

NEWS RELEASE

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Contact: Jenny Hammrich

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605-692-7539

Swiftel Center Records Busiest March in History

According to event and attendance records, the Swiftel Center in Brookings, SD recorded its most successful month in its nearly ten year history. The facility, managed by VenuWorks, hosted 38 events (40 event days) in a month with 31 days. Almost 32,000 people attended district and region high school basketball games, region and state AAU wrestling tournaments, a sold out Jason Aldean concert and comedian Rodney Carrington. In between these large arena events, the venue hosted a multitude of business meetings, conferences, and training seminars. The estimated economic impact for March was nearly \$4.0 million and the facility employed 178 people during the month.

Over 1300 hours were recorded in converting the facility from one event to another. On March 12, Swiftel Center hosted a sold out Jason Aldean concert that ended around 10:45 pm. Within eight (8) hours, the staff converted and cleaned the building which included loading out the band, removing 1400 floor seats, permanent and retractable bleachers, dismantling the stage, removal of portable concessions stands. Then they loaded in eight (8) wrestling mats, setting and powering eight (8) wrestling clocks, timers, scorers tables, reconfiguring seating areas and readying locker rooms and weigh-in areas. The facility re-opened on March 13 for the AAU regional wrestling tournament at 7:00 am. The staff was also responsible for trash pickup and removal from its parking lots and five other nearby lots.

In March 2006, the facility had its second most successful month of March with 31 events, 34 event days and 17,824 in attendance. The Swiftel Center will celebrate its ten (10) year anniversary in 2011.

The mission of the Swiftel Center is to enhance the quality of life for the citizens of the region by providing a gathering place for cultural, recreational and educational events thereby positively impacting the economy of Brookings.

VenuWorks provides full management services for arenas, theaters, and convention centers, to over 30 venues across the country. It also manages food and beverage operations, event booking, promotion services, and feasibility consulting work for clients with existing and prospective public assembly facilities.

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