



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 3

Director's Note

IAVM Region 3 friends—

It's March and we are very close to the anniversary of, and if I may quote a great leader, President Franklin D. Roosevelt – "a date which will live in infamy" – a date which forever will have a lasting impact on us and our industry . . . the day of closures, sweeping closures across the US. And here we stand today, one year later . . . and the beginning of the end is upon us, and that light at the end of the tunnel is much brighter today than it has been in a very long time. Light brings hope, and I am very hopeful we are going to be back to doing what we do best – hosting lots of events – within a few short months. I know all of our states have their differences regarding capacities, reopening plans and schedules, but we are all on our way and taking larger and larger steps forward each day, each week, and each month.

As we look ahead to the next few months there will be challenges and we will face the ups and downs of our reopening plans and recovery process. To assist you in navigating through all this, please check out some resources towards the tail end of this newsletter. Our Super Regional planning committee is finalizing plans for a virtual meeting to

inspire you and enlighten you to assist you in your recovery. Details will be released very soon. IAVM is here to help and there are numerous resources out there – please take advantage of them. Most importantly, we have each other. We have all faced our trials and tribulations and have learned so much over this past year. I'm very confident any one of us is willing to listen, help, and provide you with support, encouragement, and guidance to assist you with your HR issue at your venue, a challenge with a customer, or whatever need you may have.

You know there's hope when talk turns away from the 'C' word and communities are investing in their venues, researching expansions, and one community just recently passed a multi-million dollar expansion. There are three great stories in this newsletter with some wonderfully positive news – and this is the light and the hope we are all looking forward to! I love the continued positive news on vaccination rates and how so many of us are serving as vaccination clinics for our communities – you are making a difference!

We will see you virtually in late April for our Super Regional meeting – please join us, it will be free to everyone.

Godspeed to you all as we start to host safe, successful and more and more events over the coming months!

IAVM Region 3 Director
Executive Director
Bridge View Center | VenuWorks

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Kauffman Center for the Performing Arts Engages Community With a Variety of Offerings.

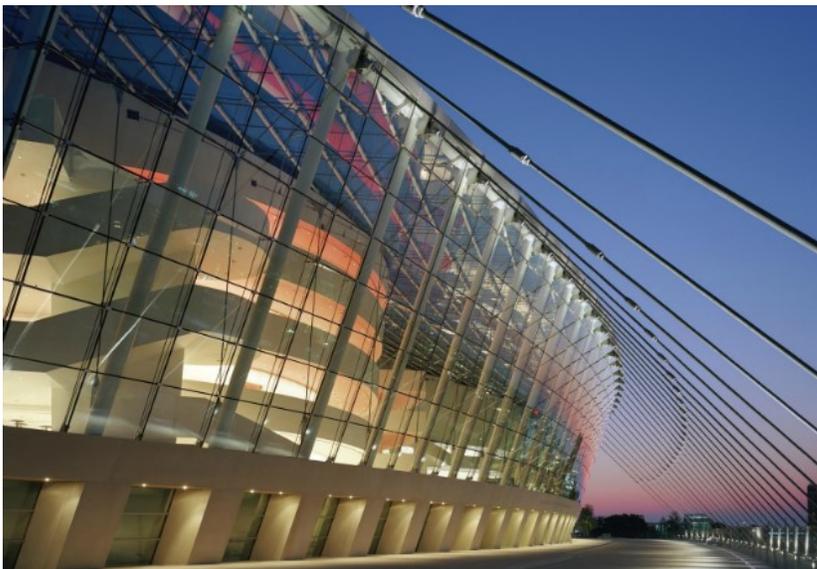
The Kauffman Center is continuing to engage their audiences, adding fun and creative experiences for the Kansas City community.

In September, the Kauffman Center partnered with the Kansas City Zoo. Animals are natural performers, so some feathered, scaly and prickly friends from the zoo literally *jumped* at the chance to take center stage and enjoy the spotlight at the Kauffman Center. Everyone brought their A-game, and it showed when the cameras [started recording](#).

From tales of the ghost light to the origins of “break a leg,” theaters have plenty of eerie stories to tell. In October, the Kauffman Center joined forces with Mesner Puppet Theater to shed a little (ghost) light on these common, yet not too well-understood superstitions. Together, they created a [virtual four-part series](#) of spooky (but family-friendly) stories. Puppet Scary Mary Bumbershoot, a fright in her own right, warns against whistling in a theater and shares a well-known name that should NEVER be uttered on stage...or *else*.

In November, the Kauffman Center released a [painting tutorial](#) led by local muralist and painter Vania Soto. With a printable supply list and recorded, easy-to-follow, step-by-step directions, anyone from a novice to an experienced painter was invited to create a masterpiece. The Center also teamed up with [ScrapsKC](#), a local non-profit with the mission to reuse, repurpose and renew odds and ends found around your home. The [three-part series](#) was filmed in the Kauffman Center’s various spaces with ScrapsKC’s Events and Education Coordinator, Courtney Christensen, and demonstrated to viewers how to create their very own Kauffman Center-inspired CD bookends, CD weaving and sheet music paper snowflake.

December, the Kauffman Center released a [series of six short performance videos](#), featuring the stunning Julia Irene Kauffman Casavant Organ, Opus 3875. The Kauffman Center’s Grammy-nominated Organ Conservator, Jan Kraybill, offers a brief synopsis of each work before she takes to the crown jewel of Helzberg Hall for an intimate concert.



Kauffman Center South Drive

The [Dining Experience](#) at the Kauffman Center prides itself on phenomenal food in a beautiful setting. Executive Chef Laura Comer has cooked up a series of weekly three-course menus and holiday specials, each of which is crafted to be finished and heated at home. Easy, contactless pickup takes place on the Kauffman Center’s south drop-off drive. In addition to meals, the Dining Experience has offered holiday flourishes including cookie decorating kits, custom pre-made cocktails and hand-made chocolate gift sets. The mid-March menu is St. Patrick’s Day themed, featuring a cheddar ale soup with Irish soda bread, a main course of corned beef and sauteed cabbage with bacon. A dessert course of flourless chocolate Guinness cake topped with a Bailey’s and coffee mousse finishes the meal.

Correction: The previous issue of this newsletter misspelled author Matt Olson's last name. Matt is the Assistant Director for Event Operations at the University of Wisconsin-Madison. He wrote an article about how higher education programs are responding to COVID-19. We regret the error.

WISCONSIN CENTER EXPANSION UPDATE: ADVISORY COMMITTEE MEETINGS AND PEER SITE VISITS UNDERWAY

Milwaukee – The [Wisconsin Center District](#) (WCD) received the final approval needed to finance the \$420 million convention center expansion last fall. Since then, architecture firms [tvsgdesign](#) and [EUA](#) and the construction team of [Gilbane](#) and [C.D. Smith](#) have been hard at work finalizing design and groundbreaking plans. As a key part of the planning process, the WCD and [VISIT Milwaukee](#) invited a group of peer advisors to Milwaukee for a two-day familiarization trip.

On February 16 and 17, peer advisors from across the country were given a tour of the current convention center space and met with representatives from CAA ICON, EUA and tvsgdesign to hear more about the design elements and vision for the expanded convention center. The advisory committee was chosen because of their familiarity with event planning for large gatherings and design expertise. Throughout the trip, the group was tasked with providing feedback to the proposed plans, based on their expertise and first-hand experience.

“When taking on a project of this magnitude, where we’re doubling the size of the Wisconsin Center, it is imperative to request feedback throughout the process,” said WCD President and CEO Marty Brooks. “In order to best serve our clients and patrons, we want to take the necessary steps upfront to ensure when the expansion is complete, it’s the best it can be. This project will have a tremendous impact on our community, so it’s important for us to do our due diligence, speak with others who have been through this before, and visit best-in-class facilities that have completed their own expansions.”

Already the largest convention center in Wisconsin, the expansion will double the space’s current size, allowing the Wisconsin Center to host multiple events simultaneously and offer even more flexible arrangements to meet various clients’ needs. Groundbreaking is anticipated for Q4 2021, with the expansion expected to be completed and operational by Q1 2024.



WISCONSIN CENTER SERVES AS MILWAUKEE’S COVID-19 VACCINE DISTRIBUTION SITE

Milwaukee – Last summer, the [Wisconsin Center](#) was the home to the 2020 Democratic National Convention. Last fall, the convention center became the location of vote recounts during Milwaukee County’s presidential election recount. Today, the Wisconsin Center serves as the City of Milwaukee’s primary COVID-19 vaccination site.

Early on in the pandemic, the [Wisconsin Center District](#) (WCD) enhanced its facilities’ safety by instituting COVID-19 readiness guidelines for staff and visitors, which included enforcing temperature checks upon entering the facilities, mask requirements and sanitation between visitors. Additionally, the WCD upgraded its HVAC system to meet hospital-grade air filtration requirements and became one of the first Southeastern Wisconsin businesses to receive GBAC STAR™ Accreditation. The performance based GBAC program assists facilities in establishing a comprehensive system of cleaning, disinfection, and infectious disease prevention for staff and buildings, and it is the highest recognition for cleanliness in the venue management industry.

“It’s been an honor to work with the city and support our community through these initiatives. And as the pandemic continues to keep many hospitality and event facilities closed or under-utilized, I’m pleased that we’ve remained nimble and through our efforts have been able to bring some of our part-time employees back to work,” said WCD President and CEO Marty Brooks. “We’ll continue to find new ways to use our facilities. In the meantime, I remain hopeful for the future and inspired by the great work of our team.”

Convention centers and event venues have experienced their fair share of turmoil over the last year, but the WCD has continued to make the health and safety of its employees and customers the number one priority. With quick action and attention to detail, the Wisconsin Center has become an example of how to reimagine offerings while continuing to serve the community.

PMI Entertainment Group Successfully Hosts February Events

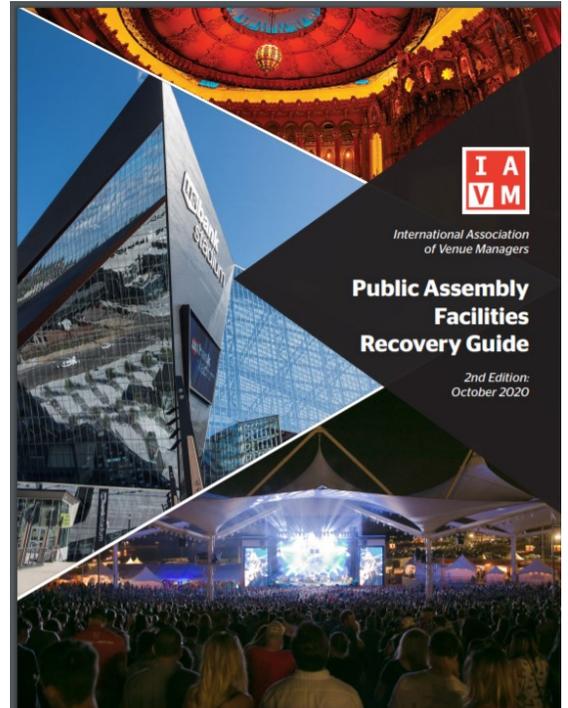
PMI Entertainment Group (PMI) in Green Bay successfully hosted events that saw tens of thousands of guests throughout the month of February.

The Resch Center hosted five Green Bay Gamblers hockey games, as well as a two-week run of Disney On Ice presents Dream Big, February 11 – 21. Disney on Ice played to about 25% capacity with socially distant pod seating, and was deemed a huge success by Feld Entertainment, producer of Disney On Ice. PMI has also been safely and successfully hosting the USHL's Green Bay Gamblers at the Resch Center since November, also with socially distant pod seating.

The Resch Expo hosted three large events throughout February – the first event in the new facility was the Green Bay Boat Show February 12 - 14, produced by Blue Green Events, a PMI subsidiary. It was one of the highest attended boat shows in Green Bay and proved to be a great kickoff for the new 125,000 square foot expo center. Since opening, Blue Green Events and PMI have successfully hosted their own wedding show, as well as a spa, hot tub and sauna sale.



The Meyer Theatre in downtown Green Bay, also managed by PMI, was home to 11 performances of Let Me Be Frank Productions, a local group that produces original comedy musicals.



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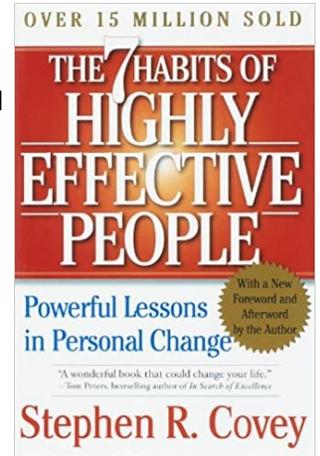
Which Book Has Had the Most Impact on Your Leadership Style?

We are introducing a new feature: each quarter we will ask a member to recommend a book that has helped them to grow as a leader. If you would like to participate, please e-mail us at javmregion3news@gmail.com.

The 7 Habits of Highly Effective People – Cindy Vargo, VP of Sales and Membership at the Fabulous Fox Theatre – St. Louis

It was 2014 and I was really struggling with feeling I was not making much a difference in my organization. I remember sharing my frustration with my husband over dinner. He suggested I read *The 7 Habits of Highly Effective People* by Stephen R. Covey. The concept is built on principles which are very relatable to me. These concepts are not new, but wow, they hit me in the most profound new way! It made me question how my perception was influencing my attitude or personal bias, and gave me tips on how to better advocate for my ideas. It answered the question, “How do you grow your circle of influence for the betterment of the organization?” I read the book in its entirety in days.

Because *7 Habits* is all about creating a habit, this book should never live on a shelf. Since 2014, I have read this book each year and have led many book groups with a goal to help people not only better understand themselves but each other. Building on these habits, we were able to foster a safe environment to develop “IT’S SHOWTIME”, our company’s core value and culture training program, which then led to our Associate Recognition Program: You Got Caught Being Fabulous. I love all the habits and believe they build on each other but my favorite is Habit 5 – Seek First to Understand, Then to Be Understood. Habit 5 is something I work on and do every day of my life. Are you a 7 Habit fan? I would love to hear how it has impacted your life!



Ungerboeck’s Learning Center Celebrates 1-year Anniversary, Renewed Optimism in the Events Industry



St. Louis, MO – As the Ungerboeck Learning Center celebrates its 1-year Anniversary, it’s a good opportunity to reflect on what we have learned and a time to celebrate the wins. As we look back, we are proud of our accomplishments and the positive impact that the Ungerboeck Learning Center has made on everyone in the broader Ungerboeck Community.

Ungerboeck identified a need for online training & education opportunities before the pandemic and partnered with Thought Industries, the world’s leading B2B customer education and external training platform provider, to roll out the Ungerboeck Learning Center. What began as an effort to globally streamline and digitalize customer onboarding, within 4 months quickly pivoted to focusing on the larger training needed at hand. Customers were looking for the ability to stay engaged, upskill, and show their competencies in the events industry, while they waited for events to resume. So, the team shifted focus and began the development of a certification program. These certifications were designed to validate the globally recognized skills needed within the Ungerboeck platform for a given role. Additionally, it enabled event professionals the opportunity to invest in their own education and advance their careers to ensure they are prepared for the future.

Today, the Ungerboeck Learning Center has nearly 10,000 registered learners from over 600 organizations worldwide. Since June of 2020, Ungerboeck has had over 800 Certifications issued, an average of 3 certifications per day. “We are thrilled to be offering high-quality online learning solutions and a certification program that gives our customers and their employees the tools they need to ensure success in their digital journey. We are very excited and overwhelmed with the customer response received so far,” explains Manish Chandak, President & CEO of Ungerboeck.

“It’s been a truly gratifying experience to work closely with the team at Ungerboeck to support the rapid development and deployment of their new certification courses to help those in the event industry pivot to the new normal,” said Barry Kelly, CEO, Thought Industries. “Hearing that the learning has been well received and helping thousands of event professionals transition through this challenging time is what it means to partner with our customers throughout the customer journey.”

Study Recommends Expansion of Monona Terrace Community and Convention Center

MADISON- HVS Consulting is recommending Monona Terrace Community and Convention Center expand its facility by 42,000 square feet. The results of a hotel and meeting space demand study that was commissioned pre-pandemic in 2019 were presented to the Monona Terrace board on Feb.18. The goal of the study was to better understand the current and potential growth of the Madison hospitality and convention markets and identify the best strategy to increase the performance and impact of the convention, event, and hospitality markets.

The HVS study found that Monona Terrace could grow business significantly by expanding its footprint, allowing them to hold more simultaneous events and attract more conventions, conferences, meetings and banquets.

“We lose a few hundred events- all types- each year, and the primary reason is our facility is fully booked. Expansion would allow us to relieve some of the scheduling conflicts we have and allow us to host more simultaneous mid-size events that require exhibit, ballroom, and meeting spaces,” said Executive Director Connie Thompson.

The study estimates an additional \$32.7 million dollars per year of economic impact locally with the expansion, and an economic impact of \$23.1 million for the State of Wisconsin. A potential expansion of Monona Terrace is being considered as part of the redevelopment of the Lake Monona lakefront and continued improvements to the City of Madison’s Law Park. Given the pandemic and the current financial state of the events industry, the timeframe of the potential project is unknown, but “we are hopeful that these plans could advance once the economy and our business has recovered,” Thompson said.



Monona Terrace Community and Convention Center

Starlight Undergoes Major ADA Improvements at the Historic Theatre in Off Season

KANSAS CITY, MO – While the coronavirus pandemic kept audiences away from Starlight for the majority of 2020, construction crews, the Starlight operations department and the City of Kansas City, Missouri (KCMO), have been busy in this extended off season. When audiences return to the theatre this summer, they’ll notice a number of Americans with Disabilities Act (ADA) improvements throughout the venue identified following a Department of Justice inspection. These upgrades will improve accessibility and the visitor experience for all patrons at Kansas City’s largest performing arts venue.

The fast-tracked, six-month construction project began off-season in October 2020 and will continue through the winter for an anticipated completion date in mid-April 2021. This summer, audiences will notice numerous walkways leveled throughout the venue, an increase in the number of ADA and ADA companion seats in Starlight’s Producers Circle and Box sections, elevation of the outer Terrace sections to improve sight lines over the Plaza ADA seating and elevated ADA seating at the Terrace level. New, accessible informational, directional and weather shelter signage will be installed throughout the venue.

The project also includes upgrades to the front of house theatre with an accessibility lift option for production staff. This allows for lowering the equipment to improve visibility and opens more seating in the Terrace section behind the former sound booth. The video booth will also move to be centered within the venue.

With construction scheduled for completion in mid-April, Starlight leadership and staff plan to present a safe summer under the stars in 2021. Starlight’s President & CEO, Rich Baker, is working with numerous professional venues across the country to bring Broadway to Kansas City this summer. The new 2021 Broadway season is set to be announced soon.



at the Historic Theatre in Off Season



Alliant Energy New Naming Rights Partner for Downtown Hotel, Convention Center and Arena Complex



Cedar Rapids, IA – Alliant Energy and the City of Cedar Rapids announced a naming rights agreement for the city-owned downtown hotel, convention center and arena complex formerly known as the U.S. Cellular Center. It will now be named the Alliant Energy PowerHouse. The new 12-year agreement between the City and Alliant Energy was effective July 1, 2020.

“We’re excited for this new partnership that reinforces our purpose to serve customers and build strong communities,” said Terry Kouba, Alliant Energy’s Senior Vice President of Utility Operations and President of the Iowa energy company. “The Alliant Energy PowerHouse will support growth and economic development while providing long-lasting memories for our customers. Whether it’s through concerts, sporting events or weddings, we’ll be proud to be a small part of the memories our customers experience at events at the Alliant Energy PowerHouse.”



New Powerhouse Signage.

The 12-year agreement’s value starts at \$300,000 per year and includes an option for Alliant Energy to renew for an additional five years. The company’s investment is being fully funded by corporate shareowner dollars.

Originally known as the Five Seasons Center, the complex originally opened its doors to the public in 1979. Later named the U.S. Cellular Center, the venue closed in 2012 and underwent a complete renovation; it reopened in 2013 fully-owned by the City of Cedar Rapids and was leased to the DoubleTree by Hilton. Featuring 267 hotel rooms, 82,000 square feet of meeting space and a 9,000-seat arena, the complex welcomes more than 300,000 guests per year through a variety of events and programming.

Mentor Committee Revises Application Process

The IAVM mentor committee matches mentors and mentees twice a year in Spring and Fall. The formal commitment is for one year, with many partnerships extending informally after that. Each partnership is assigned a coach, who checks in regularly to make sure that mentors and mentees are having a rewarding experience.

The mentor committee works hard to make great matches. Applications include questions about preferences for your match including areas of expertise/areas people want to grow in, shared identity, geographic location, mentoring style, and personality styles.

This cycle the committee has updated the applications, trying to dig deeper into what people are looking for in a match. On the mentee side, we’ve overhauled the core competencies—what specific topics would you like to learn about in your mentorship? On the mentor side we’ve added an option where mentors can automatically be considered for the next cycle without having to re-apply. On both applications, we’ve added a question at the end that asks, “Out of all these criteria, which is the MOST important factor for you in getting matched”.

The next cycle for the IAVM Mentor Connector Program will begin in Spring 2021. An informational webinar with a happy hour to follow is scheduled for March 23, 2021 at 2pm ET. [Click here to register.](#)

Round up of Webinars, Townhalls, and other Gatherings

IAVM has been extremely active in coordinating on-going education during the pandemic. There are monthly town halls, small-group discussions and happy hours for each sector as well as webinars, information on GBAC Accreditation, and COVID resources. Resources and registration for these events can be found [here](#).

Ungerboeck has a collection of [articles and tips](#) for venues considering hybrid events.

Intix has an [archive](#) of webinars and an amazing page of [industry links](#) that cover a wide range of topics.

Sport Techie has a number of [different series](#) exploring the interaction between sports and technology. [The Way Back](#) is a series focusing on innovative strategies to bring sports back safely during the pandemic.

[PRO] Sports Assembly is an organization of people working in professional sports who are working to advance diverse and inclusive leadership in their organizations. They host many [conversations](#) on their site.

Please submit links to educational resources and interesting webinars to iavmregion3news@gmail.com.

New Updates to SVOG FAQ's and Eligibility Requirements

The SBA has posted answers to frequently asked questions about the PPP & Shuttered Venue Operators Grant (SVOG).

Access the Paycheck Protection Program (PPP) website [HERE](#).

Access the Shuttered Venue Operators Grant (SVOG) website [HERE](#)

FAQ's [HERE](#) UPDATED 03.05.21

Eligibility Requirements [HERE](#) UPDATED 03.05.21

Checklist [HERE](#) UPDATED 03.05.21

Legislation Language Breakdowns

[Venue Eligibility for Shuttered Venue Operators Grant Program](#)
[Convention Center Eligibility Information for the PPP](#)



For more information about correspondence with congressional offices, please go to VenueNet and look for posts from [Tammy Koolbeck, CVE](#).

ABOUT IAVM

Representing public assembly venues from around the globe, IAVM's active members include managers and senior executives from auditorium, arenas, convention centers, exhibit halls, stadiums, performing arts centers, university complexes, and amphitheaters.

ABOUT IAVM REGION 3

Region 3 includes the entire states of North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska. The upper peninsula of Michigan, and the city of Thunder Bay, ON

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