



Memorandum

Date: January 12, 2018

To: Marie Ware, Director
Leisure Services

From: H.R. Cook, General Manager
Five Flags Center

Subject: Proposed Arena Design and Potential Shows

Per our discussion, I have reviewed the proposed design plan which included, seating size and configuration, low roof steel rigging capacities and our market. Based upon the design, a review of our market and previous inquiries from agents regarding Dubuque, I created a list of events that realistically could be held at Five Flags Center. These events are in addition to the current menu of events that we currently host.

As we have discussed in the past, trying to predict what events will be popular in the future and be supported in our community is like looking into a crystal ball. The concerts listed are based upon the latest Pollstar Concert Hotwire Top 100 tours as of November 2018 and current shows touring in SMG facilities in North America. The family and sporting events are events that we can pursue and have a good chance of hosting based upon our infrastructure of amenities in the community and support system of Travel Dubuque and the Hotel/Motel Association.

Family Entertainment:

- Feld Entertainment Marvel Universe Live!
- Cirque du Soliel
- Trans-Siberian Orchestra
- Game of Thrones Live in Concert
- Stars on Ice
- Harry Potter in Concert

Sporting Events:

- NCAA Division II and III Basketball and Wrestling Tournaments
- NAIA Wrestling Championships
- Junior Wrestling Tournaments
- National Cheerleading Championships
- National Dance Championships

Concerts and other Live Entertainment:

- Elton John
- Keith Urban
- Alan Jackson
- Jason Derulo
- Barry Manilow
- Alabama
- Fall Out Boy
- Scorpion
- Toby Mac
- Gabriel Iglesias
- Steve Miller Band
- Rob Zombie
- The Avett Brother
- 311
- Alice Cooper
- Bare Naked Ladies
- Brian Adams
- Jim Gaffigan
- Jack White
- Bob Segar

Again, this is a sample of events that will fit into the arena being conceptualized, a ticket buying market the size of Dubuque and/or meeting the bid qualifications.

Should you have any further questions or inquiries, please feel free to contact me directly.