

GREENVILLE ARENA DISTRICT
BOARD MEETING
January 24, 2023
4:00 PM

Present: Amber Drummond, Buddy Dyer, Barry Formanack, Brittany Moore, Neetu Patel, Jimmy Pittman, Dante Russo, Neil Smith

Also Present: Rebecca Ellefson, Bill Foster, Adam Lambright, Beth Paul

Chairperson Patel called to order, for the purpose of doing business, the Greenville Arena District Board of Trustees, held on January 24, 2023, at 4:00 PM with a quorum present.

Minutes

Mr. Russo made a motion to approve the December 2022, Greenville Arena District Board Meeting Minutes. The motion seconded by Mr. Dyer. There was no opposition to the minutes.

There being no further discussion, the Minutes were approved by a full vote of the Board Members present.

Management

Mrs. Paul presented the Management Report, which included the following: Monthly Financial Summary – December 2022; Year-Over-Year Comparison; Booking Pipeline FY2023; Arena Reforecast December 2022; Management Updates.

Mrs. Paul reported that in December the Arena hosted 13 events with a total attendance of 38,400. These events included 2 Trans-Siberian Orchestra shows, 2 Sesame Street shows, the Greenville Winter Invitational and 8 Hockey Games. This was the highest grossing TSO we've had in the history of the event. The Greenville Winter Invitational was a success for its first year.

Mrs. Paul then reported that the monthly event income for December exceeded budget by \$16,000. Year to date Event income has exceeded budget by \$476,000. All other revenue categories are consistent with budget. The total revenue for the period exceeds budget by \$82,000 and for the year \$774,000.

Operating Expenses overall are unfavorable to budget. One significant variance is payroll due to timing difference. Also, in sales and marketing the unfavorable budget due to the agreement with the Hughes Agency. Operating profits for December were flat to budget. Year to Date, through December, Operating Profit exceeds budget by \$692,000.

Mrs. Paul then presented a year over year comparison comparing FY 2022 to FY 2023. Fiscal Year 2022 was the most profitable year for the Greenville Arena District and FY 2023 is tracking to be similar. Event income for FY 2023 is in line with FY 2022. Sponsorship and Premium Seating is up in FY 2023 by almost \$200,000. Overall, FY 2023 revenues are \$200,000 higher than FY 2022.

For expenses, comparing FY 2022 to 2023, personnel expenses are higher, as well as sales and marketing. Utility expenses are lower for FY 2023 than FY 2022. This is mostly due to the change from a large chiller to a small chiller. Food and Beverage expenses also increased.

Mrs. Paul went over the Q1 & Q1 year over year comparison. Events and attendance were aligned. Ticket Sales are a little bit lower for FY 23 due to the higher grossing shows in FY 22. Event income and profit per show are also in line.

Mrs. Paul then went over the Q1 & Q2 year over year comparison for Food and Beverage and Employment Stats. The margin is a little bit lower for food and beverage in FY 23 due to higher quality of food, which results in higher expenses. For employment stats, the number of staff is higher resulting in more work hours and higher wages.

Mrs. Paul presented the Booking pipeline. The Arena has hosted 49 commercial events with another 64 events confirmed. There is one tentative show listed as well. Projected revenue for these events is \$6 million compared to a budget of \$5.1 million. Ticket sales are strong as well.

Mrs. Paul then presented the Arena Reforecast, which is not done until the end of Q2. It is forecasted that operating profit will be \$3.2 million compared to a budget of \$2.3 million.

Mrs. Paul then highlighted the Management Report. The capital updates include new fiber being installed, self-contained cooling units being installed, new sport lights, a new combi oven for Food and Beverage, a new frozen drink stand and new self-ordering kiosks at River Roost. The Arena has put out an RFP for landscaping maintenance which has previously been done in house.

Mrs. Paul also pointed out that hockey attendance has increased 40% in the first 16 games, resulting in a 27% increase in GAD profits. She then went over a few event highlights of events from the first two quarters, and events coming up in Q3 and Q4.

Finance

Mr. Russo reported that the committee met the previous week and that all finances are positive.

Capital Improvements

Mr. Dyer reported that the capital improvements committee will meet in March. Mrs. Paul let the Board know that the Arena has partnered with Furman to have a Furman fellow come and assess sustainability and move the Arena forward in the sustainability area.

Public Outreach/Community Relations

Ms. Drummond reported that the Community Relations committee will meet in February. In the meantime, tickets for Foster Kid group homes continue to go well and the community event In Her Shoes will be held prior to the Furman double header on 2/4.

Other

Bill Foster let the group know that the City had sold the Liberty garage, and it will now be managed by a private company.

Mrs. Paul reported that Levy, the food and beverage company for the Arena, will now be cashless. Fans will be able to exchange cash for gift cards to be used at all concession stands. The Arena will continue to accept cash for tickets and merchandise.

The February GAD Board Meeting will happen on February 28th at 4:00 pm. .

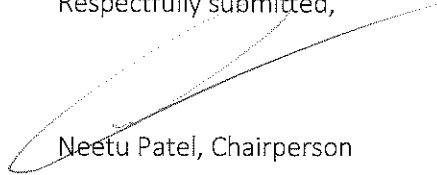
Executive Session

Mr. Patel made a motion to exit to Executive Session for contractual; the motion seconded by Mr. Russo. Executive Session adjourned with no action taken.

Mr. Dyer made a motion to adjourn the meeting. The motion was approved and seconded by Mr. Russo.

The next meeting of the Greenville Arena District Board will be held on Tuesday, February 28th at 4:00 pm in the Large Conference Room at the Arena.

Respectfully submitted,



Neetu Patel, Chairperson



Amber Drummond, Secretary