organization, and professionally managed by VenuWorks. For additional information, please contact us at:

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Ottumwa, IA 52501
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Email: info@bridgeviewcenter.com
www.bridgeviewcenter.com



Bridge View Center, Inc.
Continuing. Ensuring.





Bridge View Center

Delivering *Outstanding* Experiences

BVC Friends & Stakeholders—

As I look back and reflect on 2019, all I can say is 'Wow!' and I am so proud of what we have accomplished as a team, the results we have achieved, and the impact we have on our Ottumwa community. Our entire team is here to serve and we have one core philosophy we focus on – Delivering Outstanding Experiences to all our clients and guests who walk through our front doors. Thank You for all you do in making 2019 the best year ever for Bridge View Center!

FY 2019 is the best year on record for our operating budget with operational support of \$350,000 from both the City of Ottumwa and Bridge View Center, Inc. We met our operating budget goal with a bottom-line of \$349,890.37 in operating support. Over the past several years the operational support of Bridge View Center has been reduced from \$500,000 to \$350,000 in FY 2019. A challenging goal, but one our entire team at Bridge View Center has been committed to and successfully achieved.

Bridge View Center had its busiest event year on record in 2019 with hosting 586 events. These 586 events resulted in 730 event and use days, and brought 144,896 guests through our front doors.

2019 also launched two new and key initiatives for our long-term success and growth while continuing our efforts on a game-changing project. We are very grateful to all our friends and partners that have assisted us with these initiatives. In February 2019 Bridge View Center formally rolled out our new brand, new logo and new website. This project has been in the works for a few years and we finally secured all the needed funding to make this happen. In May 2019, we worked with Bridge View Center Inc. and assisted in the launch of a new and significant capital campaign for the long-term success of Bridge View Center. We also worked throughout all of 2019 on our BVC Hotel project. The attached hotel at Bridge View Center is a very important project we have taken on with the support and partnership of many of our stakeholders, including the City of Ottumwa, Greater Ottumwa Convention & Visitors Bureau, and Ottumwa Regional Legacy Foundation. More details on all these key initiatives are on the following page.

While it's nice to take a moment and celebrate our success in 2019, we cannot rest on our laurels. The challenge continues into 2020 and we have some significant projects we would like to complete, continue the push forward with our capital improvement campaign, break ground in late 2020 on our BVC Hotel, and continue our focus on delivering events and in Delivering Outstanding Experiences to all those we serve!

Positively! Ottumwa

Scott Hallgren, CVE
Executive Director
Bridge View Center | VenuWorks

Vision Statement

The vision of Bridge View Center is to be the premier entertainment, meeting, and special events venue in the region and to influence the growth and prominence of Ottumwa and Wapello County. As a public facility, we believe we have a responsibility to work with those partners who are investing into our community to re-create and grow Ottumwa as a place to live, work, play and invest. It is our vision to be a key asset to the quality of life for all residents throughout Southeast Iowa and to be an economic generator for businesses in Ottumwa.



Bridge View Center

Delivering Outstanding Experiences

New Brand, New Logo, New Website

Bridge View Center worked with Neapolitan Labs over several months and created a new brand, new logo, and a complete overhaul of our website and launched all this in February 2019. This re-branding, new logo, and new website has had a very positive and significant impact for us and will continue to pay dividends into the future. We would like to thank the Wapello County Foundation, Legacy Foundation's Bright Ideas Community Enrichment Fund, and Bridge View Center Inc. Capital Improvement Fund for their support and financial commitments to allow us to make this happen.



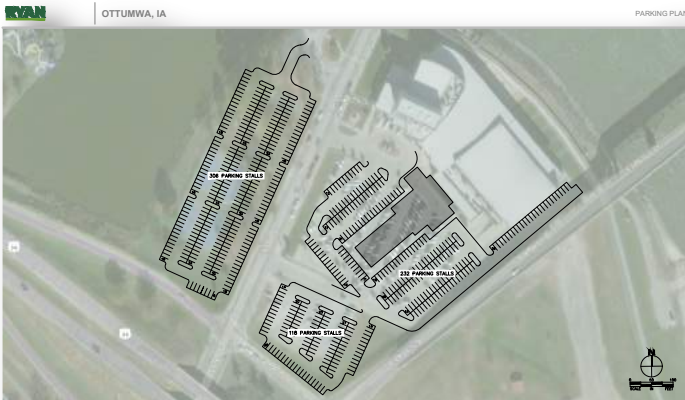


Bridge View Center Hotel Project

The continuing efforts throughout 2019 on our BVC Hotel project are very important to our long term viability and success. We believe the hotel is a game changer for Bridge View Center and our multi-day convention and conference business. This hotel will make Ottumwa a more viable market for multi-day business and put us on an even playing field with our area competitors who all have host hotels. In today's world, we are not as competitive if we do not have an attached hotel. This is by far the #1 priority for meeting planners and association event planners when looking at host cities for their events. This is the direction the meeting and convention industry is going.

Our BVC Hotel has really been a vision for this community since Bridge View Center was built with a local committee back in 2005-2006 having discussions about a host hotel for this venue and funding a hotel feasibility study in 2006. The City and community then took a break on this idea for a few years and our most recent efforts began again in 2017 when the Greater Ottumwa Convention & Visitors Bureau and Legacy Foundation worked together and funded a new, updated hotel feasibility study in 2017. The City then created and sent out an RFP seeking developers for this project. We are grateful to have the support and commitment from the City of Ottumwa, Greater Ottumwa Convention & Visitors Bureau, and Ottumwa Regional Legacy Foundation for this project and in supporting our vision in building a host hotel for Bridge View Center.

This new hotel will provide a significant added value Bridge View Center can offer our clients and prospective meeting and association planners while also providing added value to the City of Ottumwa and all the visitors we serve annually. There are numerous benefits to this project. **An attached hotel to Bridge View Center is the future!**



“The City and BVC have been working on a hotel project for the BVC in earnest since December of 2017. We have long felt that the overnight stay component is key in our ability to be competitive in incorporating conventions and larger events. We have been working with Ryan Development Corporation, who responded to our original RFP, in order to secure an owner/operator. We had entered into serious negotiations with Chris-Bro Hospitality for a 96-room Marriott SpringHill Suites and were finalizing these plans until just recently, when Chris-Bro Hospitality regrettably withdrew from the development agreement with the City. Given this setback, which essentially is a time cost for the project only, the City and BVC have again begun moving forward in discussions with various developers/operators/owners of hospitality services. We do have potential interests currently to whom we are providing essential information. We expect to continue this discovery into 2020, with the hope of securing a new partner for our project in this calendar year and beginning construction on a new facility in either late fall 2020 or spring of 2021.”

-Kevin Flanagan, City Planning and Development Director

Event Highlights



PJ Masks Live! 2019 World Premiere
Bullriders Of America 2018 Finals
Southern Iowa Bridal Showcase
Home & Garden Show
Garden Bros. Circus
Weight Watchers
Craft Shows
Live2Lead
Gary Allan



Red Green
BaconTown
Quinceañeras
SE Iowa Kennel Club Dog Show
WHO-TV 13's RVTV
SE Iowa Symphony Orchestra
Ottumwa Symphony Orchestra
Ottumwa Civic Music Association
Senior Lifestyle Expo
Rotary Club Chicken BBQ
Tru Rev MMA Fights
John Deere meetings
Leadership NOW Conference



Wedding Receptions
Mannheim Steamroller - SOLD OUT SHOW
Ottumwa Community Children's Playhouse
Friends! The Musical Parody
All-City Music Festival
Breakfast with Santa
Rodney Carrington
Oak Ridge Boys
Bill Engvall
Clint Black
Family Fest





Bridge View Center

Delivering *Outstanding* Experiences

Economic Impact

Mission Statement

The Bridge View Center is a regional multi-purpose venue that delivers outstanding experiences to its citizens by providing entertainment, meeting space, and quality events to enhance the quality of life throughout Southeast Iowa. As a regional venue, we will create a positive economic impact for the City of Ottumwa.

1,595,851

Guests through our doors since
Bridge View Center opened in
January 2007

6,567

Events since Bridge View Center
opened in January 2007

\$8.9M

Total Economic Impact (2019)

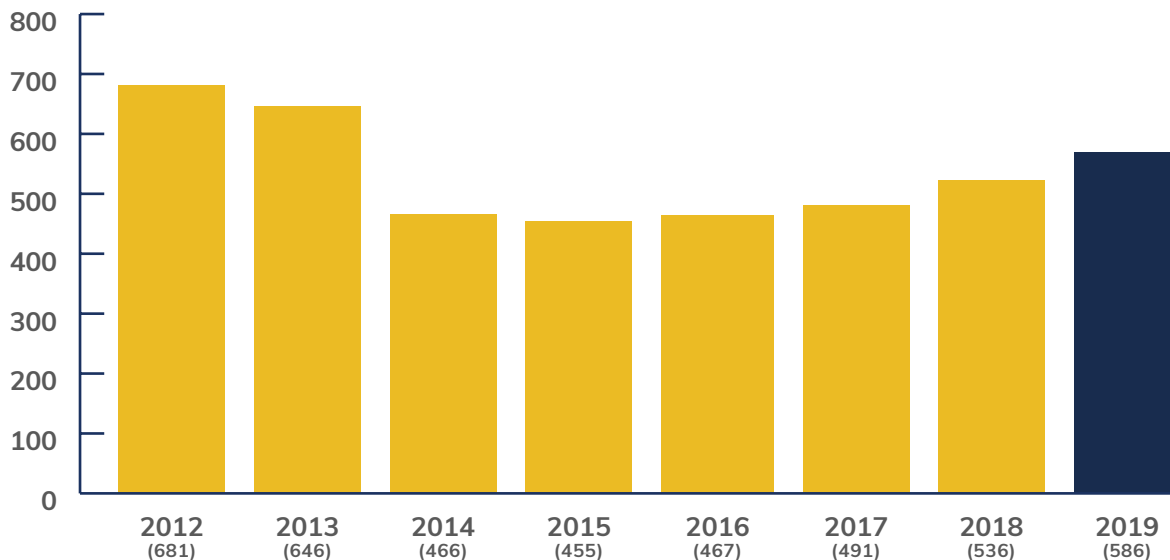
Mission Accomplished

Bridge View Center achieved its mission in FY 2019 and delivered on its two key performance goals. Our first and primary goal is quality of life – we were built and are here to improve the quality of life for our Ottumwa community and all residents in Wapello County. Our second goal is to be an economic driver for our Ottumwa community, and we have definitely achieved this goal with an \$8.9 million economic impact to our community. Bridge View Center delivered a key event to our community in January 2019 with PJ Masks Live! This 2-week rehearsal period and then hosting the 2019 world premiere of the North American tour of PJ Masks Live! on January 25, 2019 resulted in a direct spend of over \$100,000 to our community.



Total Number Of Events

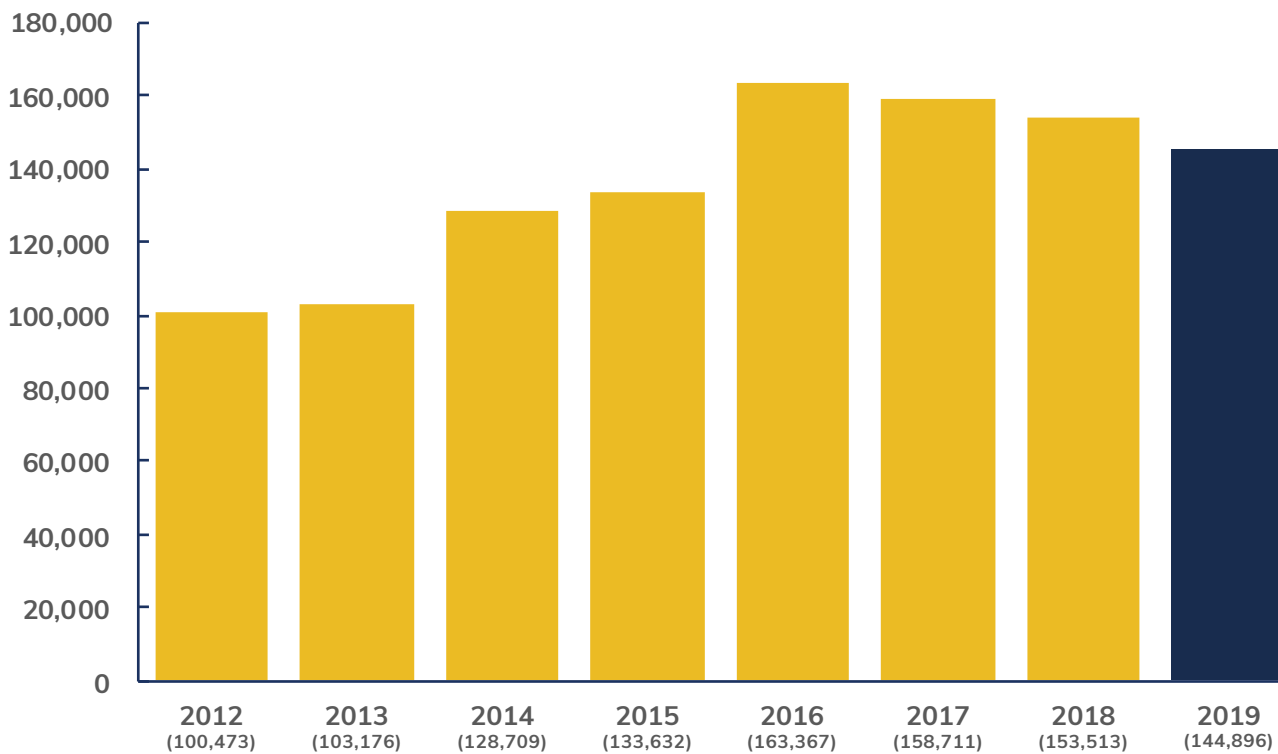
2012 – 2019 Calendar Year



Note: the method used to track total number of events changed during 2014. Previously, our community theater rehearsal days for both OCP and OSCP were being counted as events. We are now only counting the actual performance days as the true event days for both OCP and OCCP. Rehearsal days are tracked and recorded as use days and not events.

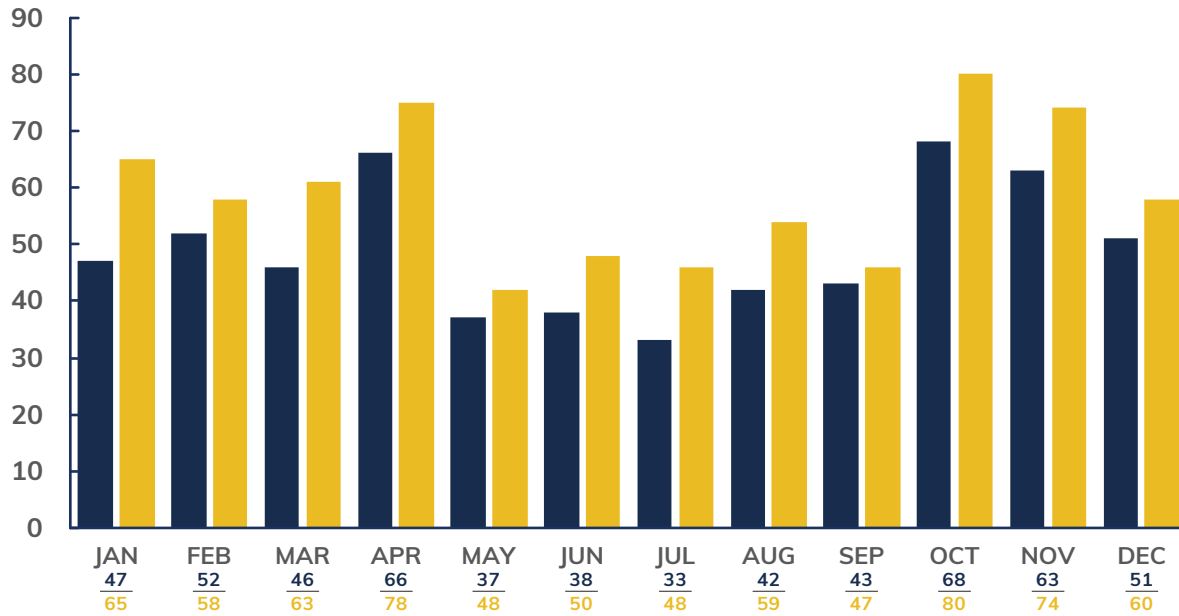
Yearly Attendance

2012 – 2019 Calendar Year



Total Number of Events and Event/Use Days Per Month

2019 Calendar Year

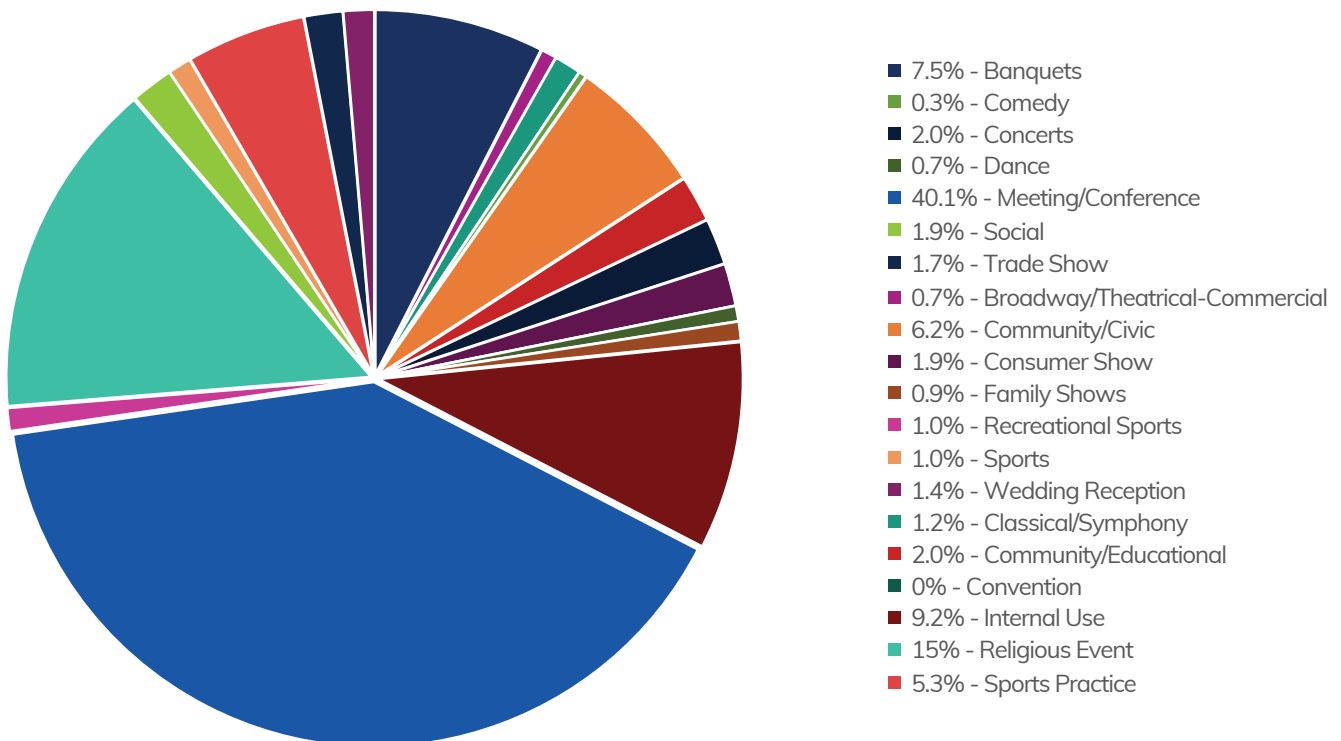


- Events - Total number of events
- Event Days and Use Days
 - Event Days - Number of days of public attendance for the event
 - Use Days - Number of setup/tear-down days for the event

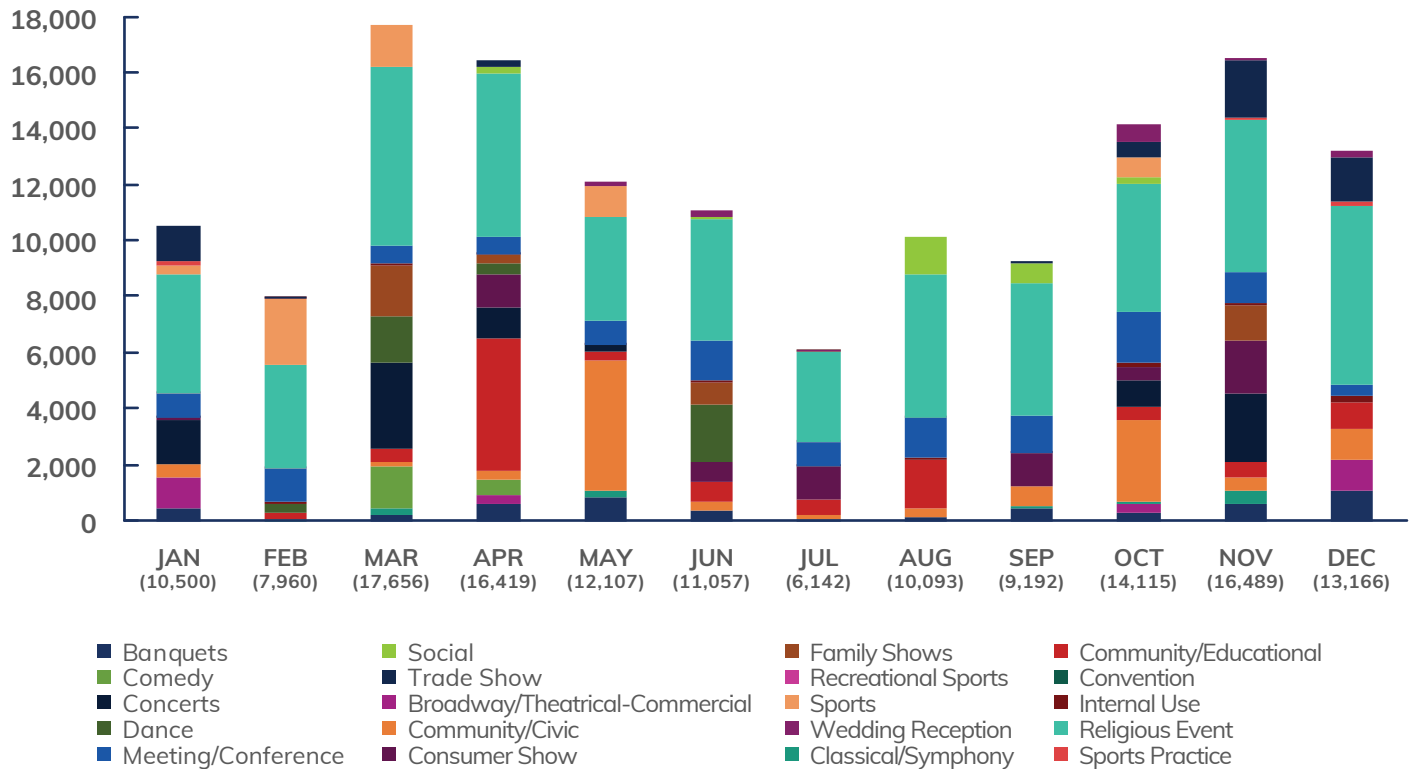
2019 total number of events - 586
 2019 total number of event and use days - 730

Events by Event Type

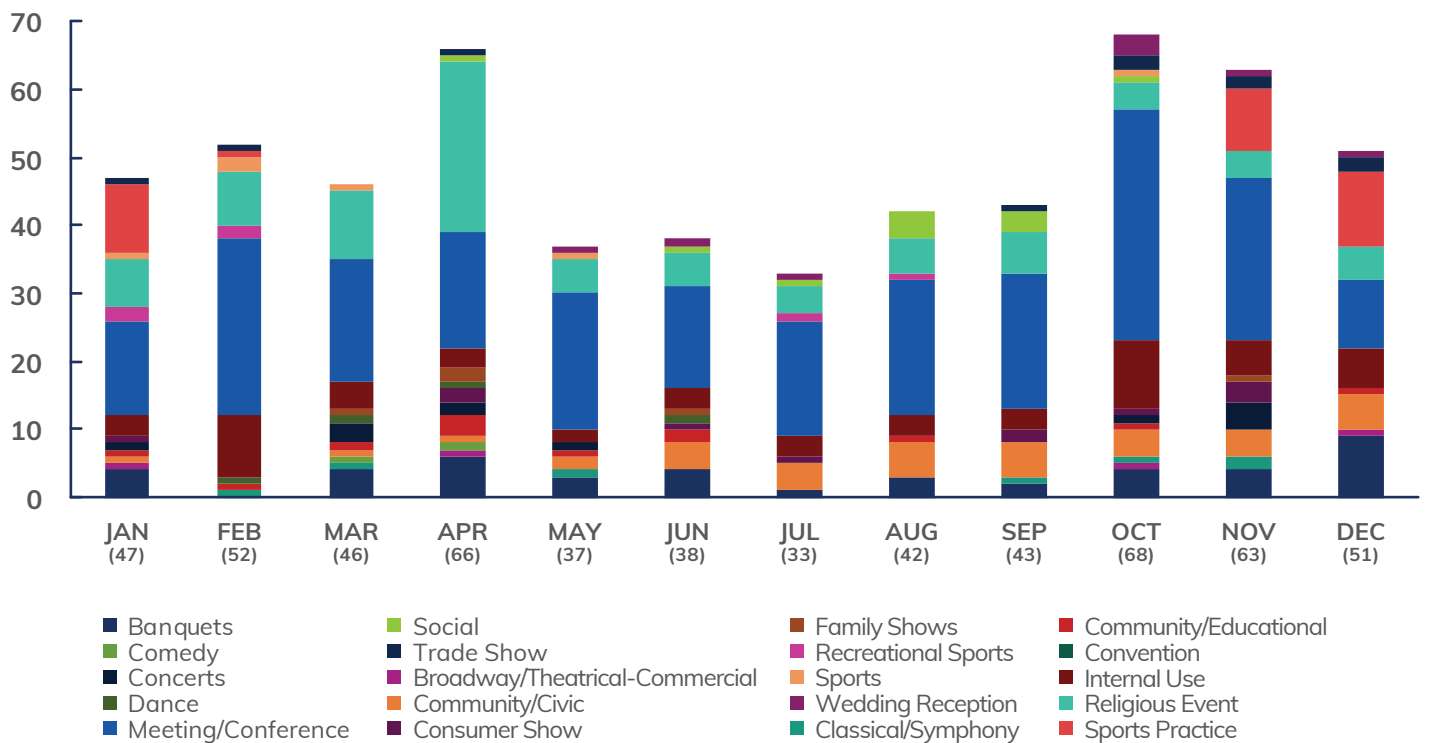
2019 Calendar Year



Monthly Attendance by Event Type 2019 Calendar Year



Total Number of Events - Per Month by Event Type 2019 Calendar Year



FY2019 Financials
July 1, 2018 - June 30, 2019

	Actuals	Budget	Variance
Building Rent Income	\$255,344	\$233,909	(\$21,435)
Contractually Obligated Income	\$9,118	\$74,075	\$64,957
Reimbursed Event Expenses	\$244,401	\$112,480	(\$131,921)
Contributed Income	\$62,387	-	(\$62,387)
Food and Beverage Income - Concessions	-	\$200	\$200
Food and Beverage Income - Catering	\$537,807	\$585,968	\$48,161
Other Event Income	\$118,747	\$182,437	\$63,690
Other Income	\$8,658	\$3,900	(\$4,758)
TOTAL INCOME	\$1,236,462	\$1,192,969	(\$43,493)
Less: Cost of Goods Sold	\$184,156	\$156,676	(\$27,480)
GROSS PROFIT	\$1,052,306	\$1,036,293	(\$16,013)
Personnel Expense - Full-Time	\$422,648	\$486,693	\$64,045
Personnel Expense - Part-Time Support	\$50,021	\$6,000	(\$44,021)
Personnel Expense - Part-Time Event	\$135,609	\$138,745	\$3,136
Personnel Expense - Taxes and Benefits	\$136,296	\$161,940	\$25,644
General and Administrative Expense	\$48,464	\$55,699	\$7,235
Occupancy Expense	\$248,219	\$292,772	\$44,553
Services and Operations Expense	\$148,665	\$101,792	(\$46,873)
Event Expense	\$189,125	\$131,852	(\$57,273)
Food and Beverage Expense	\$23,149	\$10,800	(\$12,349)
TOTAL EXPENSE	\$1,402,197	\$1,386,293	(\$15,904)
NET OPERATING INCOME/(LOSS)	(\$349,890)	(\$350,000)	(\$110)

We officially met our FY 2019 Operating Budget by **\$110**
\$40,000 improvement in Net Operating Income compared to FY 2018



Community Contributions

Bridge View Center and its VenuWorks team are involved in the following organizations:

- Greater Ottumwa Partners In Progress
- Greater Ottumwa Convention & Visitors Bureau Board
- Local Churches
- Ottumwa Rotary Club
- Iowa Society of Association Executives
- Central Iowa Tourism
- Ottumwa Leadership Academy
- International Association of Venue Managers (IAVM)
- IAVM Board of Directors
- IAVM Region 3 Board of Directors
- National Restaurant Association / Iowa Chapter
- Iowa Presenters Network

Bridge View Center proudly supports and partners with the following local non-profit organizations:

- Boy Scouts and Girl Scouts
- Ottumwa Christian School
- Ottumwa Community Children’s Playhouse
- Ottumwa Community Players
- Ottumwa Community Schools
- Ottumwa Family YMCA
- Ottumwa Laureate Guild
- Ottumwa Leadership Academy
- Ottumwa Symphony Orchestra
- Sieda Community Action
- Seton Catholic School
- Southeast Iowa Symphony Orchestra

In 2019 – **36** community/civic events occupied a total of **42** event & use days
 Many of these events are receiving reduced to free rent to use Bridge View Center.

11,549 people attended community/civic events in 2019

6.1% of our events are local community/civic events for our community.

Note: These numbers are smaller than in 2018 and this is due to a reorganization of events and separating out religious events. Religious events now have their own, dedicated category.



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Bridge View Center and our VenuWorks Team

Residents of Ottumwa and Wapello County



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Executive Director
Scott Hallgren

**Business Manager,
Ticketing and HR**
Marcie Kamerick (FT)

**Sales and Marketing
Manager**
Rich Thompson (FT)

Operations Manager
Jacob Pilkington (FT)

Event Manager
Emily Pierson (FT)

**Executive Chef & Food
and Beverage Director**
Bob Newell (FT)

**Box Office
Coordinator**
Heather Burgess (PT)

**Administrative
Assistant**
Mary Simmons (FT)

**Associate Operations
Manager**
Jordan Zook (FT)

**Guest Services
and Volunteers**

**Catering and
Banquet Supervisor**
Ali Ervin (PT)

**Housekeeping
Supervisor**
Sue Reiter (FT)

**Operations,
Conversations and
Maintenance Staff**

**Culinary and
Service Staff**

**Servers, Bartenders
and Concession Staff**



2019 Bridge View Center, Inc. Board of Directors

Thank you for your service, dedication and commitment to Bridge View Center.

Beth Peyton, President

Bridge City Realty

Paul Zingg, Vice President

Deneffe, Gardner & Zingg

Holly Berg, Secretary

Ottumwa City Council

Steve Dust, CEO

Ottumwa Regional Legacy Foundation

Jim Clingman

Bridge City Realty

Dennis Hunger

Ottumwa Regional Health Center

Amy Nicholson

Jamie Scott

Deni Hotek

Brian Morgan, Supervisor

Wapello County Board of Supervisors

Newell Palen

Richwell Carpet

David Suarez

C1st Credit Union

Matt Dalbey, Mayor Pro Tem

City of Ottumwa

Ex-Officio Members

Tom Lazio, Interim City Administrator

City of Ottumwa

Andrew Wartenberg, Director

Greater Ottumwa Convention & Visitors Bureau

Dustin Stewart, Financial Advisor

Edward Jones Investments

For those about to rock ...

HAIRBALL: Arena rock

Continued from Page A1

Good bands still come up, Jensen said. People are still making good music. While they do that, things like the Guitar Hero games helped introduce people to older songs, the kind Hairball plays.

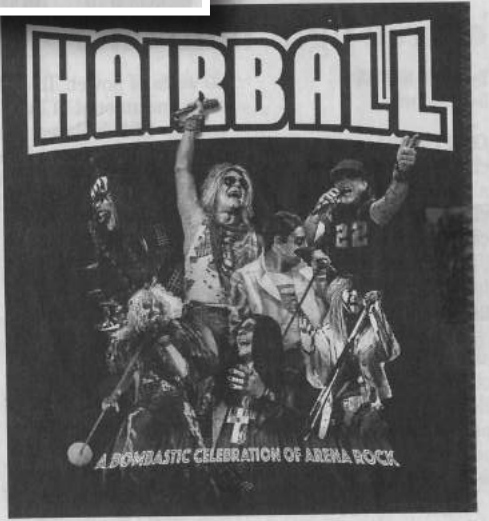
Jensen wouldn't say which songs he performs. He preferred to let the audience enjoy the show without guessing who was who. Besides, "We don't really worry about who does

what. We all sing everything."

Hairball stays on the road about 150 days each year. Being away from home that much is a schedule some might call tough. Jensen doesn't see it that way.

"We're putting on a carnival of rock and roll," he said. "It's an awesome schedule. I don't have to punch a clock."

Matt Milner can be reached at mmilner@ottumwacourier.com and followed @mwmilner.



TAILOR



Matt Milner | The Cour

ing View Center can get a special treat in the form of a display of art from Ottumwa students. The school year is winding down in districts across the region, with a little less than a month to go for Ottumwa.

They'll be here for you



The Garden Bros Circus Comes to Town

Community joins together for a festive



Matt Milner/The Courier

Frank Fritz of "American Pickers" was a big draw for the home show on Sunday. He signed autographs for about two hours, and took the time to chat with many of the fans who came by.

State backs BVC hotel

MILNER

when a com-
ailgate party
mwa, it looks
ke smoke and
at least that's
t for RVTV on

re the music
t at Bridge

View Center by a local DJ
along with the boosted voice

Classroom Cowboys



RVTV a night of Bulldog football, pork chops and music

to hand sports director Keith
Murphy a trophy, Murphy
clutched at it only to have the
thing fall apart.

Des Moines meteorologist
Ed Wilson, TV microphone in
hand, admonished an embar-
rassed Murphy: "You had one
job!"

That's where the laughter
came in. Lazio was still laugh-
ing a few minutes after the live
television exposure.

"You roll with the punches,"



PAGES FOR PENNIES



Matt Milner/The Courier

The annual Pennies for Pages book sale brought out readers from throughout the area Friday. Thousands of books, CDs and games are on sale at Bridge View Center, along with sheet music and other goodies. The sale continues through Sunday.

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