



Mission

We host events, create experiences, and drive our regional economy



Values

Hospitality | Entertainment | Community | Visionary | Stewardship



1. Budget
2. Year in review
3. Looking forward



Highlights

Projection of a \$600,000+ surplus this year



Last year's carry forward balance + this year's surplus = 2.6
million

Healthy place to be.



Was a wild ride this year....

More on that later.



2023 Budget



What is the philosophy?

Caution with goals...



End Year with \$41,000 in the black



Caution

Used booked events and last year numbers
With prediction of some increased costs



Goals to reach

Book 2 AMSOIL Shows

Book 2 Symphony Hall Shows

Create 2 successful DECC Present Events



Capital and Business Investments

If we stay relatively on budget up to July 1, we would spend \$300,000 on Capital and Business investments.

This would come from our carry forward balance.



Thanks to DECC staff



Year in review



Thanks
DECC Staff (500+)



Thanks to Duluth



It's been a fun year.

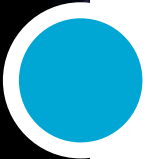






























Mission moment



We didn't make money



But Duluth did



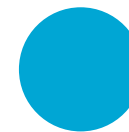
Back of the napkin math

2 million
economic impact







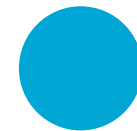






NATE BARGATZE

THE RAINCHECK TOUR







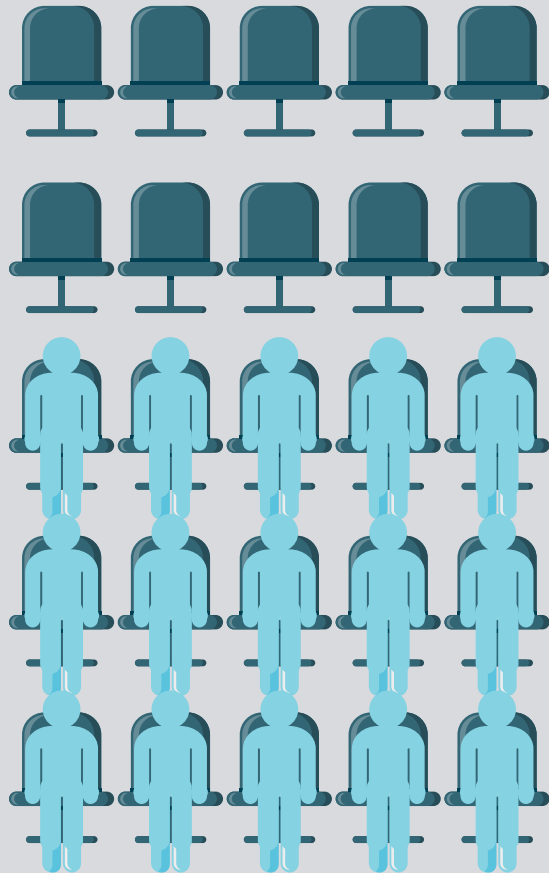
Entertainment

2019

58,258

Attendees

15 Events

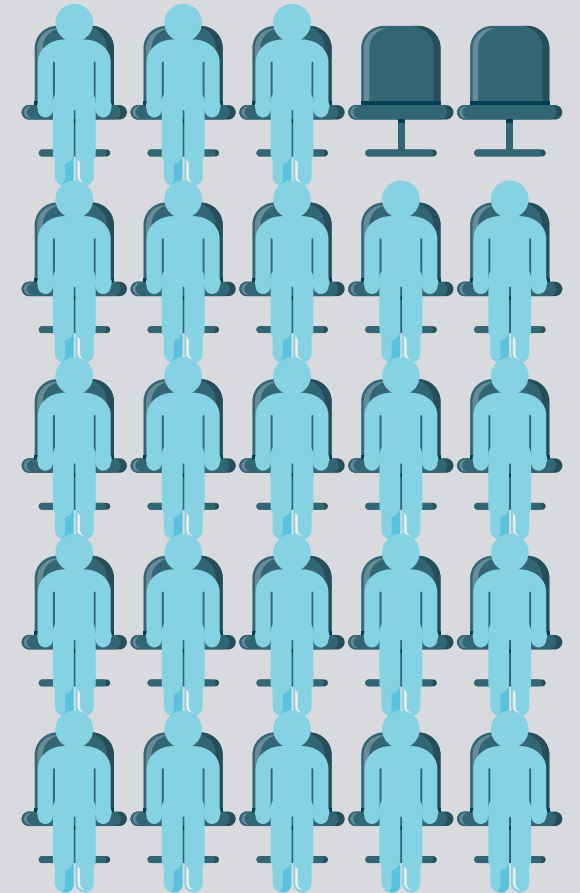


2022

66,877

Attendees

23 Events





Conventions

Started rough, ending strong



Silent success



Convention education



Convention education



Convention Process

The Sell

Point of contact

Tour

Room blocks made
arrangement of event

Event planning

Day of



Children's Mental Health conference example



Example Convention Process

The Sell (DECC)

Point of contact (DECC)

Tour (DECC & Visit Duluth)

Room blocks made (Visit Duluth)

arrangement of event (DECC)

Event planning (DECC)

Day of (DECC)



Duluth Amateur Hockey Association



Example Convention Process

The Sell (DAHA & Heritage)

Point of contact (DAHA & Heritage)

Tour (Heritage/ DAHA/ Visit Duluth)

Room blocks made (Visit Duluth)

arrangement of event (Heritage)

Event planning (Heritage)

Day of (Heritage)



Great for Duluth



Overnight stays, retail,
restaurant, etc.



49 this year. 47 in 2019



Allied Charities



Arrowhead EMS



Natural Areas Association



Science Teachers of Minnesota



Attendance matters



Airplane analogy



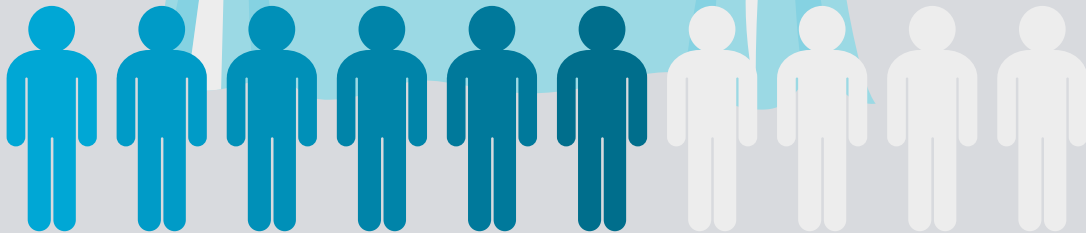
Conventions



2019

31,200

Attendees

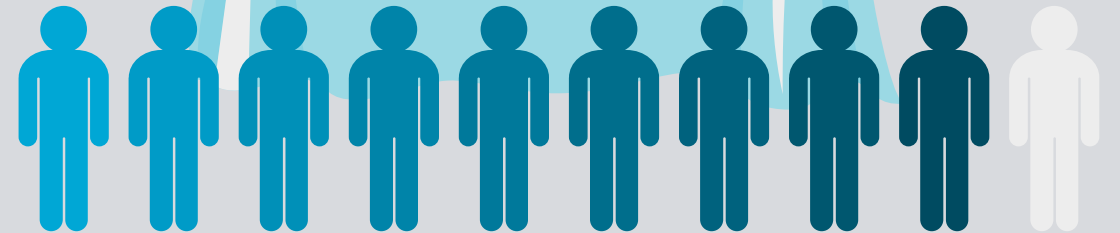


2023

47,125

Attendees

(Projection)



Food sells



New Chef











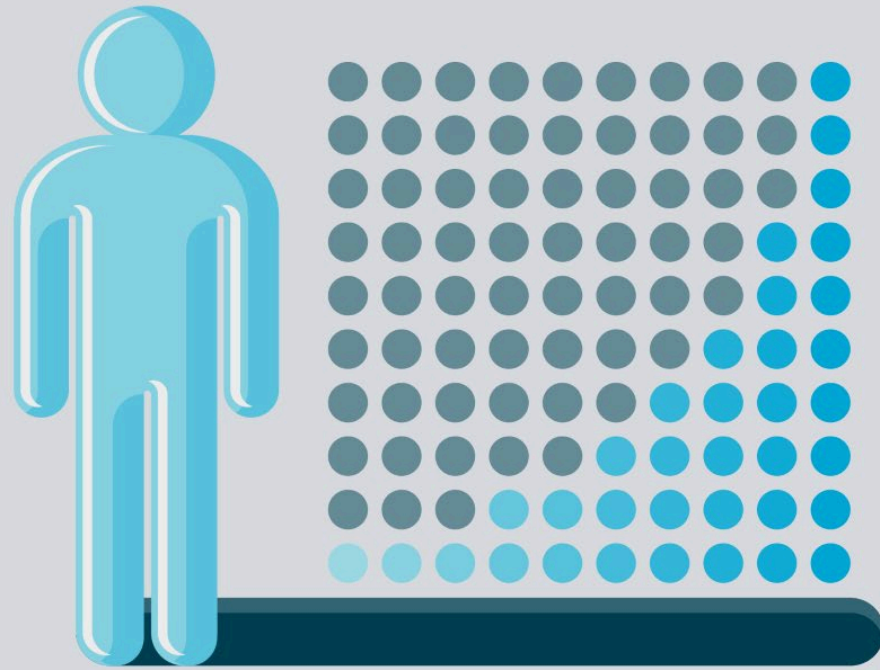
William A. Irvin & Haunted Ship 2022





WILLIAM A. IRVIN

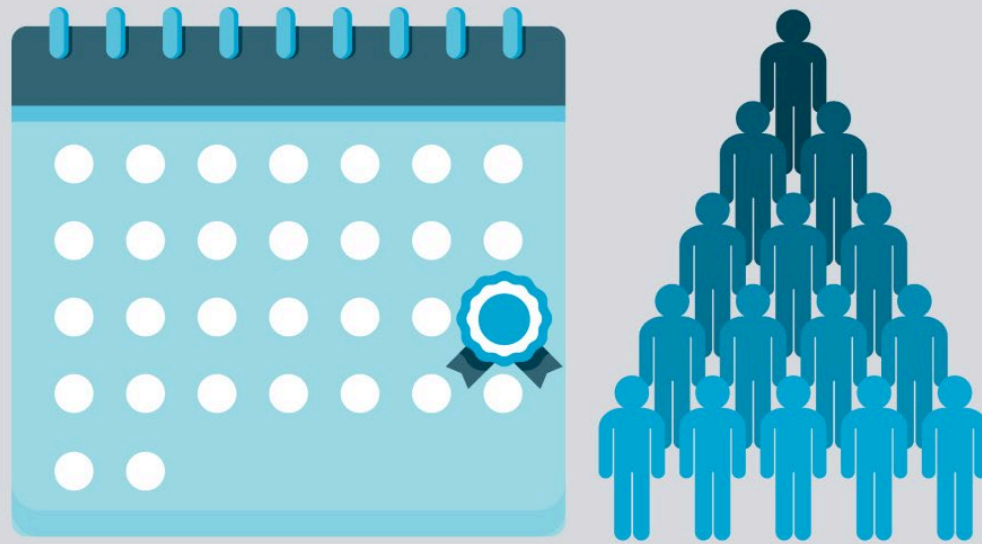
HAUNTED SHIP
www.duluthhaunted.com
MONTH OF OCTOBER



Record Attendance

Highest in 29-year history

29,509 in 14 days of operation



Single-Day Record

Oct 22, 2022 4,720

Avg of 2,000+ people a night

Irvin (Bill) overall

Revenue 54% up



Three-legged stool

1. **New and bigger tour**
2. **TC marketing**
3. **Weather**



Public Awareness





Social Media

Reach of
5,234,209





DECC - Duluth Entertainment Convention Center

See "What's On DECC" at www.decc.org.

20.7K

↑ 724

356



The Sanford Center

The Sanford Center is an arena venue and convention center for a variety ...

14.9K

↑ 101

31



Mayo Civic Center

The Mayo Civic Center Box Office is located on street-level directly under...

10.5K

↑ 112

26



St. Cloud River's Edge Convention Center

The River's Edge Convention Center in St Cloud, MN is your destination f...

4.4K

↑ 24

21



Saint Paul RiverCentre

With more than 250,000 square feet of versatile event space, Saint Paul ...

3.4K

↑ 15

18



Earned Media



Reach of
22.05 Million

Event Analysis



We now know how much we make
on each event



Average convention
=
Sell out symphony hall show



We are spending time to know
where guests come from
(Ticketmaster info)



Last Winter



Duluth – 23%
Northern WI – 11%
Northern St. Louis County – 9%
TC Metro – 9%
The rest – Rural MN, mostly



Not all things we tried worked



November is rough



BACON

BLOODIES & BANDS





Lines still too long



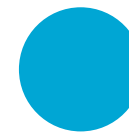
Fast2



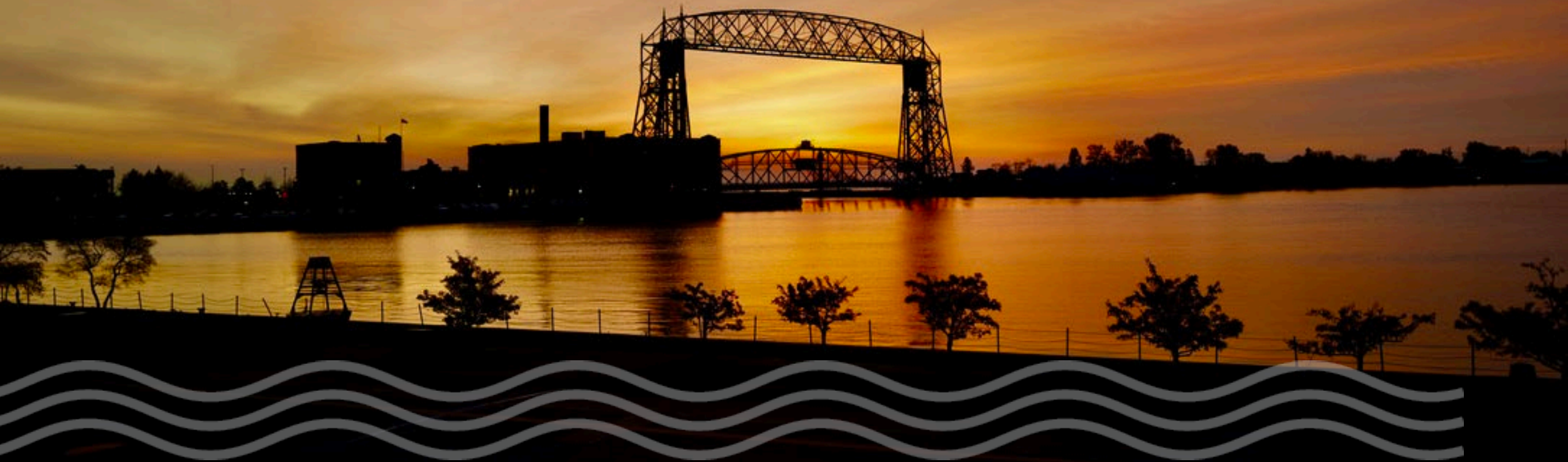
FAST2 BEER



SCAN TO ORDER QUICK BEERS



What's on the Horizon



More Entertainment



Rental model vs proactive



Little education first



Band
Agent
Promoters
Venue



We are now recruiting more
promoters



We are now doing co-promotes



FOREIGNER



COLD AS ICE URGENT DOUBLE VISION
HOT BLOODED I WANT TO KNOW WHAT LOVE IS
WAITING FOR A GIRL LIKE YOU
FEELS LIKE THE FIRST TIME JUKE BOX HERO



EXCLUSIVELY
AVAILABLE ON VINYL



DECCA SYMPHONY HALL
MAY 9TH

TICKETS AVAILABLE AT [TICKETMASTER.COM](https://www.ticketmaster.com)
AND [PEPPERENTERTAINMENT.COM](https://www.pepperentertainment.com)

We are starting to buy
entertainment directly





Nashville Office
COUNTRY ROSTER
Exclusively Representing

38 Special
Alan Jackson
Amanda Shires
Ashley Cooke
Ashley McBryde
Avery Anna
Bailey Zimmerman
Ben Gallaher
Big & Rich
Brad Paisley
Brantley Gilbert
Breland
Brian Kelley
Brooks & Dunn
Brothers Osborne
Caitlyn Smith
Callista Clark
Casey Donahew
Catie Offerman
Caylee Hammack
CB30
Chancey Williams
Chase Bryant
Chase McDaniel
Chris Janson
Chris Lane
Chris Stapleton
Chris Young
Cleto Cordero
Colby Acuff
Cole Swindell
Conner Smith
Cooper Alan
Corey Kent
Corey Smith
Danielle Bradbery
David Rawlings
Dee White
Diamond Rio
Dierks Bentley
Dillon

Gillian Welch
Granger Smith
Gretchen Wilson
Hank Williams Jr
Hot Country Knights
Ingrid Andress
Jackson Dean
Jackson Michelson
Jake Worthington
Jana Kramer
Jason Aldean
Jason Isbell
Jessie James Decker
Joe Nichols
John Rich
Jon Langston
Jordan Davis
Josh Abbott Band
Josh Turner
Junior Brown
Justin Moore
Kameron Marlowe
Kane Brown
Kendell Marvel
King Calaway
Kix Brooks
Kyle Park
Lainey Wilson
LANCO
Lee Brice
Lily Rose
LOCASH
Luke Bryan
Luke Combs
Lynyrd Skynyrd
MacKenzie Porter
Mark Chesnutt
Mark Wills
Martina McBride
Marty Stuart
Meghan Patrick

Parker McCollum
Pat Green
Paul Cauthen
Payton Smith
Pillbox Patti
Rachel Wammack
Randy Houser
Randy Rogers Band
Rascal Flatts
Ray Fulcher
Reba McEntire
Restless Road
Rhett Akins
Ricky Skaggs
Robert Ellis
Robyn Ottolini
Rodney Atkins
Ronnie Dunn
Ronnie Milsap
Ryan Hurd
Sara Evans
Scotty McCreery
Sean Stemaly
Shane Profitt
Shane Smith & The Saints
Shelby Lynne
Shy Carter
Spencer Crandall
Stoney LaRue
Temecula Road
Tenille Arts
Tenille Townes
The Cadillac Three
The Highwomen
The Oak Ridge Boys
The Steel Woods
The Time Jumpers
Thomas Rhett
Tiera Kennedy
Tigirlily
Tim Dugger
Tracy Lawrence

Barriers to entertainment

Size of venue



Barriers to entertainment

Size of venue

9,000 Bayfront max



Barriers to entertainment

Bruce Springsteen
Metallica
Taylor Swift



Barriers to entertainment

The Club level

Gap Venue

500 - 1,000



Barriers to entertainment

Bands that play 1st Avenue



Conventions





Continued focus on Associations



New angles



Corporate Business



But also.. more lake



State fair survey data



Lake Superior
is
dominant



So our marketing/ brand will start
to look different.





Relaxing...
Escape
Chill
Awe inspiring
Feel of vacation



Plus food.



Other things...





City Side Convention Center



Lastly...



Introducing more DECC Presents



What is DECC Presents?

We do it.



Creating activity in slow seasons



Paid

Cider North (January 21st)



Free Community events

bouncy houses on concrete





Thanks
for a
great year!

