

MAC Commission Meeting November 19, 2024, 11:30 a.m.

Commission Members Present: Kirk Madsen, Mark Eckman, Marshall Redmond

Commission Members Absent: Matt Gronstal

City Employees Present: None

Caesars Entertainment Members Present: Mark Vacanti, Thomas Roberts, Janae Sternberg, Amanda Kelley, Gary Gahm, Pete Shaner, Robin Gilmore, Rob McCracken, Abby Williamson, Stephanie Doty.

1. **Call to Order at 11:30 a.m.**
2. **Roll Call** Mark Eckman, Kirk Madsen, Marshall Redmond all present
3. **Approve Agenda November 19, 2024** Agenda – Motion to approve by Kirk Madsen, seconded by Marshall Redmond motion passed.
4. **Approve Minutes from August 13, 2024** Motion to approve Kirk Madsen seconded by Marshall Redmond motion passed.
5. **New Business**

A. Presentation by Harrah’s Iowa Arena Management – Mid-America Center

Operations Update - Mark Vacanti, MAC General Manager

Welcome!

Good morning,

Let’s start out with a quick update on focused preparedness with maintenance in quarter one and quarter two of the FY for the upcoming busy season to execute our events successfully. Looking ahead over the next 36 weeks in our arena, ballroom and exhibition hall most spaces are filled with just a few holiday weeks still open. Sales has been working hard to fill the first 6 months of the year.

Past Events

August 2024 We had a typical August

- ❖ Spirit of Courage Celebrity Weekend - 22nd Year
- ❖ Sam’s Club Market
- ❖ United Wat of the Midlands Shine Bright V
- ❖ CBCSD Summer Academy
- ❖ Back to School Celebration and Employee Fair

September 2024

- ❖ Lord of Host Church - Also have been re-booked for 2025 and 2026
- ❖ Midwest Oncology Practice Meeting September
- ❖ MIDTESOL Conference
- ❖ Performance Foodservice Showcase - This event has been expanding in size, they are considering the arena for their show

October 2024

We have a very busy October!

- ❖ Mystic Fest - Same weekend as Nuk-Con, these two event complement each other
- ❖ Nuke-Con
- ❖ Callahan Craft Fair Fall - Slower may be the warmer than usual weather
- ❖ Lenihan/Mitchell Wedding Ceremony and Reception
- ❖ Anime Nebraskon - Anchor event, locked in for 2025, 2026 and 2027
- ❖ Fall 2024 Amcon Distribution Company Meeting
- ❖ TSO Rehearsal -18 days 10/25 through 11/13 Booked for the next 3 years with over \$600,000 in combined rehearsal and show revenue.
- ❖ The Jason Awards - Moved to October

Upcoming Public 2024Events

November 2024

- ❖ Trans-Siberian Orchestra best tickets over \$100.00
- ❖ Council Bluffs Kennel Club - Numbers have been down but ticket prices up.

December 2024

- ❖ Central Valley Ag Location Managers Meeting - Two separate meetings
- ❖ Council Bluffs Fire Department Training December
- ❖ Central Valley Ag Applicator Conference
- ❖ CheerSport 2024
- ❖ Callahan Craft Fair Winter
- ❖ Mount Zion Church December
- ❖ CB Wrestling Classic 2024 - Tournament 11th year 40 teams slated for both the boys and the girls.
- ❖ JE Dunn Holiday Party
- ❖ IUOE Local 571 Holiday Party

- ❖ Powerhouse wrestling tournament.
- ❖ MAC Shootout - 17 Games the weekend before Christmas. 14 are battle border games

January 2025

- ❖ American Cheer Championship
- ❖ Midwest Oncology Practice Society Meeting January
- ❖ Wiese Enterprises
- ❖ Iowa Enduro Riders Association Banquet - New
- ❖ Bellevue University Graduation
- ❖ Conductix Holiday Party
- ❖ Council Bluffs Chamber of Commerce Annual Meeting

February 2025

- ❖ Deep South Spirit Cheer and Dance
- ❖ Act 1 Talent Competition
- ❖ AgWest Banquet
- ❖ Show Stopper
- ❖ MCDA Cheer & Dance
- ❖ Agriculture Appreciation Banquet – large banquet for us
- ❖ Star Quest Performing Arts Competition
- ❖ 2025 Jim Hawk Annual Sales meeting
- ❖ Cardin International Circus - back for the 2nd year
- ❖ Addiction Dance Competition
- ❖ Spirit Catholic Radio Banquet - 800-1000 attendees depending on the speaker.
- ❖ February 2025 STIHL Incorporated Meeting

March 2025

- ❖ Prime Time Dance Competition
- ❖ Rainbow Dance Competition

- ❖ 2025 NJCAA Wrestling Championship -Tournament is growing with the addition of Womens
- ❖ Ovation Dance
- ❖ Midwest Spring Classic
- ❖ Northern Natural Gas Inspector Training
- ❖ Show Biz Dance Competition
- ❖ NAU Country 2025 Claims Adjuster School
- ❖ PRCA Championship Rodeo - New owner group. Did sign a 3 year contract with an option +2
- ❖ Prestige National Talent Competition
- ❖ Heartland Car Wash Association Trade Show
- ❖ Family Financial Solutions Group

Event Attendance Numbers

Mid-America Center Event Attendance	
FY24	Attendance
Jul-23	17,289
Aug-23	5,648
Sep-23	15,271
Oct-23	29,774
Nov-23	11,343
Dec-23	17,359
Jan-24	21,326
Feb-24	20,008
Mar-24	47,595
Apr-24	18,425
May-24	13,240
Jun-24	17,123
Total	234,401

FY Totals:

July 2023 – October 2023

67,982 Total

July 2024 – October 2024

46,275 Total

Mid-America Center Event Attendance	
FY25	Attendance
Jul-24	3,270
Aug-24	4,075
Sep-24	9,342
Oct-24	29,588
Nov-24	
Dec-24	
Jan-25	
Feb-25	
Mar-25	
Apr-25	
May-25	
Jun-25	
Total	46,275

Arena totals over 150,000 people used arena in FY2024.

September main shortfall is due to MAGE in Sept. 2024 at IWCC instead.

Capital Update

- North Parking Lot replacement initial phase completed.
 - 50 percent completed
- Robotic cleaning equipment this year FY
 - Quotes have been submitted to the City we are waiting for the purchase order
- Cooling Tower project engineering will start spring 2025
 - This is slated for March/April 2025
- Future projects –
 - FY26
 - ◆ Arena seating on the plan for a start FY 2026 is moving forward
 - ◆ Arena – 28 events used the seating and additional 11 events that used the arena without seating. We had a total of 39 events that used the arena totaling 108 event days this fiscal year. The use of the seats generated \$1.8 million in revenue during FY2024. Total arena did \$2.5 Million in revenue for all arena events.
- FY27
 - Boiler replacement
- FY28
 - Carpet replacement: The carpet is now 10 years old and will be 12 years old by fiscal 2028

SALES REVIEW –Amanda Kelly, Gary Gahm

Amanda Discussed: Recap for Q3 2024

- Prime Time Dance
 - April 2027
 - April 2028
- Show Biz Dance
 - March 2027
 - March 2028
- Lewis Township Fire & Rescue
 - September 2024
- NJCAA Wrestling Championships
 - March 2026
 - March 2027
 - March 2028
- Prestige National Talent Competition
 - March 2025
- Heartland Car Wash Association
 - March 2025
 - March 2026
- Iowa State Education Assn.
 - July 2025
- Nationwide Expos Spring Home Show
 - May 2025
- JE Dunn Holiday Party
 - December 2024
- Iowa Enduro Riders Assn
 - January 2025
- DEKRA SMS User Conference
 - April 2025
- Sam's Club Market 8 Meetings
 - August 2024
- Northern Natural Gas Inspector Training
 - March 2025
 - March 2026

Sales Projection

On the Radar....

- ❖ Gary is working on a new home show.
- ❖ Trans Am Takeover...Cars show a lot planned.
- ❖ Pott County Recorder's Office
- ❖ Inspired Live
- ❖ Food Bank for the Heartland
- ❖ Franchise Sidekick

Rebooking...

- ❖ American Cheer Championships
- ❖ Cheer Sport
- ❖ KC Card Shows Expo - Spring Ballroom - Summer Arena
- ❖ O Comic Con
- ❖ Rasmussen Mechanical Services
- ❖ Lord Of Host Church

Mark Eckman asked if O Con dates are around same dates as last year.

Yes, usually in July.

FINANCIAL REVIEW – Janae Sternberg, Caesars VP Finance

October 2024 YTD

Mid America Center Financial Comparison		Actuals	Budget	Variance	Actuals	Actuals
		4 months ended 10/31/2024	10/31/2024		10/31/2023	10/31/2022
Net Income	875,090	1,030,558	(155,468)	1,152,879	1,083,964	
Operating Expense	(1,197,047)	(1,302,285)	105,238	(1,249,694)	(1,070,948)	
Actual (Loss)/Income	(321,957)	(271,727)	(50,230)	(96,815)	13,016	
Base Fee	-	(22,500)	22,500	(65,421)	(153,081)	
Total Loss	(321,957)	(294,227)	(27,730)	(162,236)	(140,065)	

Shortfall for Fiscal Year but October brought us back up. Utilities were up due to warm weather.

MARKETING REVIEW Marketing/Entertainment – Abby Williamson

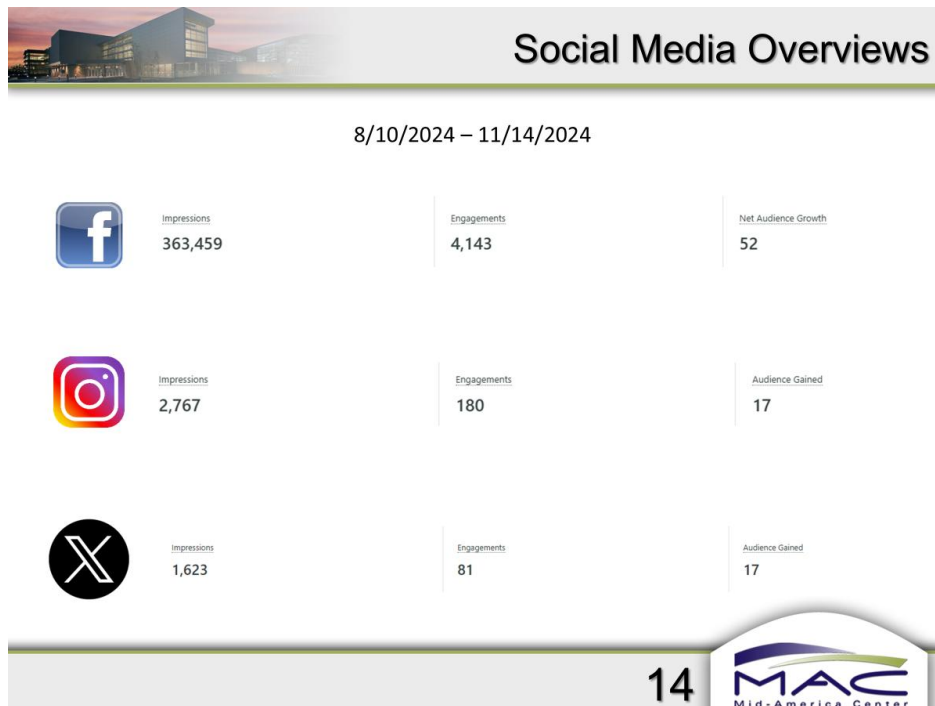
Social Media Performance

- ✓ Facebook impressions are higher than all other platforms.

Be sure to follow our social media pages & share posts! Sharing is the best way to ensure more people see our events & attend!

- Facebook – Mid-America Center (Face Book by far the best)
- Twitter – @BackAtTheMac
- Instagram – midamericacenter

We gained followers on X with the help from Brookelyn. Great Job!!



We have been receiving more social media reviews. Thanks to our new Marketing employee Brookelyn Kipp!

Please share our posts on social media.

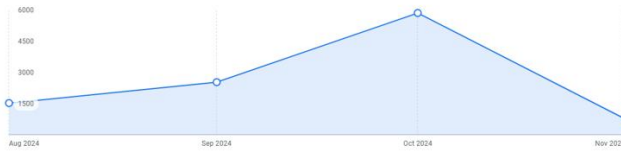
All referrals would be greatly appreciated!

Google Business Overview

August – November

10,708

Business Profile interactions



17,418

People viewed your Business Profile

Platform and device breakdown
Platform and devices that people used to find your profile



3,580

Website clicks made from your Business Profile

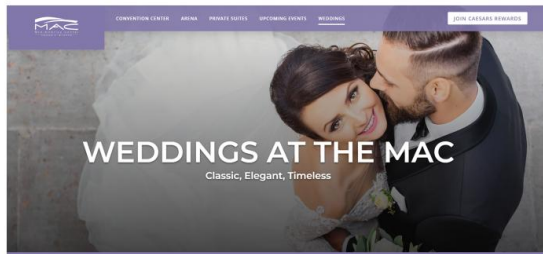


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Other Marketing Updates

- **Carden International Circus – tickets on sale now!**
- **PRCA Championship Rodeo – tickets on sale now!**
 - We are handling the marketing for their event & looking at new opportunities: streaming music & TV, podcasts, influencers, etc. along with some traditional marketing.
- **MAC website now has a Weddings page!**



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BANQUETS/CONCESSIONS REVIEW – Pete Shaner, Banquets Manager

Good hiring over the last few months

Held several service and set-up trainings - New Team Members for dining room set up, napkin folds, etc.

Dining Setups

- Flatware Arrangement
- Glassware Arrangement
- Napkin Folds

Beverage Stations

Bar Setup

- Glasses Needed
- Liquor Rails
- Beer Pars - Discussed Beer Pars
- Bar Supplies

POS Trainings - Refreshers

- Banquet and Concession
- Scenarios

Event callouts:

Event Beverage Specials:

Mystic Fest/Nuke Con (123)
“Crystal Ball”

Callahan’s Fall Craft Fair (37)
“The DIY”

Anime NebrasKon (545)
“Dirty Samurai”

Trans-Siberian Orchestra (98)
“Comet’s Spiked Cranberry” Kicking off Christmas season

Working on lunch and dinner specials

Upcoming Foods:

Meatball Sub

Chicken Sandwich Rotation

Unique Burgers

Various Wraps

Soups - Excited about new soups might tie into soup and salad combo.

B. Report -Council Bluffs Convention & Visitors Bureau

Craig Carlsen reviewed monthly report that was given out at the beginning of the meeting and answered any questions.

6. Set date for next meeting

Next meeting scheduled for Tuesday, February 11, 2024, 11:30 AM

7. Adjournment

Mark Eckman asked for a motion for adjournment, motion passed.

Meeting adjourned at 12:43 PM