

BEMIDJI SANFORD CENTER ADVISORY BOARD MEETING AGENDA

Wednesday, May 27, 2026

City Hall - Conference Room
317 4th Street NW
7:00 AM



- 1) **CALL MEETING TO ORDER**
- 2) **APPROVAL OF AGENDA**
- 3) **APPROVAL OF MINUTES**
 - a) April 22, 2026 Meeting
- 4) **BUSINESS**
 - b) Financials Statements (March)
 - c) Committee Updates
 - d) General Manager Report (May)
- 5) **ADJOURN**

Sanford Center Advisory Board Meeting Minutes

City Hall Conference Room, 317 4th St NW, Bemidji, MN 56601

April 22nd, 2026

Attending Members: Britt Lauritsen (Chair), Gwenia Fiskevold-Gould, Steve Johnson, Brady Lauden, Eric Tweten (remote), Scott Turn (remote), Audra Vaughn

Absent: Kayla Winkler, Mayor Jorge Prince

Guests and Staff: Trevor Johnson – Sanford Center Director of Finance, Ethan Rogers- Sanford Center Director of Sales and Marketing, Bobby Anderson, Sanford Center General Manager, Janine Johnson-Sanford Center Director of Food and Beverage, Rich Spiczka- Bemidji City Manager, John Drum – Legends Global (remote),

- 1) **Call Meeting to Order:** Chair Lauritsen called the meeting to order at 7:00am. A quorum was present.
- 2) **Approval of Agenda:** Motion by Vaughn to approve the agenda as presented. Second by Lauden. Motion carried unanimously.
- 3) **Approval of Minutes-** Minutes of last meeting in February were reviewed. March did not have a quorum. Motion by Lauden to approve minutes as presented. Second by Fiskevold-Gould. Motion carried unanimously.
- 4) **Monthly Financials** – Trevor Johnson, Sanford Center Director of Finance presented the financials for the months ending January and February. The Sanford Center started 2026 exceeding January Budget by \$21,303, primarily attributed to 3 events – The Harlem Globetrotters, BSU Hockey and the Farm Bureau conference. February was also positive with financials outperforming budget by \$37,095 primarily due to a reduction in indirect expenses and some higher revenue in service and ticket sales.
- 5) **Sub-Committee Updates**
 - Finance Committee** – did not meet last month.
 - Marketing Committee-** Met in March. Will be quarterly meetings. Went through past and upcoming events.
 - Operations Committee** – had first meeting in late February. Looking to add 2 more people to the committee.

6) General Manager Report

-Presented by Bobby Anderson, Sanford Center. Bobby gave updates for March and April.

7) Adjourn

-Motion by Fiskevold-Gould

-Second by Laudon

-Motion carried unanimously

-Meeting adjourned at 7:38am

SANFORD CENTER ADVISORY BOARD AGENDA ITEM



Meeting Date: May 27, 2026

Action Requested:

Prepared By: Trevor Johnson, Director Finance, Sanford Center

Background:

For the month of March 2026, the 2025-2026 BSU hockey season ended. With this, the Operations department was busy taking out the ice and prepping the arena for the summer and arena events such as the Mason Brothers trade show, which returned to the Sanford Center for the 4th year in a row! Excitingly, this event was followed by 'The Rock Gods' concert, resulting in over 700 guests in attendance. The convention center continues to host many repeated annual private events, and was busy with meetings, banquets, and conventions. This activity concluded the Sanford Center closing its book with a net operating loss of (\$91,247). This result is (\$22,097) behind what was budgeted for March. Based on the previous forecast in February, we anticipated a loss of (\$106,551) in March. The variance for the forecast and actual loss is favorable by \$15,304.

The variance between the forecast and the actual net loss for March is the result of private and public events not performing to the level that we anticipated. We continue to spend on a necessity basis for indirect expenses; position vacancies and other costs within indirect expenses are also contributing to the offset of the adjusted gross income shortfall. With these points, the Sanford Center is ahead of budget by \$39,882 year to date through March. We are actively continuing the search for our operation staff vacancies. We anticipate filling these open positions soon.

Coming up in April and the following months, we are excited to host the Bemidji Outdoor Show, Lost River Rice Farms Meeting, BSU-Opera Dinner, Sanford Center's Indoor Garage Sale and Craft Show, several Graduation Ceremonies in May, The much anticipated Women's Expo, Babes Burnout and many other private events.

A recap of events for the month of March:

- Sierra Hiring Event
- Paradigm Meeting
- CHARPS Annual Training
- 7 Brew Staff Meeting
- Bemidji Speedway Banquet
- Mason Brothers
- The Rock Gods
- Tiny Tots Health and Wellness Fair
- Bemidji Figure Skating
- NHL Ice Rental
- AOG Ice Rental

The current rolling forecast as of March projects a net operating loss of (\$534,925) for FY2026; this is a decrease of \$45,988 over February's forecast. The changes in our forecast are the result of changes to the event matrix. Some of those changes are as follows:

- Lost River Rice Farm \$300
- LLTC Graduation \$21,273
- MMIW 218 \$2,380
- Honoring Youth POWWOW \$6,729

Recommendation:



SANFORD CENTER



Sanford Center

FOR THE MONTH ENDING MARCH 31st, 2026

DISTRIBUTED APRIL 25, 2026

Prepared by: Trevor Johnson
Director of Finance, The Sanford Center

Distribution List:

Felix Mussenden, EVP, Legends Global
John Drum, RVP, Legends Global
Stephanie Dorsey, Regional Director of Finance, Legends Global
Bobby Anderson, General Manager, The Sanford Center
Amanda Slanovec, Director of Venue Finance, Legends Global

LEGENDS GLOBAL ARENA MANAGEMENT - The Sanford Center

The Sanford Center

Mar-26

Financial Statements

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Legends Global Arena Management LLC

The Sanford Center – Bemidji, Minnesota

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	Current Month Actual	Current Month Budget	Current Month Act vs Budget	Year to Date Actual	Year to Date Budget	Year to Date Act vs Budget	YTD Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	50,117	25,725	24,392	234,496	232,959	1,537	178,554
Service Revenue	45,791	92,048	(46,257)	250,739	300,085	(49,346)	216,058
Service Expenses	(36,537)	(47,219)	10,682	(182,994)	(237,267)	54,273	(117,766)
Total Direct Event Income	59,371	70,554	(11,183)	302,241	295,777	6,464	276,846
Ancillary Income							
F & B Concessions	20,118	13,340	6,778	129,427	139,540	(10,113)	82,695
F & B Catering	12,438	42,450	(30,012)	105,476	113,550	(8,074)	60,029
Novelty Sales	0	2,500	(2,500)	1,903	3,000	(1,097)	0
Promoter Share	0	0	0	0	0	0	0
Promoter Share	0	0	0	0	0	0	0
Booth Cleaning Wages	0	0	0	0	0	0	0
Other Ancillary Sales	0	0	0	0	0	0	0
Total Ancillary Income	32,556	58,290	(25,734)	236,806	256,090	(19,284)	142,724
Other Event Income							
Ot Event Related	0	0	0	0	0	0	0
Suite Sales	2,300	4,000	(1,700)	32,761	18,400	14,361	24,356
Club Seat Tickets	0	2,000	(2,000)	3,580	4,700	(1,120)	1,421
Ad Income	0	0	0	0	0	0	0
Ticket Rebates	569	1,800	(1,231)	25,682	23,150	2,532	8,180
Facility Fees	0	8,500	(8,500)	56,687	68,500	(11,813)	45,923
Total Other Event Income	2,869	16,300	(13,431)	118,710	114,750	3,960	79,880
Total Event Income	94,796	145,144	(50,348)	657,757	666,617	(8,860)	499,450
OTHER OPERATING INCOME							
Luxury Suite Premiums	0	0	0	0	0	0	0
Suite Service Premium	0	0	0	0	0	0	0
Advertising & Sponsorship	23,135	32,083	(8,948)	69,407	96,250	(26,843)	73,571
Sanford Naming Rights	16,667	16,667	0	50,000	50,001	(1)	50,000
Coke Mktg Sponsorship	0	0	0	0	0	0	0
Ice Rental Revenue	0	0	0	0	0	0	0
Interest & Other Income	1,209	1	1,208	3,709	0	3,709	4,969
Total Oth. Operating Income	41,011	48,751	(7,740)	123,116	146,251	(23,135)	128,540
Adjusted Gross Income	135,807	193,895	(58,088)	780,873	812,868	(31,995)	627,990
INDIRECT EXPENSES							
Salaries & Wages	88,230	113,384	(25,154)	278,480	340,152	(61,672)	286,801
Payroll Taxes & Benefits	32,324	34,458	(2,134)	103,115	103,374	(259)	91,782
Net Salaries and Benefits	120,554	147,842	(27,288)	381,595	443,526	(61,931)	378,583
Contracted Services	0	0	0	0	0	0	0
General and Administrative	16,208	19,323	(3,115)	53,415	57,969	(4,554)	48,275
Operating	12,564	16,246	(3,682)	39,779	48,989	(9,210)	44,534
Repairs & Maintenance	1,370	5,922	(4,552)	6,561	20,264	(13,703)	12,072
Operational Supplies	1,834	4,443	(2,609)	14,375	13,329	1,046	27,806
Insurance	16,126	16,625	(499)	48,381	49,875	(1,494)	15,746
Utilities	47,503	41,717	5,786	164,199	142,551	21,648	124,831
ASM Management Fees	10,895	10,927	(32)	32,686	32,781	(95)	31,827
Other Mgmt Fees	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
Total Indirect Expenses	227,054	263,045	(35,991)	740,991	809,284	(68,293)	683,674
Net Income (Loss)	(\$ 91,247)	(\$ 69,150)	(\$ 22,097)	\$ 39,882	\$ 3,584	36,298	(\$ 55,684)
Non-Operating Income							
City of Bemidji Subsidy	175,000	0	0	175,000	0	0	0
Property Insurance	0	0	0	0	0	0	(15,426)
Extraordinary Items	0	0	0	0	0	0	0
Adjusted Net Income (Loss)	\$ 83,753	(\$ 69,150)	\$ 152,903	\$ 214,882	\$ 3,584	211,298	(\$ 71,110)

ASSETS

Current Assets

Cash	\$	684,015
Accounts Receivable		236,734
Prepaid Assets		138,578
Inventory		<u>62,830</u>

Total Current Assets 1,122,157

Fixed Assets

Building		0
Machinery & Equipment		0
Acc. Depreciation		<u>0</u>

Total Fixed Assets 0

Other Assets

Other Assets		0
Deposits		<u>0</u>

Total Other Assets 0

Total Assets **\$ 1,122,157**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	213,972
Working Capital Loan		350,000
Accrued Expenses		88,524
Deferred Income		179,129
Advance Ticket Sales/Deposits		135,429
Other Current Liabilities		<u>0</u>

Total Current Liabilities 967,054

Equity

Net Funds Received		0
Retained Earnings		(59,780)
Net Income (Loss)		<u>214,883</u>

Total Equity 155,103

Total Liabilities & Equity **\$ 1,122,157**

The Sanford Center
2026
Rolling Forecast

	Year to Date Actual Thru March	Projected April Thru 12/31/2026	Rolling Forecast Fiscal YE 12/31/2026	Budget Fiscal Year Ending 12/31/2026	Variance Positive / (Negative)	Percentage Change Increase (Decrease)	Prior Year Actual Fiscal YE 12/31/2025	Variance Positive / (Negative)	Percentage Change Increase (Decrease)
Event Income									
Direct Event Income									
Rental Income	234,496	381,735	616,231	613,694	2,537	0.41%	504,148	112,083	22.23%
Service Income	250,739	620,675	871,414	1,003,644	(132,230)	-13.17%	813,776	57,638	7.08%
Service Expenses	(182,994)	(372,233)	(555,227)	(688,044)	132,817	-19.30%	(518,214)	(37,013)	7.14%
Total Direct Event Income	302,241	630,177	932,418	929,294	3,124	0.34%	799,710	132,708	16.59%
Ancillary Income									
F & B Concessions	129,427	143,281	272,708	301,621	(28,913)	-9.59%	221,473	51,235	-43.23%
F & B Catering	105,476	351,515	456,991	447,864	9,127	2.04%	504,966	(47,975)	55.24%
Novelty Sales	1,903	6,250	8,153	11,750	(3,597)	-30.61%	4,703	3,450	-64.57%
Total Ancillary Income	236,806	501,046	737,852	761,235	(23,383)	-3.07%	731,142	6,710	0.92%
Other Event Income									
Luxury Box Ticket Sales	32,761	24,400	57,161	46,000	11,161	24.26%	24,356	32,805	-64.28%
Club Seat Ticket Sales	3,580	5,000	8,580	10,700	(2,120)	0.00%	1,421	7,159	-88.39%
Event Advertising Income	-	-	-	-	-	0.00%	-	-	0.00%
Ticket Rebates (Per Event)	25,682	19,300	44,982	44,450	532	1.20%	45,861	(879)	-93.70%
Facility Fees	56,687	88,300	144,987	164,800	(19,813)	-12.02%	156,287	(11,300)	-40.74%
Total Other Event Income	118,710	137,000	255,710	265,950	(10,240)	-3.85%	227,925	27,785	12.19%
Total Event Income	657,757	1,268,223	1,925,980	1,956,479	(30,499)	-1.56%	1,758,777	167,203	9.51%
Other Operating Income	123,116	452,749	575,865	599,000	(23,135)	-3.86%	557,840	18,025	3.23%
Adjusted Gross Income	780,873	1,720,972	2,501,845	2,555,479	(53,634)	-2.10%	2,316,617	185,228	8.00%
Operating Expenses									
Employee Salaries and Wages	278,480	1,020,463	1,298,943	1,360,615	(61,672)	-4.53%	1,259,598	39,345	-8.07%
Benefits	103,115	310,107	413,222	413,481	(259)	-0.06%	353,901	59,321	5.11%
Net Employee Wages and Benefits	381,595	1,330,570	1,712,165	1,774,096	(61,931)	-3.49%	1,613,499	98,666	-4.84%
General and Administrative	53,415	174,871	228,286	232,840	(4,554)	-1.96%	210,219	18,067	14.15%
Operations	39,779	66,411	106,190	107,650	(1,460)	-1.36%	116,746	(10,556)	14.44%
Repair & Maintenance	6,561	113,036	119,597	141,050	(21,453)	-15.21%	33,640	85,957	35.60%
Supplies	14,375	50,471	64,846	63,800	1,046	1.64%	86,158	(21,312)	-84.87%
Insurance	48,381	149,625	198,006	199,500	(1,494)	-0.75%	185,662	12,344	-111.39%
Utilities	164,199	312,449	476,648	455,000	21,648	4.76%	435,324	41,324	-3.70%
SMG Management Fees	32,686	98,346	131,032	131,127	(95)	-0.07%	127,308	3,724	-3.00%
Total Operating Expenses	740,991	2,295,779	3,036,770	3,105,063	(68,293)	11.72%	2,808,556	228,214	-4.97%
Net Income (Loss) From Operations	39,882	(574,807)	(534,925)	(549,584)	14,659	-2.67%	(491,939)	(42,986)	8.74%
Other Income (Expenses)	175,000	175,000	350,000	350,000	-	0.00%	350,000	-	0.00%
Net Income After Other Income (Expenses)	214,882	(399,807)	(184,925)	(199,584)	14,659	-7.34%	(141,939)	(42,986)	30.28%

**The Sanford Center
Fiscal Year 2026
Operating Cash Flow Forecast**

Month Ending	April 4/30/2026	May 5/31/2026	June 6/30/2026	July 7/31/2026
Beg Cash Flow (Non Ticketing/Unrestricted)	644,068.79	625,631.79	564,775.79	486,204.79
F&B Revenue	20,000.00	35,000.00	26,681.00	10,000.00
Rent Revenue	38,000.00	61,000.00	20,000.00	10,000.00
Service Revenue	47,000.00	36,196.00	10,000.00	5,000.00
Ticketing Transer	-	-		
A/R Collections	185,000.00	80,000.00	60,000.00	25,000.00
Sanford Naming Rights				
Total Inflows	290,000.00	212,196.00	116,681.00	50,000.00
Net Employee Wages and Benefits	(120,000.00)	(120,000.00)	(120,000.00)	(140,000.00)
Uncashed AP Checks	(20,000.00)	(30,000.00)	-	-
Unpaid AP	(60,000.00)	(25,000.00)	-	-
General and Administrative	(13,000.00)	(16,000.00)	(12,000.00)	(12,000.00)
Operations	(6,200.00)	(11,000.00)	(3,000.00)	(3,000.00)
Repair & Maintenance	(2,736.00)	(1,500.00)	(3,000.00)	(3,000.00)
Supplies	(9,080.00)	(3,000.00)	(3,700.00)	(3,700.00)
Insurance	(16,625.00)	(16,625.00)	(16,625.00)	(16,625.00)
Utilities	(27,869.00)	(21,000.00)	(21,000.00)	(21,000.00)
SMG Management Fees	(10,927.00)	(10,927.00)	(10,927.00)	(10,927.00)
Sales Tax	(22,000.00)	(18,000.00)	(5,000.00)	(5,000.00)
Other Cash Outflows				
Total Outflows	(308,437.00)	(273,052.00)	(195,252.00)	(215,252.00)
Available Cash	625,631.79	564,775.79	486,204.79	320,952.79
Other Cash Inflow/Outflow				
Intercompany Payments				
Funding				
Ending Cash balance	625,631.79	564,775.79	486,204.79	320,952.79

The Sanford Center – General Manager Report

Prepared by Bobby Anderson – 5.19.26

Upcoming Events:

- Minnesota State ASA/IT Conference – May 2026
- Harris. Schlee Wedding Reception – May 2026
- Ottertail Power Rate Case Open House – June 2nd
- Annual Retired Law Enforcement Breakfast June 2026
- Canopy Project Parking Lot – June 6th
- Solar Power Project Install – June 8th
- Pinnacle Marketing Group Meetings – June 2026
- Sanford Health Pours for a Purpose – June 2026
- Knights of Columbus Walleye Classic – June 2026
- 2026 SIAIW Meetings – June 2026
- HCSS Meetings – June 2026
- United Way/North Country Food Bank Mobile Drop – June 19th
- Hardies.Wysoski Wedding Reception – June 2026
- 4th Annual Babe’s Burnout – July 11, 2026

Home Grown Event Update:

- The Sanford Center recently held “The Great Bemidji Garage & Craft Show” as well as “The Northern MN Women’s Expo”. The success of these two events highlights how important it is for us to continue to grow our home-grown events for the community with emphasis on low or no admission fee. We continue to see this model produce record attendance for these events. As we see from our local/regional community affected by the increased cost of living every day it is important to provide events that hit our mission statement. *“The Sanford Center will enhance the quality of life in Northern Minnesota by providing a gathering place for cultural, recreational, educational and entertainment events. We will create outstanding guest experiences while remaining fiscally responsible and contributing to the economic development of the city and region.”*
- As a part of the Women’s Expo our local nonprofit beneficiary for 2026 was Bemidji Village of Hope. We are proud to be able to donate \$1,554.96 to them this year. This is 50% of ticket proceeds as well as 100% of proceeds from the pop-up thrift shop.
- We saw a strong increase in engagement to our live demonstrations/speakers this year. This indicates to us that experiences/education continue to drive success.
- We also had great feedback from attendees who came to the event specifically for the pop-up thrift shop and that it is the best opportunity all year for them to purchase quality clothing at an affordable rate. Every item is sold for \$2.
- The Great Bemidji Garage & Craft Sale – 3000+ in attendance
- Northern Minnesota Women’s Expo – 600+ in attendance (over double from 2025)

Facility & Staffing Update:

- Actively working with Kraus Anderson to find time to complete the fire protectant repair in the arena for this summer. Estimated 10–12-week timeline for repair. We are awaiting the results of bidding from KA. Estimated project start date June 15th.
- Solar panel project is slated to begin on June 1st and install the week of June 8th. This will directly feed power to the facility.
- City Streets Department is working on the crosswalk Truncated Domes repairs.
- Sanford Center working on sidewalk repair plan to work within our available CIP budget.
- We have hired our HR Business Partner with a start date of June 1st.
- We are actively interviewing candidates for Operations Manager, Ice Technician, and Maintenance Manager.

Tourism Data & Market Trends for Sales Strategies:

- Explore Minnesota Tourism Conference was held at The DECC on February 11th – 12th.
- Some of the data that was presented at the conference and how it relates to The Sanford Center is below.
 - 91% of American travelers plan to travel within the next six months.
 - Travel spending intent remains strong, with only 17% planning to reduce spending.
 - Rest and relaxation continue to rank as the top travel motivation.
 - Growth in “togetherness” (multi-generational travel) and visiting friends and relatives (VFR) was highlighted.
 - A continued preference for driving over air travel benefits Bemidji as a regional destination.
 - Domestic travel significantly outweighs international travel in Minnesota’s visitor profile.
 - Tourism trends remain positive, and Bemidji is well positioned within the regional drive market, particularly given continued demand for outdoor recreation and rest-focused destinations.
- We utilize this data to help drive our marketing decisions for events and for event sales. As a **Restination Destination** Bemidji makes the perfect place to blend business with pleasure.
- We continue to market to conferences the ability to come to Bemidji during the week for their conference and stay for the weekend to blend the two.
- We must utilize our strengths and the data to continue to drive sales in our convention center.