

SEEING HEARING
VOLUNTEERING CELEBRATING
LEARNING ENJOYING
EXPERIENCING FEELING
PLAYING DOING
SUPPORTING APPRECIATING
BEING DRINKING
EATING
HOW CASINO



METRA PARK
2018 ANNUAL REPORT



A SPECIAL THANKS | *Photos provided courtesy of*



BILLINGS GAZETTE
COMMUNICATIONS
PRINT ONLINE MOBILE TABLET



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A large crowd of people is gathered at an outdoor event, many holding umbrellas. In the background, a city skyline is visible. A blue semi-transparent box is overlaid on the image, containing the text "MISSION STATEMENT" and a paragraph about MetraPark. The page number "3" is in the bottom left corner.

MISSION STATEMENT

MetraPark, a multi-use complex, shall serve the entertainment, trade, athletic, educational and agricultural needs of the region by providing quality facilities, programs, and events with complete and efficient services to the economic benefit of the region.

LETTER FROM THE GENERAL MANAGER

See. Hear. Do. Experience. The smell of great fair food (my favorite is Funnel Cake); listening to tremendous talent from today's rock bands and members of the Rock N Roll Hall of Fame; and being the center of the country's attention for a few moments in September—these are what made 2018 another incredible year of growth and change at MetraPark. The events go from cows and horses, to presidents and rock stars. There's no place in Montana where you can be part of such a wide array of activity.

When we were thinking about a theme for this year's annual report, we thought about what it is we really do for our community. We provide a place for people to have unique, personal experiences.

It doesn't get much more unique than welcoming a President. When President Trump chose to come to Montana for the first time this fall, he chose MetraPark. This was the fourth presidential visit in the history of the facility. I get a kick out of seeing Air Force One when it flies directly over the top of my office on the way to Logan Airport.

KUDOS

“ I would like to thank whomever it concerns about the wonderful customer service I received today :) ... Not sure where I am sitting yet, but I'm very, very grateful. Thank you!!! ”

- Erin R.

The President's visit was one of an incredible 55 days of insane activity on the grounds. From an August 2 concert with Chris Stapleton, through nine packed days of MontanaFair which included superstar Kelly Clarkson, through shows with Luke Bryan, Shinedown and Godsmack, Casting Crowns, Rod Stewart, WWE, and the Wrangler National Team Roping Finals at the end of September, MetraPark hosted over 275,000 people in just 8 weeks.

Our mission statement says we will impact the community. The economic impact of all these events is felt all over the county. This year, Northwestern Energy teamed with Big Sky Economic Development Agency to measure that impact.

According to the study, MetraPark generates \$151 million dollars of impact and provides more than 2000 jobs every year. We knew from stories you told us about how events



impacted the community. I am thrilled to see the hard work of our staff pay off by helping people and businesses.

This part of the Annual Report gives me the chance to say thank you. Thanks to all our sponsors and promoters who fund and bring the events you see at MetraPark. Thanks to the support of our Yellowstone County Commissioners, John Ostlund, Denis Pitman, and Robyn Driscoll who helped guide us to success. The MetraPark Advisory Board, the hardest working volunteer board in the county, does an incredible job with their time and energy helping us make MetraPark better.

I want to salute two dear friends and colleagues who retired in 2018. Long time foreman Trent Dokken and my assistant Sue Watts entered retirement this year. Their dedication and service to the facility was incredible and we will miss them.

Another person we already miss is our good friend and Advisory Board member Frank Chesarek. Frank was the promoter of the Chase Hawks Roughstock Rodeo and a valuable member of our board. We catch ourselves today still referring to the rodeo as Frank's event. Frank passed away suddenly in September. He will be missed by us and all his friends and family.

This year's report will give you a sneak peek of what new events and actions are on the planning list for next year, recap the incredible amount of activity and fun generated this past year, and give a glimpse at how well we handle your money. When you look back on the preceding year, 2018 was the year MetraPark continued to own the title as the place in Montana to See. Hear. Do.

COMMUNITY PARTNERS

Yellowstone County Sheriff's Department
Law Enforcement Academy
SWAT Team Training
Yellowstone County Detention Center
Yellowstone County Public Works
City of Billings Fire Department
City of Billings Police Department
Adult Resource Alliance
Accident Investigation Training
Yellowstone County Weed Control
Big Sky State Games
Billings Central High School
Billings Public Schools
Yellowstone County 4-H
NILE
Billings Chamber of Commerce
Billings Breakfast Exchange Club

Billings Downtown Exchange Club
Yellowstone Valley Foster Adoptive Association
Yellowstone Valley Animal Shelter
Montana Technology Student Association
Billings Mothers of Multiples Club
Feed My Starving Children
Flakesgiving
Yellowstone Sports Car Club
Yellowstone Youth Rugby League
Festival of Trees
Chase Hawks Memorial Foundation
Lockwood School
Montana National Guard
United Veterans Council
Toys for Tots
Montana High School Association
Downtown Billings Alliance



METRAPARK ADVISORY BOARD



Lyle Hill, President



Rick Reid, Vice-President



Frank Chesarek



Steve Hurd



Greg Kohn



Charlie Loveridge



Jeff Muri



Steve Solberg



Jerry Simonson



Dave Staton



Alex Tyson, Ex-Officio

BOARD OF COUNTY COMMISSIONERS



Robyn Driscoll



Denis Pitman



John Ostlund

METRAPARK MANAGEMENT

Bill Dutcher
General Manager

Jeff Seward
Director of Operations

Ray Massie
Marketing and Sales Director

Kelly Campbell
Comptroller

Jann Goodell
Box Office Manager

Sam Merrick
Food Services Director

37.8%

OF VISITORS TO METRAPARK COME FROM
OUTSIDE THE IMMEDIATE TRAVEL AREA
AROUND YELLOWSTONE COUNTY.

METRAPARK GENERATES:



Gross Economic Output



Gross County Product



Total Labor Income



Capital Income



Indirect Taxes and Fees

WHAT'S NEW

Northwestern Energy and Big Sky EDA joined Circle Analytics of Missoula to provide a real world view of the value MetraPark brings to southeastern Montana and Yellowstone County. Economic impact analysis is usually delivered in a range, rather than a concrete number. The number crunchers came up with a value of between \$151-\$225 million dollars of economic activity happening in this part of the state because of a community place like MetraPark.

You may have experienced the crowds when MetraPark has an event. You see it in retailers cash registers, wait times at restaurants, and crowds at Costco and Sam's Club. While you might have seen or felt these delays, the numbers break out the big story.

2,023 jobs are created by the activity at MetraPark. These jobs are primarily in service based industries including restaurants, hotels, service stations and other retail. Most jobs created are by giving vendors a place to sell their products.

Another new project at MetraPark in 2018 was a complete infrastructure study of what is under the ground. MetraPark lies in a path crisscrossed by major sewer lines, oil and gas pipelines, and other major utility installations. Some of these installations were long abandoned while others have outlived their useful life. The study was designed to locate, map, and highlight the conditions of these installations.

The results of the infrastructure study, which also focused on the conditions of the pavement and roadways of the facility, showed approximately \$3 million dollars in immediate concerns. The biggest recommendation was for replacement of the carnival parking lot which accounted for more than half of the estimate.

A new deal with Mighty Thomas Carnival was signed in 2018 providing MontanaFair with another five year agreement. Mighty Thomas Carnival has provided the rides and amusements at MontanaFair since 1983.

They have become ubiquitous all over the country, but widespread use of metal detectors for security have found their way to Rimrock Auto Arena. The detectors were used only once in 2017 at the urging of the rock group Foo Fighters, but now have become a constant at major concerts at the arena. The \$55,000 investment in safety by the county has brought the arena in line with other major venues in the United States.

KUDOS

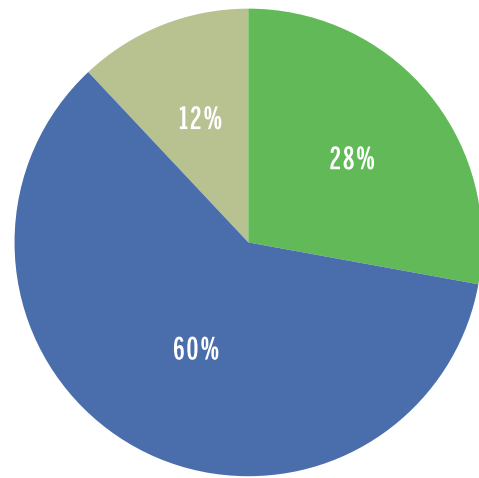
“ Everything about the Metra is fabulous! ”

- Lonnelle K.

Two major construction projects were completed in 2018. A new maintenance facility was built on the south side of Bench Boulevard. The new area will provide far better safety for MetraPark employees. Quicker and faster access to tools and equipment will help lower the costs to promoters and to the facility.

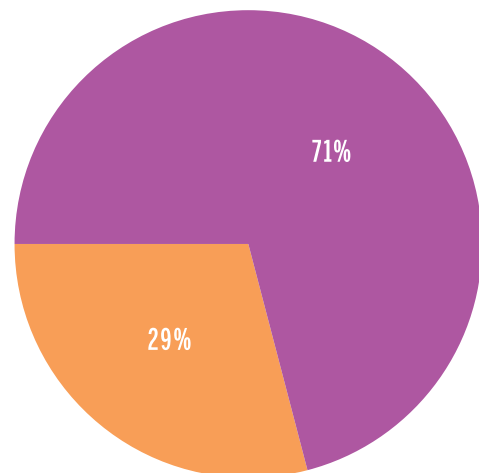
The second project was a new custom sheet of concrete placed in front of the Expo Center. The new concrete replaced worn ground in front of the building caused by constant use. It also enhanced the look of the Expo Center and improved drainage away from the structure. The space was first unveiled during MontanaFair in 2018.

MetraPark did an extensive survey of guests to determine their satisfaction with all aspects of the venue from ticketing to parking and traffic. Results of the survey were referred for action to the MetraPark Advisory Board and staff for possible implementation. One major project for the arena was tabbed for development and construction. Cell phone service on the grounds during high visitation events was deemed less than adequate in the survey. The county is working on a program to improve this issue.



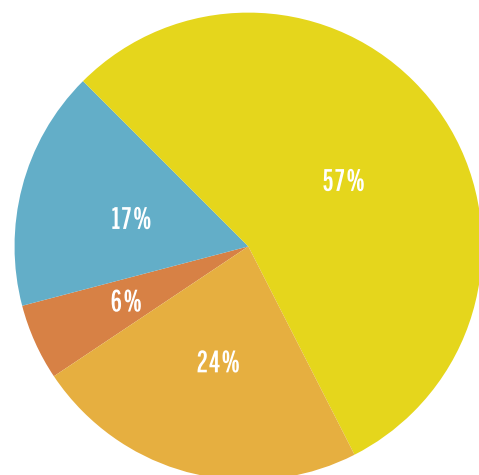
TOTAL GROSS COUNTY PRODUCT

● TOTAL LABOR INCOME ● CAPITAL INCOME ● INDIRECT BUSINESS TAX



DIRECT AND INDIRECT BENEFITS

● DIRECT IMPACT ● INDIRECT AND INDUCED IMPACT



ANALYZING TOTAL ECONOMIC IMPACTS

● METRAPARK OPERATING REVENUE ● VISITOR EXPENDITURE BENEFITS
● METRAPARK VENDOR SALES ● METRAPARK CAPITAL IMPROVEMENTS



AHEAD IN 2019

One of the big changes in 2019 will be a new name for Rimrock Auto Arena. Rimrock Auto Group purchased the naming rights to the arena in 2007 for a ten year period. The time frame was extended after the Father's Day tornado of 2010 took the building out of operation. The contract expires in June 2019. Rimrock Auto declined their option to renew. Two Billings area companies responded to the county's proposal for a naming rights partner. A decision on a partner is expected before the current contract expires.

MetraPark is selling land where the old shop was located on the northside of Bench Boulevard to Northwestern Energy. The utility was looking for land to enable them to serve the Billings Heights more efficiently. With the move of the MetraPark maintenance area to the main grounds, the land became surplus.

KUDOS

" This was our first time to visit Montana! We came to watch our daughter play in the NAIA National Championship. Everyone was very friendly and the Metra Arena was very well kept! We enjoyed our visit and hope to be back next year!!! "

- Wyndi R.

The temporary closure of the Alberta Bair Theater for rehabilitation and construction will give MetraPark additional events in 2019. Already the theater is planning at least one show in the coming season at the facility.

New shows and events are always a big part of what's ahead. The postponed November 2017 Bob Seger concert will play in January 2019. A unique combination show with Styx and Larry the Cable Guy is in March. Breaking Benjamin will rock the house in April. 2019 is the 50th year since the Beatles released the Abbey Road album. A Beatles retrospective, Rain, will play the arena in April.

Professional Bull Riders is back for their 26th year at Rimrock Auto Arena in April. The NAIA National Women's Basketball Championship is back for its third run in March. Monster Trucks and MontanaFair are just a few of the returning events to MetraPark in 2019.

THE YEAR IN REVIEW

When it came to packing in a lot of stuff in a short period of time, that was MetraPark in 2018. Few facilities and communities of our size can boast 12 major touring shows, the biggest fair within 500 miles, and a Presidential visit in 15 weeks.

The second half of 2018 saw the greatest amount of action:

- **Chris Stapleton - August 2**
- **Dustin Lynch - August 10**
- **Kelly Clarkson - August 11**
- **Bret Michaels - August 12**
- **President Trump - September 6**
- **Luke Bryan - September 14**
- **WWE - September 22**
- **Shinedown and Godsmack - October 5**
- **Casting Crowns - October 7**
- **Rod Stewart - October 26**
- **Harlem Globetrotters - November 17**
- **Mannheim Steamroller - November 18**
- **Cirque Musica Believe - November 27**

The start of 2018 was no slouch either. The 20th Anniversary performance of Riverdance brought big crowds to the arena on Easter Sunday. PJ Masks were here to save the day in May. The NAIA Women's National Championship presented by Wells Fargo finished year two of play with a record crowd.

High school tournament sports were a big part of 2018. The Crosstown Classic with local high schools playing a round robin schedule against each other played 6 games. Billings Central moved to the big building to accommodate all their fans in their game with eventual state A champion Hardin. One state basketball tournament, two divisional tournaments, and the always popular All Class state wrestling championship covered another three weeks of dates.

PBR celebrated their 25th year of coming to Billings in April. Two RV shows; two Home Improvement Shows; the continuously expanding Rescued and Reclaimed show; along with 4 Sports Connection gun shows were another portion of the continuous activity at MetraPark.





MONTANAFAIR

MontanaFair battled challenging weather with three days of 100+ high temperatures and a full day of rain to post the second best revenue year in the fair's history. The fair also won an amazing 16 awards from the International Association of Fairs (IAFE) at the fair's annual convention in San Antonio.

This year, MontanaFair featured a new area, Opportunity Farm. The area was a focus on the region and the fair's agricultural roots showing the major crops and products produced by agriculture in the area. Opportunity Farm won 2 of the first place awards at the convention.





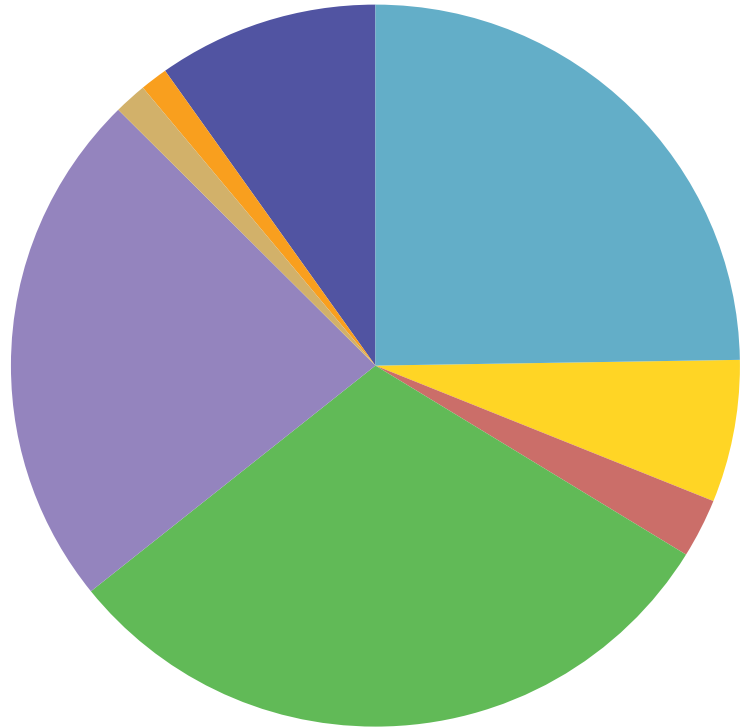
2018 FINANCIALS



Expenses

Staff	1,676,685	24.8%
F&B Personnel	427,442	6.3%
F&B COGS	178,940	2.7%
Event Related	2,065,576	30.6%
Fair	1,582,831	23.4%
G&A	78,964	1.2%
Transfer	74,753	1.1%
Utilities	665,037	9.9%

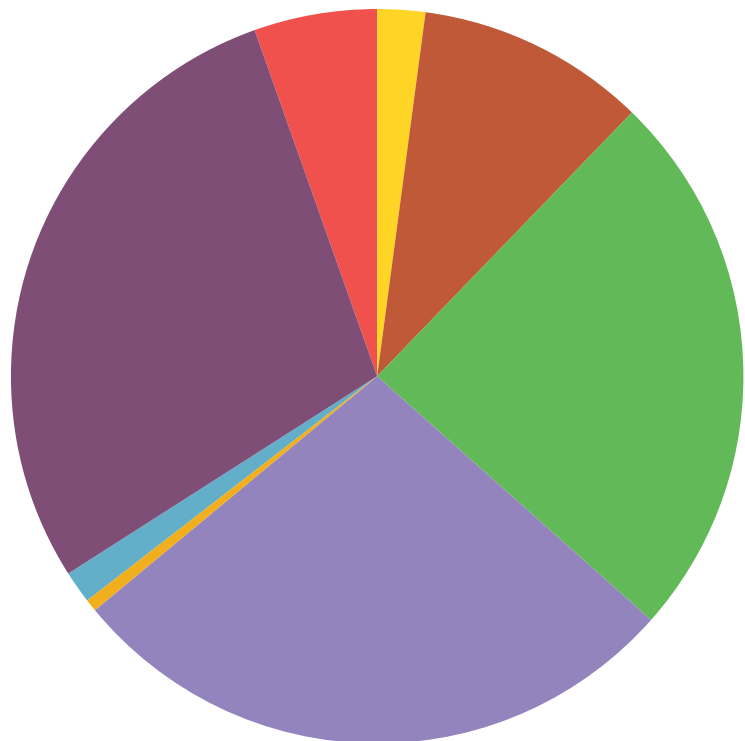
Total Expenses: \$6,750,228



Revenue

Outside F&B	130,785	1.9%
Internal F&B	715,111	10.4%
Events	1,655,889	24.2%
Fair	1,890,674	27.6%
Interest	30,691	0.4%
Misc.	81,558	1.2%
Operating Tax	1,986,325	29.0%
User Services	362,877	5.3%

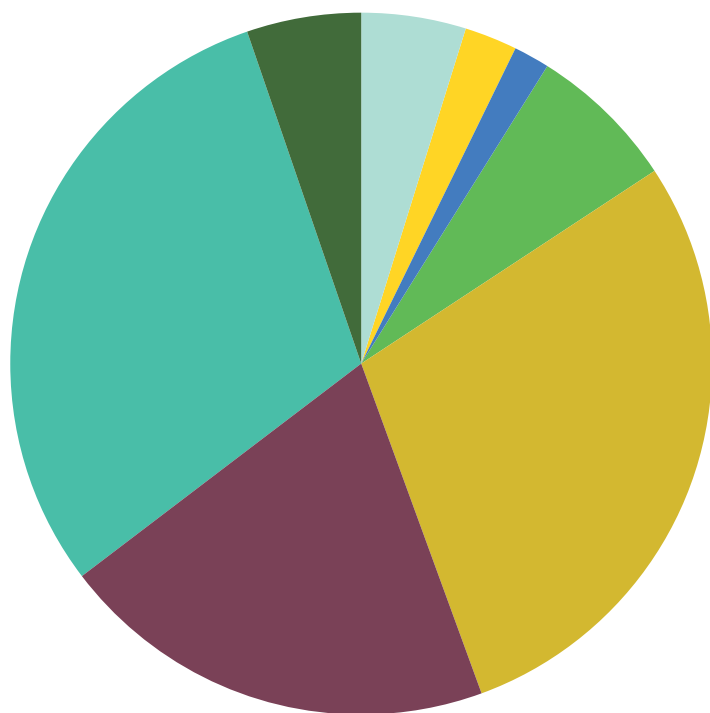
Total Revenue: \$6,853,910



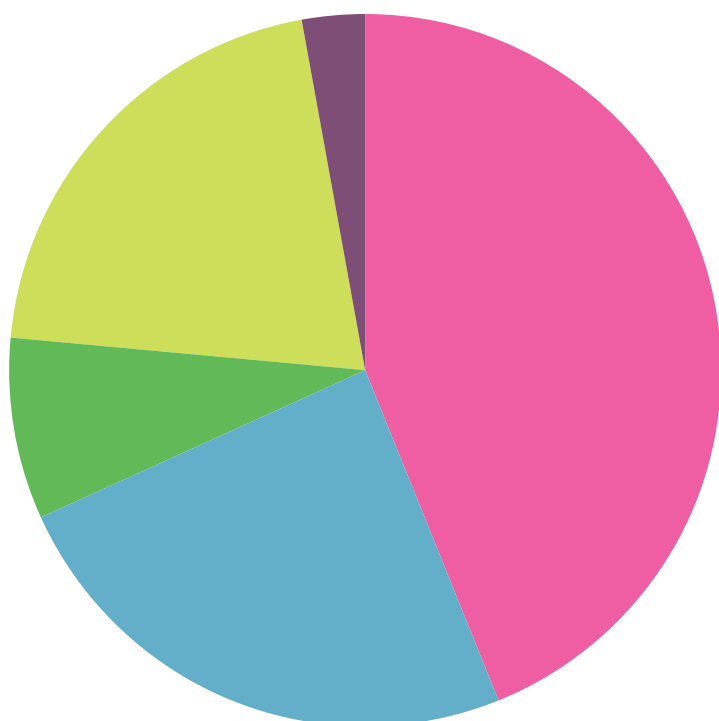
FINANCIAL INFORMATION FROM 2017 MONTANAFair



Expenses



Total Expenses: \$1,582,830



Revenue

Admissions	826,400	43.7%
Concessions	461,195	24.4%
Sponsorship	159,719	8.4%
Carnival	389,811	20.6%
Other Misc.	53,703	2.8%

Total Revenue: \$1,890,828



SEEING
VOLUNTEERING
LEARNING
EXPERIENCING
PLAYING
SUPPORTING
BEING
HEA
CELE
BENJ
FEE



ARING
BRATING
OYING
LING
DOING
COMPETING
BELIEVING
LOVING
METRA
PARK
TEACHING
WORSHIPPING



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