



Meridian Event Center Summary

The Meridian Center is a 15,000 square foot facility dedicated to providing a best-in-class experience for your wedding, conference, meeting or social event. The Meridian Center is located in Newton, Kansas at the crossroads of I-135 and US-50 highways. It features beautiful modern décor, a large, inviting lobby perfect for receptions, modern lighting, state-of-the-art audio-visual equipment and a full-service kitchen including beer, wine and liquor service. With the ability to accommodate groups from 5 to 500, rates ranging from \$50 to \$200 per hour and a professional staff dedicated to your satisfaction, the Meridian Center truly is the choice for your next event.

Meridian Center Vision

The vision of the Meridian Center is to be the premier conference and event center in the greater Newton, KS market and to support the overall economic development of Newton. The center will support both local and outside visitors with a professional experience unmatched in the regional market surrounding and including Newton, KS. The vision of the center is to appeal to a variety of audiences through its ideal location, size, amenities, and service offerings.

The Meridian Center provides a friendly, professional and comfortable atmosphere which enables patrons to enjoy successful conferences, meetings and events on a recurring basis.

Facility Overview & Offering

- 15,000 square ft. building with 8,000 square ft. of meeting space can accommodate up to 450 people.
 - ◇ The main area can be divided into a variety of sizes to accommodate specific group needs and includes five main room segments. The dividers are made of fold and lock paneling to provide a visual, but not an audible block.
 - ◇ A separate executive board room can accommodate up to 20 people in 477 square feet.
 - ◇ The board room includes four walls, a door for added privacy, professional modular tables and leather-look executive chairs. Audio visual needs are accommodated through the use of portable equipment as outlined below.
 - ◇ Audio visual equipment includes (3) three electric drop-down screens, (3) three ceiling-mounted projectors, a state-of-the-art portable sound system with podium and wireless microphone and wireless internet access.
 - ◇ A full-service kitchen allows food preparation and service for up to 450 people.

- ◇ The Meridian Center holds a beer, wine and liquor service license. The center also has an off-site catering license.
- ◇ All meeting room floors are carpeted.
- ◇ A portable dance floor is available for rental.
- ◇ State-of-the-art lighting can be utilized including dimmers and chandeliers.
- ◇ The center sits adjacent to a new 68-room Holiday Inn Express that opened in August, 2011.
- ◇ Two sets of men's and ladies restrooms
- ◇ The center and the Holiday Inn Express share a combined 261 parking stalls.

Brand Positioning Statement

To social, corporate and association market meeting planners, the Meridian Center is the ideal location because it offers a beautiful, state of the art facility and professional, courteous staff members dedicated to providing the best possible experience at an affordable, easy to understand rate.

Property Descriptor

The following property descriptor follows the brand positioning and will be used on specific marketing and sales vehicles that are appropriate for further elaboration (e.g. website, collateral).

The Meridian Center will serve the public at every level in delivering an experience unmatched in the area. Amenities including a full-service kitchen, professional staff and the latest in audio/visual technology will ensure a "Best in Class" experience for all facility guests. The Meridian Center will help grow the City's economy through business meetings, social functions, themed events, and expos. Since the company has a great reputation in managing the nationally acclaimed Sand Creek Station Golf Course, customers will already know that the Meridian Center will execute its brand promise.

Tagline

For your meeting needs, all roads lead to the Meridian Center

Competitive Market Analysis

We anticipate an increase in rooftops locally with the positive industrial growth in east Newton and the anticipated growth from the Kansas Logistics Park, which will bring middle to upper class families to Newton. This will bring an influx of corporate needs for the Meridian Center. Other target groups to support the center include state and regional trade and commercial associations, corporate and government entities, sports, military, educational, religious and fraternal groups and the community at large – all of which exist in the greater local area and are anticipated to grow in the coming years.

Based on the results of a competitive rate review, the Meridian Center is the price and amenity leader in the local market and compares well with the overall amenities and experience offered at the Wichita hotel conference centers. In order to uphold Meridian Center scope of services, food quality and staffing will continue to be instrumental in sustaining a reputation as a facility that offers an experience unmatched in the market.

The Meridian Center team has set a goal of 202 events for 2013 which will be attainable by hosting multiple events at the same time. With the way the room is set up, there is the possibility to hold up to three events at one time while allowing a room between each for a partial sound block. North Pointe accommodates up to 150 people, while South Pointe 1 and 3 accommodate up to 50 people each. We are pleased to report a forecast of 184 event bookings in 2012. With the addition of a dedicated sales and marketing professional, we are very confident in our ability to meet the goal set for 2013.

DEPARTMENT EXPENDITURES	ACTUAL			ADOPTED	ADOPTED
	2009	2010	2011	2012	2013
MERIDIAN CENTER REVENUE			\$ 136,757	\$ 273,180	\$ 285,699
				\$ 273,180	\$ 285,699

DEPARTMENT EXPENDITURES	ACTUAL			ADOPTED	ADOPTED
	2009	2010	2011	2012	2013
PERSONAL SERVICES*			\$ 155,793	\$ 292,476	\$ 332,079
CONTRACTUAL SERVICES			\$ 188,594	\$ 215,755	\$ 213,330
COMMODITIES & SUPPLIES				\$ -	\$ -
VEHICLE OPERATING				\$ -	\$ -
CAPITAL OUTLAY				\$ -	\$ -
TRANSFERS					
			\$ 344,387	\$ 508,231	\$ 545,409

Performance Indicators	2011	2012	2013
	Actual	Estimated	Estimated
Number of Events	83	169	202
Room Rental Revenue	45,650	62,952	79,134
Food and Beverage Revenue	59,550	142,449	178,855
Alcohol Revenue	25,521	23,190	26,652
Service Fee Revenue	12,760	22,605	26,601