Global Spectrum, managers of the Sioux Falls Convention Center, has announced that their total sales revenue for 2011 has increased $400,000 from the previous year. Sales revenue for 2010 was $3,055,936 with actual total sales of $3,488,554 in 2011.

Global Spectrum has delivered the highest revenue year, to date, since taking over management of the Convention Center in July of 2007.

“The significant increase in gross revenues is a result of creative selling opportunities, heavy customer interaction and being aggressive in booking more events than the previous year,” said Kraig Pomrenke, general manager for the Sioux Falls Convention Center. “We worked closely with our clients to meet their needs and exceed their expectations. Our sales team has also been on the forefront of the continued industry trend of shorter booking windows and remains flexible to our clients’ needs.”

The increase in sales revenue also had a positive impact on the Convention Center’s city subsidy by decreasing it $41,395 from 2010.

Over the past two years, the Sioux Falls Convention Center’s revenue has increased without significantly increasing expenses. In the same time frame, Global Spectrum has lowered the city subsidy by 59.9 percent or $330,922. Revenue has increased a similar amount in the last two years by $335,810.

“Global Spectrum is very pleased with our 2011 results in Sioux Falls, especially in a time where our economy is still uncertain. It certainly reflects the hard work and creativity of the staff,” said Shura Garnett, Global Spectrum’s regional vice president. “We hope to continue to provide

positive results for the city of Sioux Falls for many years to come."

In 2011, the Sioux Falls Convention Center hosted over 155,000 people at 291 events, including 143 meetings, 76 banquets, 26 special events, 24 conventions, 12 consumer shows and 10 tradeshows.