

FY 25



ARTS & ENTERTAINMENT FISCAL YEAR REPORT (MAY 24 - APRIL 25)



**GROSSINGER MOTORS ARENA
BLOOMINGTON CENTER FOR
THE PERFORMING ARTS**



Our Mission: Create Lasting Memories.

Our Vision: Make Bloomington the premier entertainment destination of Central Illinois.

Our Values: Exceptional Customer Service • Community & Cultural Impact • Fiscal Responsibility • Diverse Programming • Continuous Improvement



STAFF

Anthony Nelson
Director

Mike Wilcott
Assistant Director

Joshua Maubach
Marketing Manager

Kristen Woods
Operations Manager

Greg Grisham
Business Manager

Eric Manuel
Production Manager

Brian Leach
Rental Manager

Marisa Robertson
Patron Services Manager

Aza Verove
Asst. Production Manager

Kathy Sawyer
Development Manager

Josh Todden
F&B Manager

Shannon Ramirez
Support Staff

Sarah Lange
House Manager

Cliff Dyas
Facility Supervisor

PART-TIME STAFF 250+



**TOTAL
ECONOMIC
IMPACT RANGE**
LOW: \$23,678,842
HIGH: \$37,194,641

*Estimated in accordance with AEP5 2017 study by Americans for the Arts.

The City of Bloomington's Arts & Entertainment Department experienced significant increases year-over-year in gross revenue, total attendance, and event days across the BCPA and Grossinger Motors Arena. This growth was driven by increased quantity and quality of programming, growth of internal staff capabilities, and the addition of the Bloomington Bison Hockey Club as an Arena tenant.

250,182
ATTENDANCE

201
EVENT DAYS

↑ UP 107%
↑ UP 68%
YEAR-OVER-YEAR

67,128 BCPA • 55,841 ARENA • 102,258 BISON HOCKEY
 74 TICKETED SHOWS • 37 BISON EVENTS • 90 RENTAL EVENTS



GROSSINGER MOTORS ARENA

Opened in 2006, Grossinger Motors Arena has been the home to multiple professional sports organizations and a plethora of incredible events. In 2022, the City of Bloomington brought operation of the Arena under the purview of the newly formed Arts & Entertainment Department, a change that brought unprecedented levels of transparency and localization to the venue.

In 2024, the City's Arts & Entertainment Department announced that, in partnership with Hallett Sports, the Bloomington Bison would be the newest addition to the ECHL and would call the Arena home.

MEMORABLE EVENTS

11/9/24
REO Speedwagon
4,686 Tickets

6/22/24
WWE Super Show
4,370 Tickets

10/19/24
Bloomington Bison
First Official Game
4,040 Tickets

9/21/24
Kevin Gates
3,696 Tickets

183,956
ATTENDANCE

\$6,076,071
GROSS REVENUE





BLOOMINGTON CENTER FOR THE PERFORMING ARTS

Built in 1921 as a home for the American Passion Play, the BCPA boasts a beautiful historic theater with a capacity of 1,166. In 2000, the City of Bloomington took ownership of the BCPA.

Fast forward to today, the BCPA had its most successful season in its history, with 8 sold out shows and 14 1,000+ ticket shows. The First Friday Summer Series was revived in 2024, bringing accessible concerts to the community on the lawn of the BCPA and attracting over 2,500 to Downtown Bloomington.

8 SOLD-OUT SHOWS

- May 17th **Rumours**
- June 14th **Pete Davidson**
- September 17th **Whose Live Anyway?**
- October 26th **Swift: Taylor Tribute**
- November 13th **Menopause 2**
- December 10th **Steven Curtis Chapman**
- January 10th **Halestorm's Lzzy & Joe**
- February 15th **Clint Black**

67,128

RECORD ATTENDANCE

\$2,188,477

RECORD GROSS REVENUE

\$200,110.99

HIGHEST GROSSING NIGHT IN VENUE HISTORY



DEMOGRAPHIC DATA

76% **21% OUTSIDE OF ILLINOIS**
OUTSIDE OF BLOOMINGTON NORMAL **25,600**
UNIQUE BUYERS

“BCPA is by far the most wonderful place to see a show.”

“BCPA is easy to get in/out of, easy to find seats, helpful staff”

“Keep bringing in these great events. It builds a community that looks to a venue like GMA as a known place for fantastic events.”

“My first time to attend a show. Beautiful facility and wonderful show. Will attend again.”

“I love the BCPA. I often think how lucky we are to have this in town.”

“I think the offerings this year have been the best ever” “Thrilled hockey is back”

“We had never been to your venue. We were pleasantly surprised how quaint and charming it was. We will attend more for sure.”

“Love the new management.” “I love the the staff! They all are so kind!”

“You have a beautiful venue and I really have enjoyed the shows I've attended so far.”

TESTIMONIALS





FAST FACTS

187 BISON GOALS **1.9 MILES**

81,304 **OF HOT DOGS**

MILES TRAVELED TO OUR SHOWS

1,834

2 DAYS FASTEST SELL-OUT

418,000,000 POPCORN KERNELS

CUMULATIVE YEARS OF TOURING

8 COUNTRIES REPRESENTED BY BISON PLAYERS

