



PEORIA CIVIC CENTER®

1982 - 2022

An  **ASM** Managed Facility
GLOBAL



Challenges in Fiscal Year 2022

- **COVID Mitigation**
- **Event Postponement / Cancellations**
 - 24 Convention Center Events Cancelled / Postponed
 - 9 Convention Center Events at Reduced Levels
 - 4 Arena Events Cancelled / Postponed
 - 13 Theater Events Cancelled / Postponed
- **Staffing**
 - Operations / Catering & Concessions Part-time Staffing Shortage

PEORIA CIVIC CENTER ARENA

#91

IN THE NATION

102

Pollstar Rankings of the Top 100 Nationwide for mid-year number of tickets sold!

PEORIA CIVIC CENTER THEATER

#64

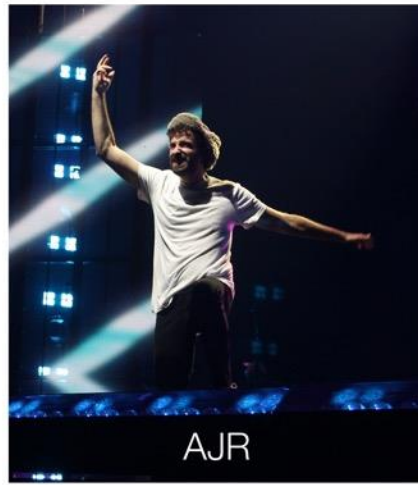
IN THE NATION



Earth, Wind & Fire



Cole Swindell



AJR



Bert Kreischer



Jo Koy



Shinedown



Lindsey Stirling



Shinedown



Jeff Dunham



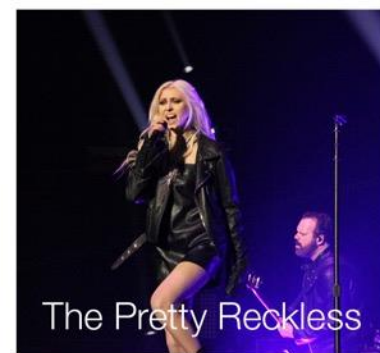
Slipknot



Blue Man Group



DeRay Davis



The Pretty Reckless



John Mulaney



Reba McEntire

Highest Grossing Country Show



Gabriel “Fluffy” Iglesias

Highest Grossing Comedy Show



Blippi

Highest Grossing Family Show



Hot Wheels Monster Trucks Live

Highest Grossing Monster Truck Show

History of Top Arena Shows (Highest Grossing)

1. **Bob Seger | January 2019**
2. Elton John | April 2011
3. **Reba McEntire | March 2022 ***
4. **KISS | February 2020**
5. Eagles | May 2004
6. **Blake Shelton | February 2019**
7. **Chris Stapleton | October 2019**
8. **Zac Brown Band | April 2019**
9. Eric Church | May 2017
10. Aerosmith | May 2004

* Shows in FY2022 | Bold Indicates Current Management Team



History of Top Theater Shows (Highest Grossing)

- 1. Steve Martin & Martin Short | April 2019**
- 2. John Mellencamp | February 2019**
- 3. Judas Priest | March 2022 ***
4. John Mellencamp | June 2015
- 5. Jerry Seinfeld | December 2019**
6. Joe Bonamassa | August 2017
7. Crosby, Stills & Nash | March 2014
- 8. Foreigner | August 2021***
- 9. REO Speedwagon | November 2021 ***
- 10. ZZ Top | November 2019**

* Shows in FY2022 | Bold Indicates Current Management Team



Judas Priest



REO Speedwagon

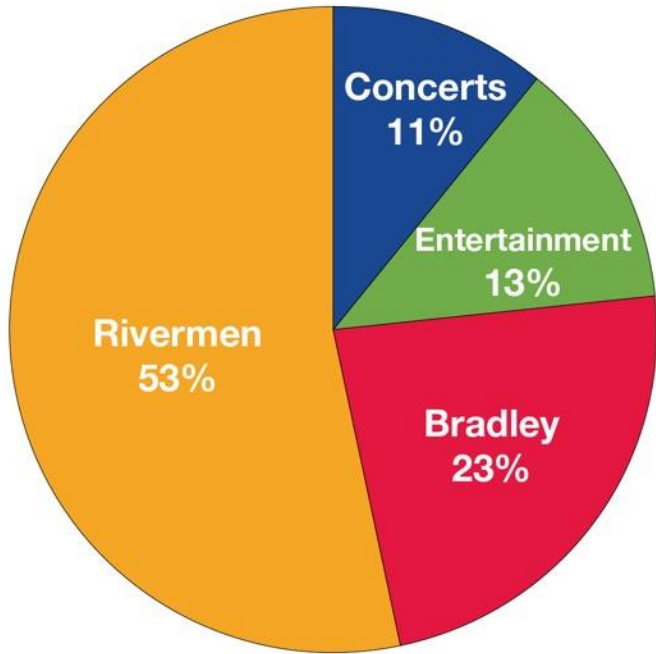


Foreigner

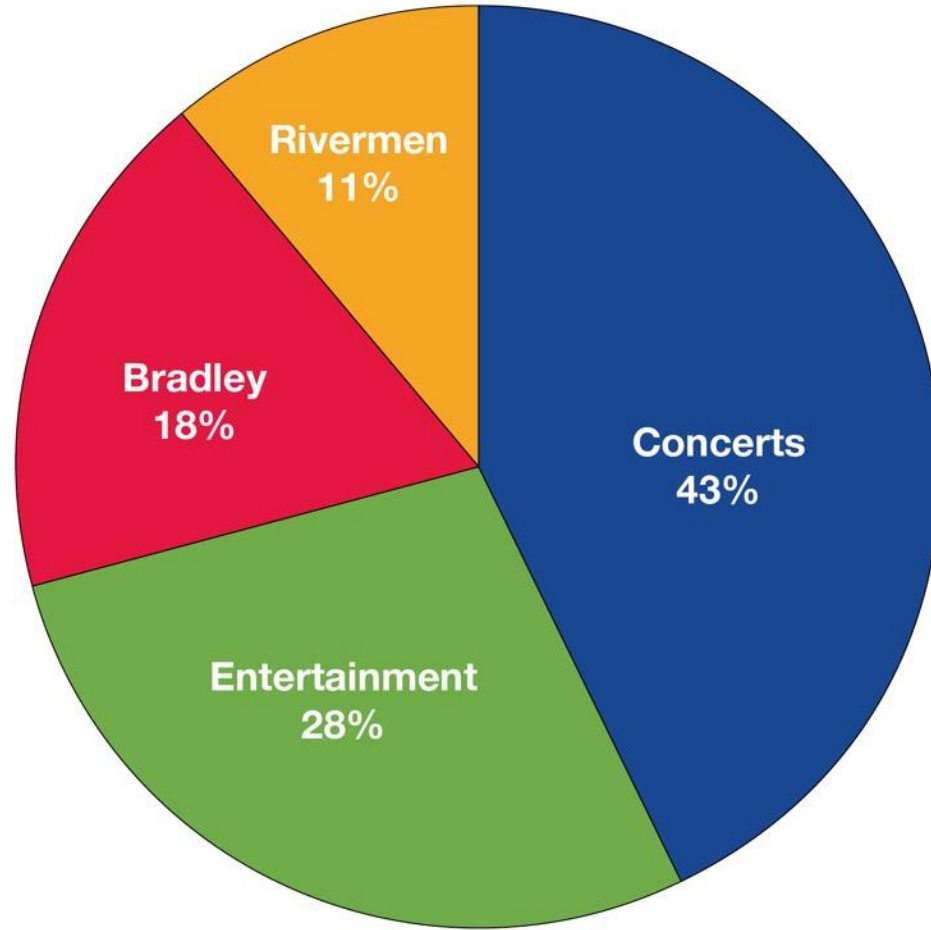
Outcomes in Fiscal Year 2022

- **Made Budget**
- **Increase in Revenues Per Event**
 - FY22 Arena Concerts up 138% over FY19
 - FY22 Arena Concerts up 239% over FY12-18
- **Diversifying Entertainment Options**
 - Hot Wheels Monster Trucks Live, Whiskey City Revolution Ultimate Demo Derby, Quad Con Comic and Toy Show
- **Staff Retention**
- **Re-structure of HRA Distribution Improved ROI by 300%**

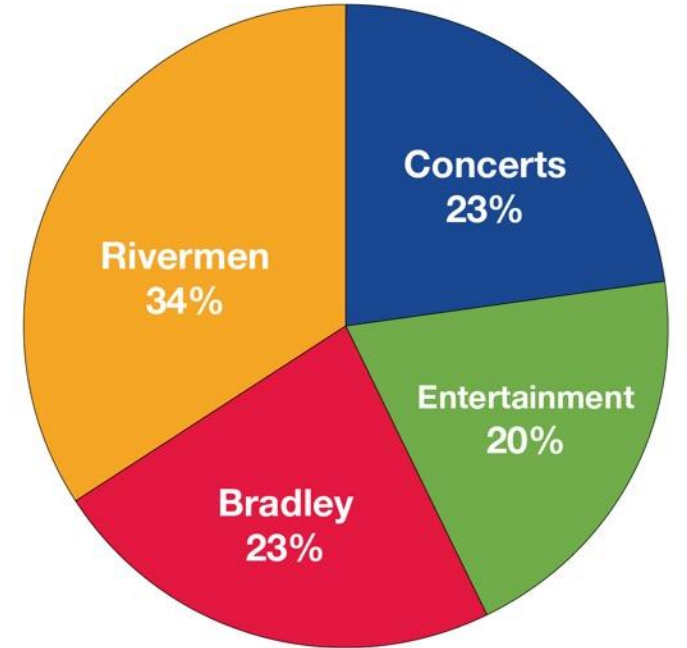
Arena



Event Days

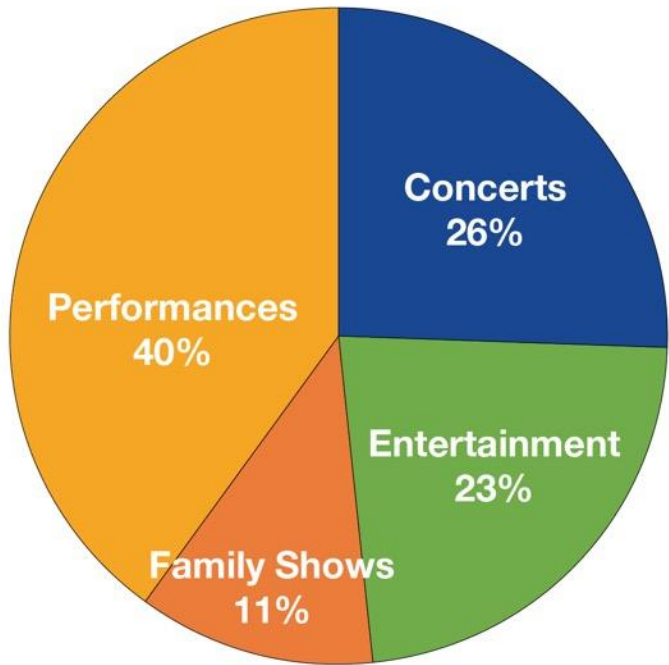


Revenue

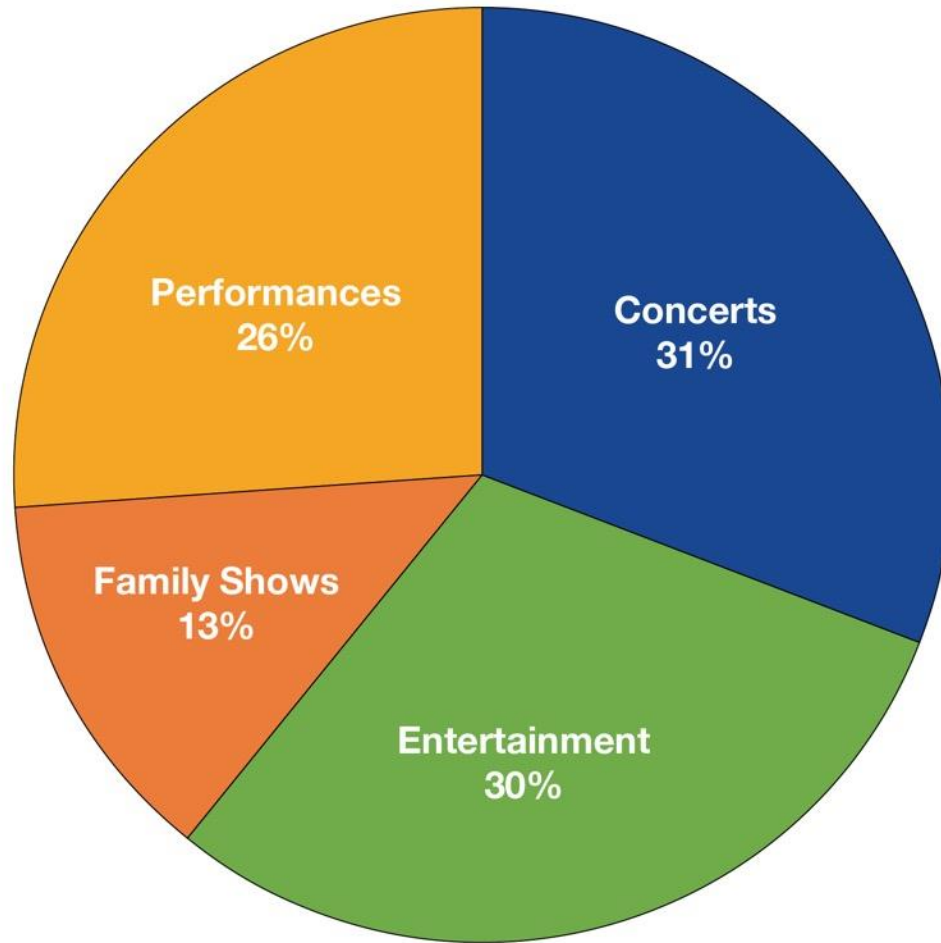


Attendance

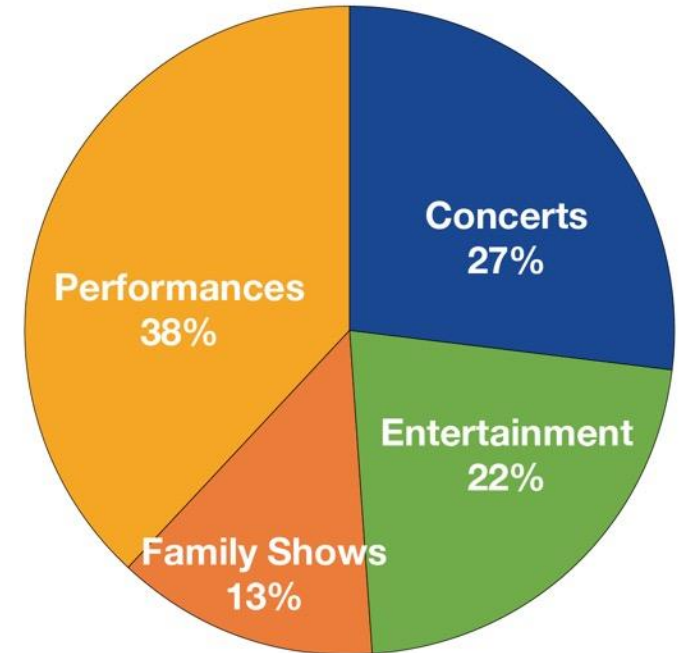
Theater



Event Days

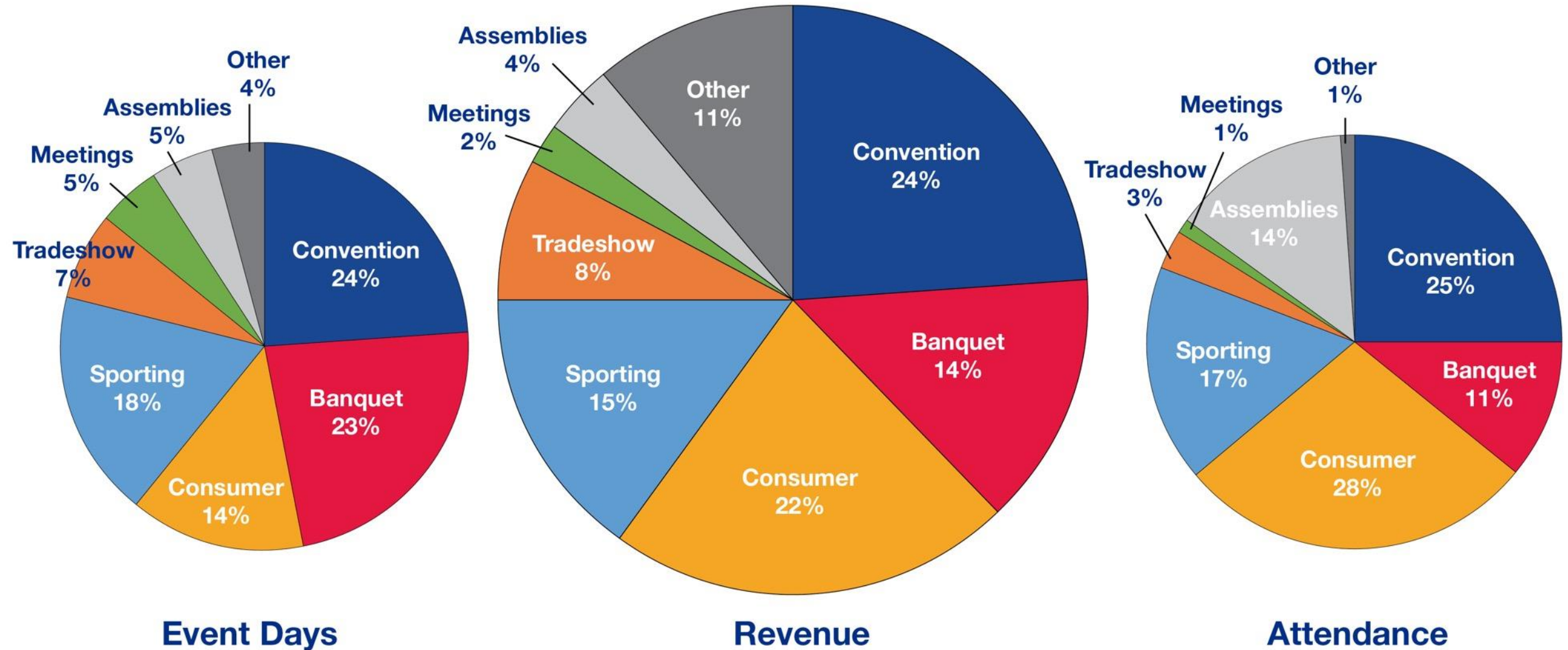


Revenue



Attendance

Convention Center



Capital Projects

- **HVAC - Cooling Towers**

Budget: \$1,437,550 Actual: \$2,254,367

Over Budget: \$816,817 | Summer 2023

- **Parking Lot Resurfacing**

Budget: \$785,120 Actual: \$1,065,618.90

Over Budget: \$280,498.90 | October 2022

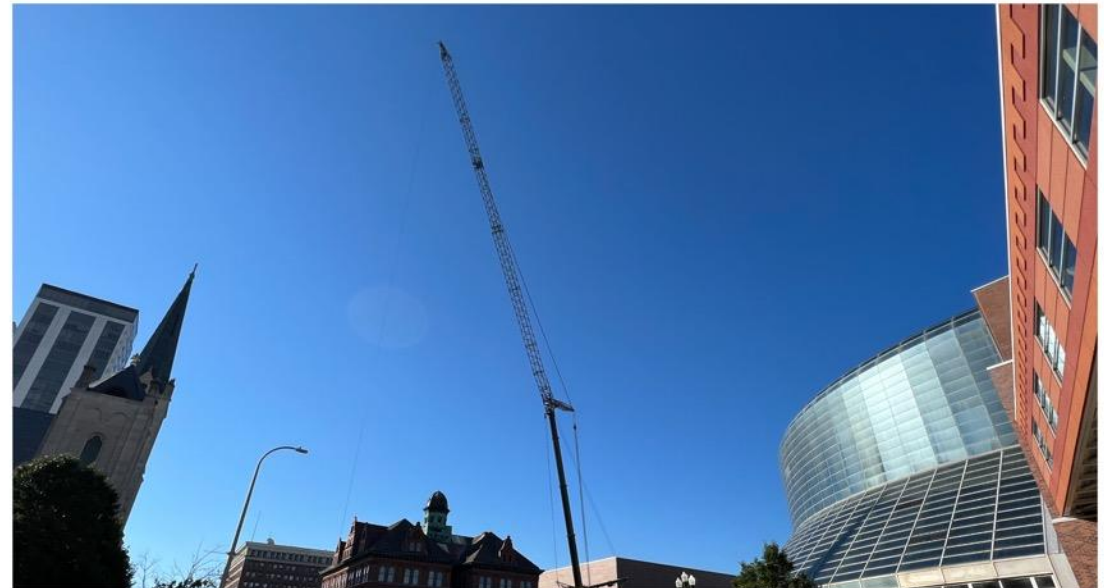
- **Roof Replacement**

Budget: \$8,140,000 Actual: \$7,836,688

Under Budget: \$303,312 | Summer 2023

- **Distributed Antenna System**

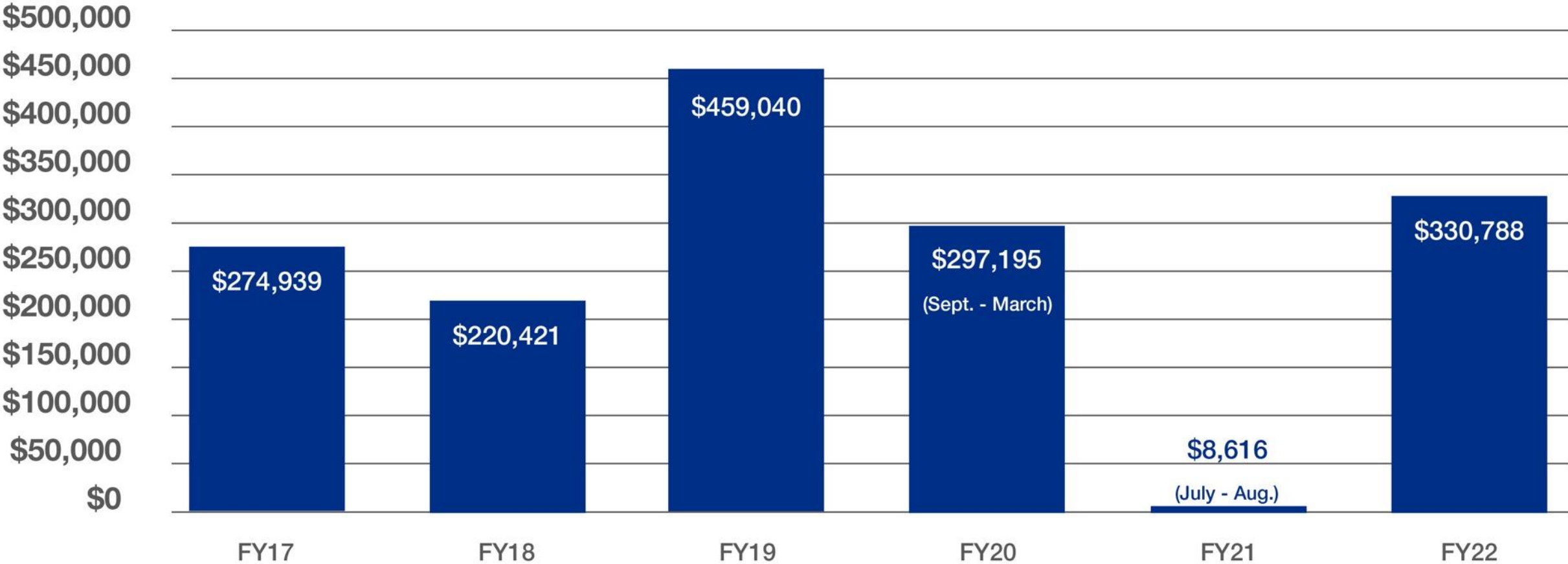
No cost to facility | October 2022



Projects are part of \$25 million DCEO Grant awarded in 2020. More than \$35 million in needed projects are still unfunded.

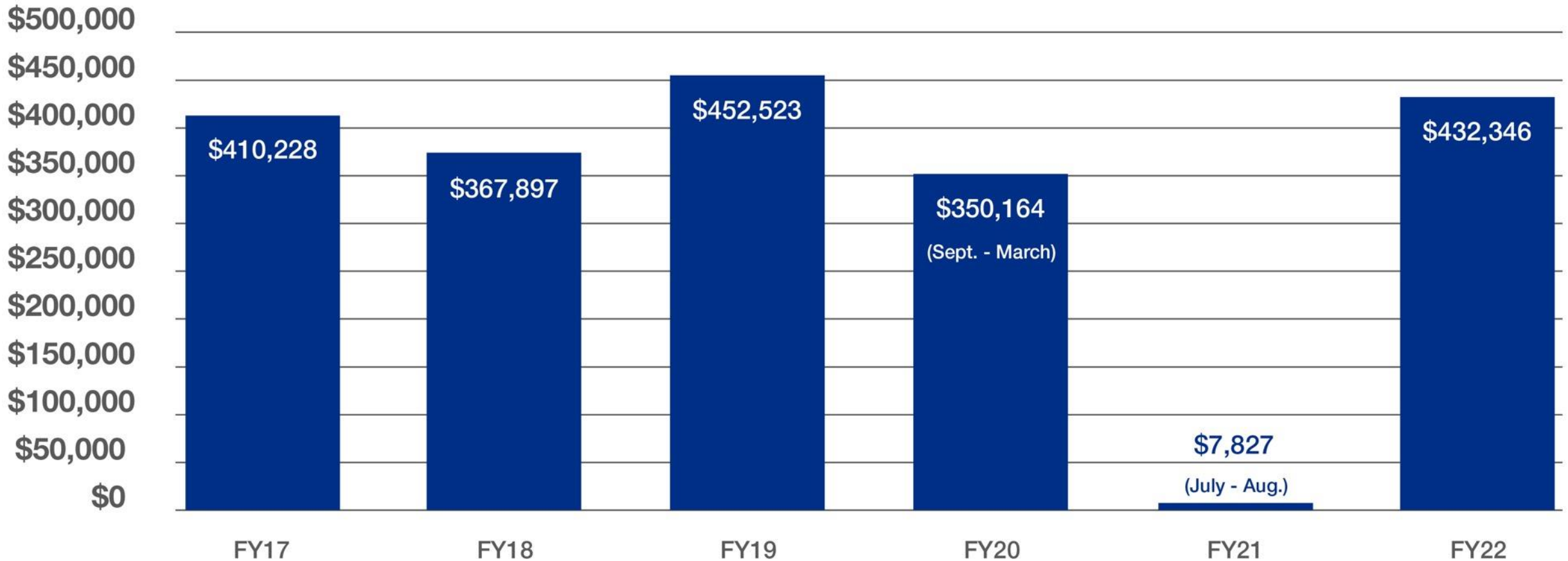
PCC Taxes Paid to City of Peoria

Direct Revenue from Food and Beverage, Ticketed Event Sales



PCC Taxes Paid to State of Illinois

Direct Revenue from Food and Beverage, Merchandise Sales



FY23 Uncontrolled Expenses / Challenges

- **Utilities**

More than 2x increase due to market fluctuations in Electric/Gas Rates

- **Insurance**

Rate increase due to current roof condition and deferred maintenance

- **Employee Salaries**

Market adjustments to stay competitive

- **Subsidy Reduction**

Based on lowered tax revenue expectations

- **Commodity Price Increase**

- **Consumer Shows**

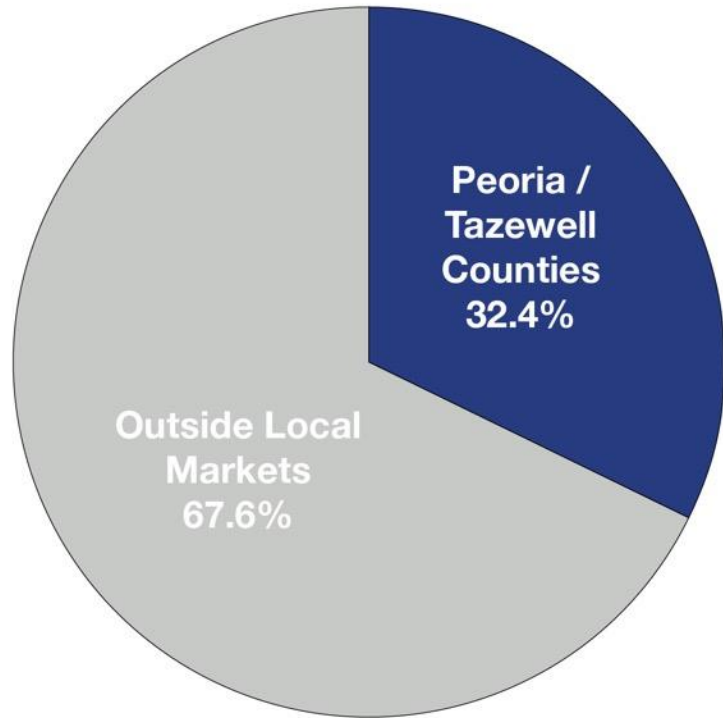
Expected reduction in attendance compared to pre-pandemic levels

Looking Forward to Fiscal Year 2023

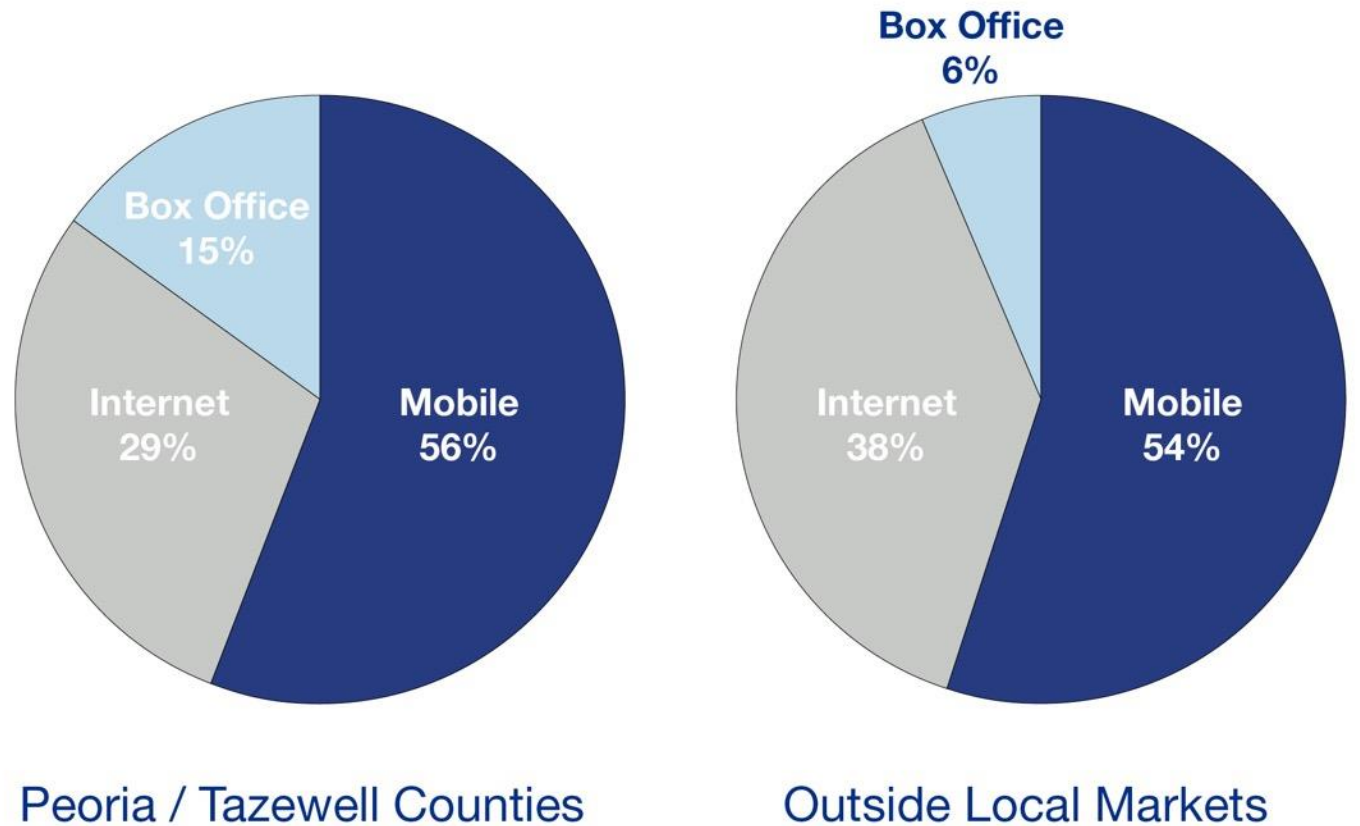
- **Experienced Leadership and Key Contributors**
Management of Staff / Controllable Expenses
- **HRA**
Maximizing Subsidy as Allocated
- **Aggressive Revenue Projections**
Entertainment, Concert Convention, Meeting and Banquet Events
- **Parking - Improved Safety**
- **Securing New Events for Market**
Pokemon Regional Championships, Synchronized Skating
- **Box Office Following Industry Trends**

Ticket Buying by Location and Mode

Ticket Sales by Location



Mode of Purchase



“Premier Productions has enjoyed an **extremely fruitful relationship** in working with the ASM Global team in Peoria. Peoria is consistently discussed as a **go-to market** for our events. We were fortunate to set a record in the theater for the highest grossing family show with Blippi! We hope to continue this trend for years to come.”

Jonathan Roberts

VP-Global Touring, Premier Productions

*for King + Country, Lauren Daigle, Blippi,
CoComelon, WinterJam, Elevation Worship*



“Our Icon Concerts team is **excited about doing more with you in Peoria.** Everyone on your **staff is energetic** about the shows we bring, and that is very encouraging. **The support we get from you and other staff is unparalleled.** Our clients feel like they are the most important people in the room everytime we come into the building. That energy is fantastic, and I wanted to let you know we love working with you and the team.”

Paul Meloche, President, Icon Concerts
Gabriel Iglesias, Jo Koy, Chris D’Elia

**“We are
excited
about our
future with
Peoria...”**

Sam Williams,
Ultimate Derby, LLC

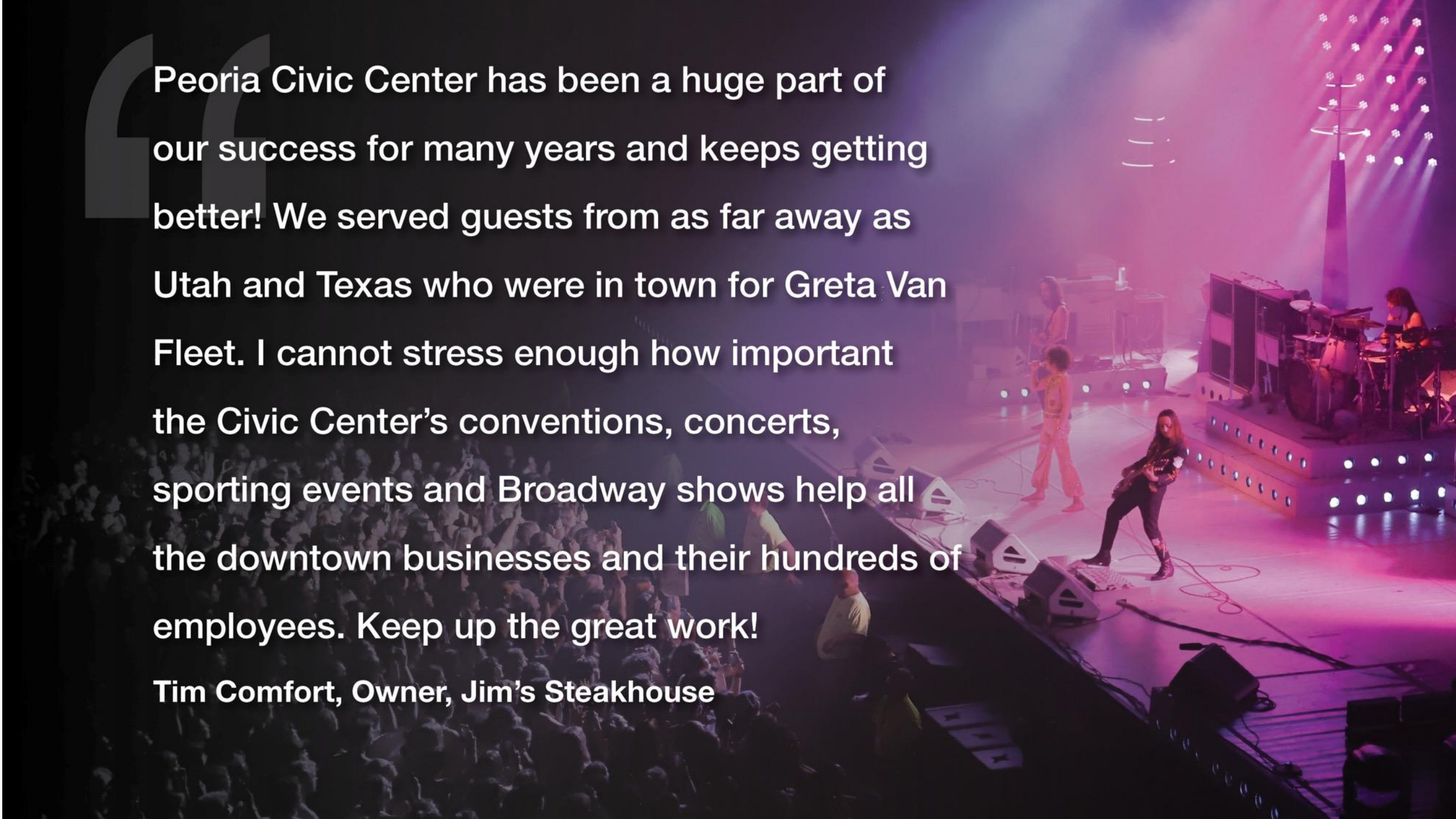
“We are excited about our future with Peoria and could not be more complimentary of how well your staff worked with us with an event that can be challenging for some facilities. I just want to assure you that even though we are looking to add more events in more cities **Peoria will always be our large signature event** and we look forward to a long prosperous relationship.”

Sam Williams, Ultimate Derby, LLC

“The ASM Global Team in Peoria, led by Rik Edgar, provide a strong partnership foundation for the Hot Wheels Monster Trucks Live event. Partnering with Rik and his team, allowed for the Hot Wheels Monster Trucks Live Peoria event, to become **one of the biggest ticket sales successes so far this year for the tour. Peoria continues to be a priority market for Hot Wheels Monster Trucks Live for years to come.**”

**Nick Shane, Vice President of Booking,
Family Entertainment Holdings, LLC**





Peoria Civic Center has been a huge part of our success for many years and keeps getting better! We served guests from as far away as Utah and Texas who were in town for Greta Van Fleet. I cannot stress enough how important the Civic Center's conventions, concerts, sporting events and Broadway shows help all the downtown businesses and their hundreds of employees. Keep up the great work!

Tim Comfort, Owner, Jim's Steakhouse